



Press Release

Bergamo, 19 May 2016

RadiciDay: Customer-driven innovation and development

On this past Thursday, May 12, at Villa Ottoboni Congress Centre in Padua, RadiciGroup Performance Plastics and its partners held a one-day customer-centred event featuring presentations, discussions and exchanges of ideas on products and innovation.

This RadiciDay, attended by about 100 people, was the latest in a series of initiatives organized by



RadiciGroup, which has always kept customers at the centre of its development work. Numerous topics were raised by RadiciGroup Performance Plastics in the course of the event: from the re-organization of its sales network in the Veneto and Emilia Romagna areas to its product range, latest innovations, and the structure and benefits of its CAE service offering computer-aided

customized technical support. Among the attendees were **Angelo Radici**, *president of RadiciGroup*; RadiciGroup Performance Plastics management; **Fidel Garcia-Guzman**, *chief executive officer of Guzman Global*; and **Goffredo Berardini**, *chief executive officer of Bilco S.r.l.*

“This RadiciDay was an important opportunity for us to dialogue with our partners,” said **Enrico Facciolo**, *sales manager for Italy and the Iberian Peninsula of RadiciGroup Performance Plastics*. “The event created the right atmosphere, allowing us to meet face-to-face and build relationships, which is what distinguishes our customer approach.”

“Being closer to our customers is the precise objective of our new sales network structure in the Veneto and Emilia Romagna areas,” Mr. Facciolo continued. “And the appointment of Mrs. Elisabetta Tarquini as our area sales manager is a further sign of our presence in the territory. Having a sole distributor with the capability of improving the offering of available inventory, together with a unified vision of the target market, means providing retail customers with a firm point of reference, which will serve as a go-between to pass on their needs to us, the manufacturer. In practice, there will be a team dedicated to the needs of our present customers, as well as potential ones.”

Starting on 1 January 2016, BILCO S.r.l., part of the Guzman Group, is appointed as the sole distributor of the entire RadiciGroup Performance Plastics product range (RADILON® - RADISTRONG® - RADIFLAM® - HERAMID® - RADITER® - HERAFLEX® and HERAFORM®) for the Veneto and Emilia Romagna areas. The morning session opened with a welcome by **Cesare Clausi**, global sales manager of RadiciGroup Performance Plastics, and continued with talks by (in order of appearance): **Enrico Facciolo**, who presented the new sales network organization; **Fidel Garcia-Guzman** and **Goffredo Berardini**, who explained the Guzman Global Group; and **Andrea Panelli**, of *RadiciGroup Performance Plastics Marketing and Technical Assistance*, who focused on the RadiciGroup product portfolio. The afternoon session opened with **Angelo Radici**, *president of RadiciGroup*, who gave an address thanking employees, collaborators and customers, and continued with **Erico Spini**, *marketing and application development director for Europe of RadiciGroup Performance Plastics*, and **Carlo Grassini**, of *RadiciGroup Performance Plastics Marketing and Technical Assistance*, who spoke on innovation and the CAE service.

RADICIGROUP PERFORMANCE PLASTICS is one of the most highly regarded manufacturers of polyamide engineering plastics for applications in many industries such as: AUTOMOTIVE – ELECTRICAL AND ELECTRONICS – TECHNICAL INDUSTRIAL – FURNISHINGS – CONSUMER GOODS – SPORT. With production plants strategically located in Italy, Germany, Brazil, the USA, Mexico, China and India, RadiciGroup Performance Plastics offers processing, quality control, research and development, and technological development support. A network of sales units – with a strong presence in Italy, Germany, France, Spain, Great Britain, the USA, Brazil, China and India – makes RadiciGroup Performance Plastics a truly global organization, capable of meeting the needs of its customers worldwide. WWW.RADICIGROUP.COM/PLASTICS

RADICIGROUP – With its global network of production and sales units located in Europe (Italy, Czech Republic, France, Spain, Germany, Hungary, Romania, Switzerland and the United Kingdom), North America (the United States and Mexico), South America (Argentina and Brazil) and Asia (China and India), RadiciGroup is a world leading manufacturer of a wide range of chemical intermediates, polyamide polymers, engineering plastics, synthetic fibres and nonwovens. The Group capitalizes on its excellence and know-how in chemicals to develop and realize products for numerous applications in a variety of industrial sectors, including: AUTOMOTIVE, ELECTRICAL / ELECTRONICS, CONSUMER GOODS, APPAREL, FURNISHINGS, CONSTRUCTION, HOUSEHOLD APPLIANCES and SPORT. Vertically integrated polyamide production. Long-established know-how. Constant commitment to guaranteeing its customers quality, sustainable innovation and reliability. All this is RadiciGroup. The Group, with its business areas – Specialty Chemicals, Performance Plastics and Synthetic Fibres & Nonwovens (Performance Yarn, Comfort Fibres and Extrusion Yarn) –, is part of a larger industrial group that also includes textile machinery, energy and hotel businesses.

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