

IN THE NAME OF THE BERGAMO COMMUNITY: ALLEGRINI AT THE TIME OF THE COVID-19

Speeding along the A4 motorway, the name of a company stands out in the sky. It is Allegrini, a company founded more than 75 years ago that produces professional detergents and cosmetics for hotellerie. A name like any other, you might think.

And yet, even in the nature of its name, one can perceive a great longing for hope, for positivity, the same that proved decisive for the future not only of the company, but also of its community.

We are talking about one of the most dramatic moments in the history of Bergamo as seen from the production plant in Grassobbio (BG), where Allegrini is based.

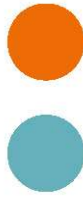
When, in March 2020, the WHO declared the ongoing international outbreak a pandemic and the Italian government allowed only a few companies to continue with their activities, Allegrini found itself, in the beating heart of Covid-19, producing hand sanitizer gel and P.M.C. disinfectants at full speed, 24/7, while at the same time protecting the safety of its workforce.

One product, Primagel Plus, launched in the early 2000s, P.M.C. certified and active on Coronavirus, has been the most requested product and in those months, production soared beyond all expectations. Primagel Plus also became a symbol of redemption: it is the result of constant research that characterizes the company and its values of quality and innovation.

A competence, that of a specialized company, that goes beyond each individual reference: a know-how that translates into customer service, into sharing information at any time of day, into assistance and training aimed at operators in the sector. For this reason, Allegrini protocols are created for every professional field, in compliance with the recommendations provided, updated and revised several times by the competent authorities during the pandemic, thus requiring users to pay constant attention not only to the selection of disinfectant products, but also to their correct use.

In the silence of the city, in the immobility of its inhabitants, the noise inside Allegrini marks the shifts of its staff as well as the incessant ringing of the phones marking the passing of the days.





Allegrini, a name in everyone's phone book. From Hong Kong to Taiwan, from Portugal to Bulgaria to just a few kilometres away from Grassobbio, at the Papa Giovanni XXXIII Hospital in Bergamo, where medical staff witness the tragic consequences of those who have contracted the virus every day.

The desire to respond to everyone is strong, but inevitably a choice is imposed on Allegrini, which can only be a moral one: the company decides to give priority to the health facilities, first aid centers, ambulance services and volunteers who are setting up the hospital at the Bergamo Fair.

Difficulties are the order of the day: raw materials are scarce and costs are proportionally rising. The situation is dramatic if you consider that the fear of contagion in the company is increasing.

Despite a few isolated cases that have fortunately been recovered, one year on, the company continues its activities, building on this experience, which was as difficult as it was edifying, not only for the company but also for the entire community.

Covid-19 has clearly and dramatically highlighted the issue of infection prevention and that closely related of hand hygiene, which, today more than ever, surfaces in every field of social life.

On the occasion of last Christmas, each member of staff saw their commitment recognized, human even more than professional: Allegrini shared the satisfaction of having honored an important name that is a reflection of the work of each of them.

