



## ALLEGGRINI TAKES THE FIELD ALONGSIDE ATALANTA BC

*Allegrini, a chemical company leader in Italy for the production of professional detergents and cosmetics for the hotel industry, is taking the field alongside Atalanta Bergamasca Calcio with a new partnership.*

*The choice is dictated by the recognition of the importance that football has been assuming in recent years in its role as a carrier of transversal messages marked by themes of social sustainability and the sharing of values with this important and historical football club. On the field, Allegrini and football deploy passion, an international outlook and the appreciation of the team.*

Bergamo, March 11<sup>th</sup> 2021 – Today the company officially enters the **Gold Sponsors** list, confirming its presence for the current and next championship.

The partnership agreement with Atalanta BC renews the bond between the manufacturer of detergents and cosmetics for the professional sector and the club chaired by Antonio Percassi: indeed, during the 2018/2019 championship, Allegrini had been Official Licensee of the Atalanta BC Brand for an exclusive line of room fragrances dedicated to the team.

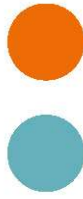
The common denominator linking the football tradition of these two important teams to Allegrini is, moreover, the constant investment in the growth of young resources, in the development of their **talents** and in their **cultural integration**, while respecting individuality and team spirit.

Maurizio Allegrini, CEO of Allegrini S.p.A., comments on the agreements reached: *“I have always believed that, in business as in sport, especially in football, games are played on a common ground: success is the result of a **teamwork**, of a **mission shared by the whole team** in which the role of the individual is enhanced in relation to that of every other element of the team.*

*Professional growth and sporting commitment also share the same values: **motivation**, **tenacity** and **ambition** while respecting the roles, rules and strategies of the group. For Allegrini, all the values linked to the team, the skills applied on the field and the ambitious drive to achieve increasingly challenging goals are fundamental.”*

Luca Percassi, CEO of Atalanta Bergamasca Calcio, renews his welcome to Allegrini in the world of Atalanta: *“It is a pleasure to count an important and prestigious brand like Allegrini among our partners. Forging a partnership also means sharing objectives and strategies, each in its own sector, and consolidating it means sharing the same values. Atalanta’s relationship with Allegrini has grown over time, giving both brands great satisfaction, a collaboration that can only continue to improve”.*





This is a **partnership** strongly linked to the territory in which it was born: **Bergamo**, a city that over time has acquired fame and prestige and which, over the last year, has become a symbol, in Italy and in Europe, of the fight against the virus.

In this sense, the **partnership** between the two historical realities based in Bergamo, is a driving force for a strong city, proud of its origins and its community, to which both Allegrini and Atalanta BC feel they belong.

This is how Allegrini accompanies, with its colours, those of a team that deploy their skills, capable of representing the territory and becoming the expression of a solid and structured growth process.

## ALLEGRINI S.P.A.

*Founded in 1945, Allegrini is present with its products in more than 47 countries around the world, and today is a leading chemical company in Italy in the production of professional detergents and cosmetics for the hotel industry. In particular, the Detergents Business Unit addresses different targets: hotels, the automotive world, professional laundry, the zootechnics sector, including the entire agri-food chain, commercial and collective catering, shipping companies, boats, the safety sector and the health and hospital sector. The Cosmetics Business Unit produces and supplies standard and luxury courtesy lines, both under its own brand and private labels, for the entire hotel industry, as well as cosmetics and room fragrances for the wellness sector.*

*Among its most noteworthy products is the Primagel Plus hand disinfectant gel, launched in the early 2000s and registered with the Ministry of Health as a Surgical Medical Device (P.M.C. Reg. Min. Salute n° 18761).*

*Allegrini S.p.A. employs over 130 people and its turnover exceeded 38 million euros in 2020. The headquarters is located in Grassobbio (BG) and covers an area of 47,730 square metres, occupying 350 m of the A4 motorway frontage.*

*The company also has a branch in Moscow, an important international logistics hub.*

