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Testo del comunicato

Vedi allegato.

PRESS RELEASE

F.I.L.A. FABBRICA ITALIANA LAPIS ED AFFINI SHOWCASES AT BIG BUYER

2023 line up presented: a complete range for creativity, including new eco-sustainable products, anniversaries and global vision.

Milan, December 12, 2022 - The **26th Big Buyer** event, the international trade fair for the Stationery & Office and Art&Craft, Party, Toy and Gift sectors has just concluded. It provides an opportunity for key players in the sector, the retail world and mass distribution to meet. **F.I.L.A. Fabbrica Italiana Lapis ed Affini** enthusiastically participated by presenting its **new products for the coming 2023**.

This featured a comprehensive line up focused on children in their **initial attempts at creativity, students** at all stages of education, **Do It Yourself** enthusiasts and the **fine arts** field. The range embodies the company's trajectory towards the production and creation of everything needed to shape ideas and offer beautiful, affordable and safe objects, bringing together the heritage built over 100 years, the international vocation coming from the acquisitions over recent years and the vision focused on the future.

A journey which continues to evolve, as **Massimo Candela, the CEO FILA Group, outlines**: *"Big Buyer is an opportunity to meet our stakeholders and to showcase our work in an open manner. In this edition, sustainability, innovation and research were the key issues and those which FILA also considers to be non-negotiable. Our teams are progressing in this direction, leveraging the originality and rich history of the brands within our portfolio, integrating them into a strategic path developed at a global level (although with specific variations for the individual markets) to consolidate our role as a key player. A line up that looks to the future with sustainable products and projects designed to bring our passion for creativity into the hands of everyone at any age who wants to express themselves."*

Sustainability.

There is no future without sustainability. Therefore, FILA is committed to a journey of integrating sustainability into its business model and product-side research and development. In this sense, Big Buyer was an opportunity to present a preview at the exhibition area new products made with respect for the environment and to develop the circular economy, of **LYRA Graduate ART-TIP**, the first bio-based plastic marker pen generated more than 64% from sugarcane, a renewable resource that can reduce greenhouse gas emissions. A crucial step originating from a close focus on innovation.

F.I.L.A. Fabbrica Italiana Lapis ed Affini

GIOTTO | tratto |  | PONGO | DAS | LYRA Germany | MAIMERI | DALER | ROWNEY
 LUKAS | ST CUTHBERTS MILL | CANSON® | Strathmore® | PRINCETON ARTIST BRUSH | ARCHES®





Il futuro ha i nostri colori. Da 100 anni.

Do it yourself.

The 2023 highlights include a new product from **DAS**, the iconic brand that joined FILA in 1994 following the acquisition of Adica Pongo, which will be 60 years old next year. The sculptures created with **DAS Wood** capture the attention of visitors to the stand, the first water-based **wood paste to be modelled** with softwood fibers. Versatile and innovative, it can appeal to a multi-level target audience made up of both professionals and enthusiasts, casual users and students because of its ease-of-use.

Beyond the product

Looking to the future also means understanding the new interaction dynamics affecting kids and finding innovative solutions to connect with them, creating a mutually reinforcing dynamic that brings together physical and digital. The "**Born to Colour More**" campaign of GIOTTO Supermina, the crayon made from certified wood, reflects this development: inspired by the world of comics, it is ready to engage students in a contest to be launched in January 2023 on the leading social channels of TikTok, Facebook and Instagram.

F.I.L.A. (Fabbrica Italiana Lapis ed Affini), founded in Florence in 1920 and managed since 1956 by the Candela family, is a highly consolidated, dynamic and innovative Italian industrial enterprise and continues to grow market share. F.I.L.A. has been listed on EXM – Euronext STAR segment of the Italian Stock Exchange since November 2015. The company, with revenue of Euro 653.5 million in 2021, has grown significantly over the last twenty years and has achieved a series of strategic acquisitions, including the Italian Adica Pongo, the US Dixon Ticonderoga Company and Pacon Group, the German LYRA, the Mexican Lapiceria Mexicana, the English Daler-Rowney Lukas and the French Canson, founded by the Montgolfier family in 1557. F.I.L.A. is an icon of Italian creativity globally through its colouring, drawing, modelling, writing and painting tools, thanks to brands such as Giotto, Tratto, Das, Didò, Pongo, Lyra, Doms, Maimeri, Daler-Rowney, Canson, Princeton, Strathmore and Arches. Since its foundation, F.I.L.A. has chosen to focus on growth through continuous innovation, both in technological and product terms, in order to enable individuals to express their ideas and talent through tools of exceptional quality. In addition, F.I.L.A. and the Group companies work together with the Institutions to support educational and cultural projects which promote creativity and expression among individuals and make culture accessible to all. F.I.L.A. currently operates through 22 production facilities (of which two in Italy) and 35 subsidiaries across the globe and employs nearly 10,000.

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