Via Flavio Vegezio 12 20149 Milano, Italia T. +39 02 4813399 www.fluorsidgroup.com



Milan, August 20th 2019

STANDARD PRESS RELEASE

## NEWS ABOUT RE-ORG AND REBRANDING WITHIN FLUORSID GROUP.

FluorsidGroup announces a new structure within its internal participations. **Effective immediately are now under direct property of Fluorsid all the companies in the fluor industry**: in addition to Fluorsid based in its Sardinian headquarter, we are talking about Noralf (located in Odda, Norway), Alkeemia (Venice' area), ICIB (North-East of Milan, in Bergamo's area) and British Fluorspar (UK mining site in Derbyshire), covering the entire fluor value chain, from the extraction of fluorspar to HF's production or its derivative products, such as the aluminium floride.

"This coalition of five companies helped us to gain not only the status of fluorspar's major buyer of the occidental world, but as well being considered in the same area the largest producer of HF and aluminium floride", said Tommaso Giulini, President of FluorsidGroup. "We've reached all of that passing through fifty years of history, acquiring new companies and signing up new colleagues with their distinctive skills continues Mr. Giulini - A mix of competencies and backgrounds focused toward our actual main objective: we want to become a worldwide reference in the fluorochemical Industry.

**From now on** - despite the five legal entities and their respective org-charts will be kept as they are - **there will be a unique identity.** The new logo of Fluorsid will be strategic in communicating more coherently the sense of unity of the industrial plaactivities that are part of it, through a more modern, fresh, recognisable and practical Brand Identity.

This new image will not diminish the founding values based on Integrity, Ambition and Perseverance, within a process that speaks about Life, Respect and - above all - Transformation. That same transformation we find inside the materials, within the people who work in Fluorsid, as well as that one of the logo itself: apparently regular at first sight, its shade of color draws inspiration from the crystal of fluorspar, as a symbol of the ability to move forward and to evolve while the company is planning the times ahead.

## For further info please refer to:

Stefano Melis Chief Marketing Officer

stefano.melis@fluorsid.com

