



REGINA, ICONIC BRAND OF THE SOFIDEL GROUP, WILL BE OFFICIAL SPONSOR OF THE GIRO D'ITALIA

To "take part in the race" will be *Rotoloni Regina*, *Regina Asciugoni* and *Regina Fazzoletti Tascabili*. The agreement lasts for two years: 2025 and 2026 editions.

Milan, February 13, 2025 – **Regina**, the best-known brand of the Sofidel Group, one of the world leaders in the production of paper for hygienic and household use, and the **Giro d'Italia** announce a new partnership. The iconic consumer brand, present in Italian homes **for over 35 years** (and now in an increasing number of European countries), officially enters the world of sports by becoming **Official Sponsor of the Giro d'Italia for the 2025 and 2026 editions**.

Regina joins its name with an event that has made sports history, a great spectacle that, thanks to its national and international visibility, helps to **enhance the beauty of Italy** and is **a source of inspiration for the many enthusiasts who ride our roads**.

What unites Regina and the Giro d'Italia is **the concept of infinity**. The Giro d'Italia awards its winner the "*Trofeo senza fine*" – a "golden spiral" engraved with the names of all the champions who have won the race over time: each year a new name is added to tell a story that renews with each edition, testifying to the passion and infinite love of the fans. Similarly, Regina is known to all consumers for the famous product claim "*I Rotoloni Regina non finiscono mai*", which has become part of Italian advertising history.

But what also unites the two "worlds" is the recognition of the **value of passion and commitment**, and the **promotion of clean, environmentally friendly form of mobility like the bicycle**, chosen and appreciated by more and more people in everyday life for their well-being.

The protagonists of the partnership will be *Rotoloni Regina*, *Regina Asciugoni*, and *Regina Fazzoletti Tascabili*, which, like the best riders, will wear a "special jersey" between mid-April and mid-June: a **limited edition pack** dedicated to the Giro d'Italia.

The **brand's visibility along the Giro d'Italia route** will be guaranteed by the presence of arches, banners, and branded inflatables, the distribution of *Regina Fazzoletti Tascabili* during the Caravan's passage, and a reserved area with a Regina stand inside the *Gioland* at all stage arrivals.

The partnership will also be enhanced by a **dedicated television advertising campaign** airing from early May to mid-June, as well as **radio spots**.

Regina will also participate with its own league in the *Fantagiorno d'Italia 2025*.



*"We are excited to announce the partnership between Regina and the Giro d'Italia"- said Francesco Pastore, **Sofidel Chief Marketing & Sales Officer**. "Two icons that, over the years, have become part of the collective imagination, history, and culture of our country and beyond. Thanks to the integration of this valuable partnership into our brand's marketing plans, we aim to strengthen the bond between Regina and the wide audience of sport enthusiasts, consisting of young and old, regular athletes, and those who ride in their free time, all united by the emotions and well-being that the bicycle provides."*

Roberto Salamini, Head of Marketing & Communications at RCS Sport & Events stated: *"The Giro d'Italia is not just a cycling race: it is a globally significant multimedia platform capable of constantly renewing itself and engaging a very large and growing number of enthusiasts. The race is broadcast in nearly 200 countries, followed by 700 million TV viewers and over 17 million people on the web and social media. Images of Italian roads appear on TV, newspapers, and digital platforms, bringing Italy and its excellence to the world. Now in its 108th edition, the Giro d'Italia remains a highly anticipated event; a tradition awaited with excitement and involvement. It is always positive to see new brands joining our family and contributing to the narrative of an endless story, just as endless is the public's love for the Giro"*

Regina will also have visibility at other cycling events promoted by RCS Sports & Events: Strade Bianche (March 8), Tirreno-Adriatico (March 10–16), Milano–Torino (March 19), Milano–Sanremo (March 22), Giro D'Abruzzo (April 15–18), Giro Next Gen (June 15–22), and Giro d'Italia Women (July 6–13).

Sofidel Group

The Sofidel Group, headquartered in Porcari (Lucca, Italy), is one of the leading manufacturers of paper for hygienic and household use worldwide. Established in 1966, the Group is active in 13 countries, 12 in Europe and the United States (11 States), with over 9,000 employees and a production capacity of 1,852,000 metric tons per year (these numbers also include the acquisition of ST Paper and CLW Tissue in 2024). In 2023, the Group had net sales of 3,129 million Euros. "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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