

SOFIDEL REFRESHES THE REGINA BRAND AND LAUNCHES THE FIRST PAN-EUROPEAN COMMUNICATIONS CAMPAIGN

The new campaign will be on air in Italy starting from Sunday, 8th October.

30 years after its launch on the Italian market, Sofidel refreshes the Regina brand with a **new positioning and tag line** and with **consistent versions on international markets**. The brand of the “*Rolls that never end*”, which has entered the hearts and homes of Italians also thanks to advertising campaigns that have made it a **pop icon** among consumer goods, is thus embarking on a **new phase of expansion and development** on European markets, with **planning provided for 4 countries** (UK, Ireland, Italy, Poland) by mid **October**.

Regina is making its international-level début with a single payoff, “*Paper for People*”, and a concept centered on emotion and the **certainties that every individual needs** in the place they feel most at ease, **at home**, certainties that only Regina products can offer thanks to their high level of quality and innovation.

“*30 years after the launch, we’ve chosen to revisit the positioning of Regina, the brand that has played a leading role in enabling our growth to become the sixth global player and the second in Europe in the tissue sector*” stated **Luigi Lazzareschi**, CEO of the Sofidel Group. “*We’ve done so together with an extra step forward, lending it an unambiguous pan-European brand identity, since it’s now a market leader with international recognition.*”

The first broadcast relates to the **kitchen towel** product line, with the **Regina Blitz** (for home cleaning, ideal for shiny surfaces, doesn’t leave any “lint”), **Regina Wish** (for the kitchen, lets you save paper, “hand-sized”) and **Asciugoni** (for the kitchen, super-absorbent, last more than twice as long as normal rolls) products.

Below, the subjects and on-air dates in the various countries:

- **Italy, Regina Blitz:** on air from **8 October**
- **UK, Regina Wish:** on air from **16 October**
- **Ireland, Regina Wish:** on air from **16 October**
- **Poland, Regina XXL (Asciugoni):** already on air as of **18 September**



The Regina refresh also involves a slight **reworking of the historic logo** and, starting from 2018, a **new design for the packaging**, with a clearer and more uniform **hierarchy of elements** and **more rational presentation of information** to help consumers choose the product, making **the benefits** more immediately evident. The new identity system will also make the **texture of the tissue more visible** and highlight the **Sofidel quality** and environmental **sustainability guarantee**. The **transparency of the information** on the label is a distinctive strong point for Regina.

A particularly important guarantee for a Group that has chosen to position itself within a **premium segment** and which has long put **sustainability at the center of its business strategies**, committing itself to **limiting climate-changing emissions** (including taking part in the WWF Climate Savers programme), to **managing responsibly water resources** and to **procuring pulp certified** by independent third parties with forestry certification schemes.

Sofidel's progress on these fronts has been particularly significant: by the end of 2016 Sofidel had **reduced its direct CO₂ emissions by 19.1%** (per kg of paper produced compared to 2009), could boast an **average water use distinctly lower than that considered good practice for the sector** (7.0 l/kg vs. 15–25 l/kg) and **procures pulp solely with the following certifications: FSC[®], FSC Controlled Wood, SFI[®], PEFC[™]**.

Porcari, 28 September 2017

The Sofidel Group

The Sofidel Group is one of the leading manufacturer of paper for hygienic and domestic use worldwide. Established in 1966, the Group has subsidiaries in 13 countries – Italy, Spain, the UK, France, Belgium, Germany, Sweden, Poland, Hungary, Greece, Romania, Turkey and the USA - with more than 5,500 employees, a consolidated turnover of 1,842 million Euros (2016) and a production capacity of over one million tonnes per year (1,058,000 tonnes in 2016). "Regina", its most well-known brand, is present on almost all the reference markets. Other brands include: Softis, Le Trèfle, Sopalín, Nouvelle, Thirst Pockets, KittenSoft, Nalys, Cosynel, Yumy, Soft & Easy, Volare, Onda, Lycke, Forest, Nicky, Papernet. A member of UN Global Compact and the international WWF Climate Savers programme, the Sofidel Group considers sustainability a strategic factor with regards to growth and is committed to promoting socially and environmentally responsible development.

Sofidel Press Office

Hill+Knowlton Strategies

Silvia Campanella - +39 347 4501665 - silvia.campanella@hkstrategies.com
Daniele Rurale - +39 346 5011546 - daniele.rurale@hkstrategies.com