

## SOFIDEL AMONG THE TOP 3 ITALIAN COMPANIES BY REPUTATION

**The tissue paper Group particularly well-known for its Regina brand ranked 11<sup>th</sup> overall and the 3<sup>rd</sup> among Italian companies in the Italy RepTrak<sup>®</sup> ranking measuring companies' reputation among Italian consumers.**

**Porcari (Lucca, Italy), 15 July 2020** – Sofidel is confirmed as one of the Italian companies with the best reputation in the country. This has been certified by the recent 2020 edition of Italy RepTrak<sup>®</sup>, according to which the tissue paper Group, particularly well-known in Italy and in Europe for its Regina brand, is ranked eleventh overall, and third among the most reputed Italian companies behind big names in the automotive and food industry such as Ferrari and Ferrero.

*"A survey that reinforces our commitment," commented **Luigi Lazzareschi, CEO of the Sofidel Group.** "Sofidel's sustainability strategy is one of the winning cards in building a strong bond of trust with consumers, which are increasingly interested in understanding what is beyond the product itself. This is not an easy task to be performed for an essential good like tissue paper as it is not always simple to make perceive the quantity and quality of the work behind it."*

Italy RepTrak<sup>®</sup> is an annual survey by The RepTrak Company that measures how companies are perceived by consumers. Based on approximately **40,000 individual interviews** representing the Italian generalist public, **it is the nation's largest and most up-to-date picture of corporate reputation in comparative terms.** The RepTrak<sup>®</sup> database measures over 5,000 companies in more than 60 countries worldwide.

These are the top 15 companies in the ranking: Lego, Ferrari, Walt Disney, Amazon, Ferrero, Netflix, Microsoft, Samsung, Adidas, BMW, Sofidel, Bosch, Levi's, Mapei, Intel.

Seven dimensions of reputation are analysed: the quality of products and services, innovation, corporate culture, governance, corporate social responsibility towards the local communities, leadership and financial and market performance.

The research highlights not only the link between companies and their consumers, but the impact of reputation on business when target audiences choose to recommend a brand and invest or work for a company. This is

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Sofidel is a WWF Climate Savers member

an increasingly strategic factor in an economy characterised by the growing importance of relationships and the expectations of stakeholders towards organisations in terms of social and environmental sustainability.

### **The Sofidel Group**

The Sofidel Group is one of the leading manufacturers of paper for hygienic and domestic use worldwide. Established in 1966, the Group has subsidiaries in 12 countries – Italy, Spain, the UK, France, Belgium, Germany, Sweden, Poland, Hungary, Greece, Romania and the USA – with more than 6,000 employees, net sales of 1,919 million Euros (2019) and a production capacity of over one million tonnes per year (1,308,000 tonnes in 2019). “Regina”, its most well-known brand, is present on almost all the reference markets. Other brands include: Softis, Le Trèfle, Sopalin, Thirst Pockets, KittenSoft, Nalys, Cosynel, Lycke, Nicky, Papernet. A member of the UN Global Compact and the international WWF Climate Savers program, the Sofidel Group considers sustainability a strategic factor with regards to growth and is committed to promoting socially and environmentally responsible development.

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