



SOFIDEL, 60 YEARS OF HISTORY LOOKING TO THE FUTURE

**The company best known for the Regina brand celebrates
the 60th anniversary of its founding this year**

Porcari (Lucca), Italy, 26 February 2026 – Sofidel, among the global leaders in the production of paper for hygienic and household use, known particularly in Italy and Europe for the Regina brand, is celebrating the 60th anniversary of its founding in 2026.

The milestone will be marked with **a program of internal and external initiatives taking place throughout the year**. The aim is to reaffirm the core values that have shaped the Group's journey – today, as always, firmly focused on the future and guided by a vision of responsible growth rooted in the value of "Clean Living," a positive force that promotes a cleaner, healthier, and more harmonious way of living for everyone.

Founded in 1966 from the entrepreneurial vision of **Emi Stefani and Giuseppe Lazzareschi**, the Sofidel Group – still entirely owned by the founding families – is currently undergoing **a phase of significant expansion, particularly in the United States**. Over the past three years alone, the company has **invested more than \$1.7 billion** in the U.S. market, becoming **the fourth-largest producer by production capacity** in the country, while also ranking as the **second-largest player in the European market**.

The celebrations will **focus first and foremost on the more than 9,500 people who are part of Sofidel across 13 countries in Europe and the United States**.

Two Anniversary Days are planned for June, to be held at the Group's historic headquarters in Porcari (Lucca) and in Horsham, near Philadelphia, Pennsylvania, where Sofidel's North American Corporate Office is located. These two events will be preceded and followed by **26 "Family Days" involving the Group's facilities**. This calendar of events is intended as a symbolic embrace of the entire Sofidel community: all those who, through their daily work and commitment, help make the Group stronger and better in Italy, across Europe, and in the United States.

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On the external front, among the main public initiatives, **the renewed partnership with the Giro d'Italia** stands out. In addition to Regina's sponsorship, with brand visibility throughout the entire cycling competition, the 2026 edition will feature the start of the 11th stage on May 20, departing from Porcari for the Porcari-Chiavari leg, named "Paper District". This is a tribute to the paper manufacturing district where the Group was founded and grew, and where its operational heart is still located today.

There are further **new developments related to the Giro d'Italia during this special year**. Along the route of each stage, Sofidel will feature a branded arch positioned 60 kilometers from the finish line, celebrating its anniversary. Regina will also sponsor the "Gran Premio della Fuga," presented to the rider who covers the greatest number of kilometers in breakaways over the course of the race. In addition, Sofidel will field its own "Regina" team competing in the **Giro-E**, the event held alongside the Giro d'Italia that features shorter stages and pedal-assist e-bikes. The team will be led by **Claudio Chiappucci**, known as "El Diablo," a star of 1990s professional cycling, and will include Group employees and stakeholders.

Also worth noting in Italy is the involvement of Sofidel people in a number of **corporate volunteering initiatives** – both **environmental and social** – carried out locally in collaboration with organizations such as Plastic Free and Galaxy Baskin of Porcari.

"We are preparing to celebrate this milestone with our eyes firmly focused on the future, as always," said Luigi Lazzareschi, Chief Executive Officer of the Sofidel Group. "Over the past 60 years, we have remained driven by a strong industrial mindset, acting responsibly and committed to creating shared value for our people and society, while minimizing our impact on natural capital. At a time when companies are navigating the challenging twin ecological and digital transition, we continue to move forward with conviction, staying true to our path".

"Sofidel celebrates its 60th anniversary by thanking all its employees, who have helped write a story of growth and development. The Group is also grateful to its customers and to the consumers for the trust they have shown over all these years. With these sentiments in mind and grounded in the values we firmly believe in, we are working more than ever to continue nurturing the dreams of those who founded this Group," added Paola Stefani, Chair of Sofidel.



The history of Sofidel is that of a family-owned company, deeply rooted in the Lucca area. A journey that began in the “Piana di Lucca,” a region where paper production is part of the local culture, and continued through key milestones such as the **creation of the iconic Regina brand and the invention of the “Rotoloni”** – a major market innovation that also made history in Italian advertising thanks to the famous slogan *“I Rotoloni Regina non finiscono mai”* – as well as the **Group’s expansion into international markets**, first in Europe and then in the United States. Throughout this journey, **sustainability has emerged as a strategic driver of growth, essential to fostering innovation and creating shared long-term value.**

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 (12 States), with over 9,500 employees and a production capacity of 1,983,000 metric tons per year. In 2024, the Group had Net Sales of 3.225 billion 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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