

THE U.S. CONSUL GENERAL IN FLORENCE

DANIELA BALLARD VISITS SOFIDEL

Porcari (LU), Italy, 02nd October 2024 – In the past few days, **Sofidel**, a global leading manufacturer of paper for hygienic and domestic use, known particularly in Italy and Europe for its Regina brand, had **the honor of hosting the U.S. Consul General in Florence, Daniela Ballard**, at its Headquarters in Porcari.

Consul General Ballard has a solid background in economics and extensive international experience in the finance sector. Since joining the U.S. Department of State in 2004, she has served in numerous countries, including Pakistan, Brazil, and the Dominican Republic. **Since July 2023, Daniela Ballard has held the prestigious role of U.S. Consul General in Florence.**

Luigi Lazzareschi, Sofidel CEO, welcomed the Consul. The event provided an opportunity to present the Group and its growth in the United States, where Sofidel is implementing a significant development plan. The Consul, accompanied by CEO Luigi Lazzareschi and Plant Manager Maurizio Pierini, also visited “Soffass Cartiera Via Giuseppe Lazzareschi” plant to observe the tissue paper production process up close.

Sofidel Group

The Sofidel Group, headquartered in Porcari (Lucca), is one of the leading manufacturers of paper for hygienic and domestic use worldwide. Established in 1966, the Group is active in 13 countries, 12 in Europe and the United States (8 States), with over 7,000 employees, net sales of 3,129 million Euros (2023) and a production capacity of over one million tonnes per year (1,440,000 in 2023). “Regina”, its most well-known brand, is present on almost all the reference markets. Other brands include: Sopalin, Le Trèfle, Hakle, Softis, Nalys, Cosynel, KittenSoft, Nicky and Papernet. Sofidel is committed to reaching Net-Zero carbon emissions by the end of 2050.

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