



SPONSOR KIT

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Topics Sponsor Kit

This document aims to introduce the **iT's tissue 2015** Event to the Sponsors and present the solutions dedicated to giving visibility to supporters.

Topics discussed in the following pages:

- What is **iT's tissue 2015**
- The Numbers relating to iT's tissue 2013 and the Goals for the 2015 Edition
- Communication
- The 12 Companies in the Network
- Why participate as an **iT's tissue** Sponsor?
- The visibility of Sponsors' Brands

What is iT's tissue




What is iT's tissue

iT's tissue represents a full immersion in the world of 'made in Italy' Tissue Technology.

It is a unique Event (not a traditional exhibition) during which **the 12 companies belonging to the Network will demonstrate their technological solutions to customers during operation, giving a true, first-hand experience in the facilities of the 12 companies.**

As in 2013, **it's Tissue aims at attracting Tissue professionals from all over the world to discover the 12 companies which form the Network, which between them offer the best technological innovations for Tissue production, converting, packaging and conveying.**



What is iT's tissue

From Lucca, the heart of the event, to Bologna, Reggio Emilia and Lecco, the 12 Companies in the Network will open their factories and show customers their technology in operation.


Through an online booking service, each customer will be able to plan his/her own tour of the companies and to choose **which demonstration he/she will be interested in attending**: a shuttlebus service will take you from your hotel or the Tissue Hub **to the relevant companies**.

Only **iT's Tissue** offers you the exclusive opportunity to take part in a unique **live** technological experience, while enjoying at the same time the beauty of Italy, its food and culture.

iT's tissue 2013 in numbers
and
the Goals for the 2015 Edition

2013 Edition





iT's Tissue 2013 in numbers and the Goals for the 2015 Edition

More than **700 Customers** from more than **70 Countries worldwide** took part in the 2013 Edition of **iT's Tissue**

It was an excellent result for the first edition, but the Networks' goal for 2015 is **to double the number of customers**. This will be possible thanks to an efficient organization, **an integrated multimedia communication campaign and the use of Internet for the booking and information services**.

Another goal of the Network is **to strengthen the perception of the 'made in Italy' Tissue Network**, whose companies represent excellence in technology and innovation.

Communication



Communication

The **12,000 Tissue professionals** collected in the Network's database will be contacted and invited to the 2015 Event through a **DEM** (*direct e-mail marketing*) **campaign**.

Customers will be able to register on the website www.itstissue.com and to book the tour of the companies through an online registration system, specifically designed for iT's Tissue.

The **online and offline Communication Campaign** will start in September 2014. In order to communicate in the most efficient way, both classical and advanced communication systems will be employed.

Moreover, two International Press Offices will be opened: one of them will deal with trade, the other will be more institutional and economically oriented.

The 12 Companies in the Network



The 12 Companies in the Network

A.Celli Paper

A.Celli Paper S.p.A. is specialised in technologically advanced solutions for turn-key Tissue Plant, offering a complete range of tissue machines with a daily output of almost 260 tons per day, tissue and paper machine rebuilding and stock preparation plants. The company also offers the most complete line-up of slitter-rewinders for tissue and paper.

Elettric 80

Founded in 1980, in Viano (RE), Elettric 80 is a global provider of automated solutions for end of line and warehousing, included the transportation of raw materials and truck loading, which promote profitability and efficiency. Elettric 80 technology helps companies to reduce costs and to handle products in a fast and efficient way.



The 12 Companies in the Network

Fabio Perini

The Fabio Perini companies – with the brands Fabio Perini, Casmatic and Concept X – are leading producers of tissue converting and packaging machinery. It is part of the Tissue Business Area of the Körber Group.

Futura

Futura S.p.A. is a leading global technology company that creates and delivers new to the world converting solutions which allow producers to capture market share and gain significant competitive advantages. Futura is Passion. Value. Leadership.

Gambini

Gambini S.p.A. is a leading manufacturer of tissue converting machinery. It offers innovative solutions that create real benefits for its customers, thanks to the value and the quality of the products.



The 12 Companies in the Network

MTC

MTC is the technical leader among machine producers for tissue converting industries. Since 1995 MTC has boosted the evolution of the tissue folding machines market by relentless growth and innovation, making an indelible mark on the contemporary and future history of the entire manufacturing sector

OMET

OMET is a leading manufacturer of paper converting machinery for in-line production, from a roll to the finished product, of disposable items: napkins, table sets and paper towels, tissue or synthetic materials.



The 12 Companies in the Network

PCMC

PCMC is specialized in designing and manufacturing machinery in tissue converting, packaging, flexographic, printing and nonwovens technology. PCMC owns three production centers in the USA (Green Bay), Italy (Lucca) and UK. It also has commercial representation and customer service in Germany, Japan, China and Mexico. The whole PCMC Group is part of the American multinational company Barry Wehmiller

PULSAR

Since 1989 Pulsar has been a leading company of conveyor lines, product management and handling systems for every industrial application. Specialised in the tissue industry, Pulsar is able to offer the complete design of a converting line, from the layout-phase to integrated automation.



The 12 Companies in the Network

Recard

Recard, the Italian company located in the tissue valley of Lucca, is specialized in designing and manufacturing tailored plants and machinery for the tissue-industry, only realized with Italian or European high-quality products.

Founded in 1962 by the brothers Piero and Luciano Cardinotti and by Silvano Renieri (recently replaced by his son Pierluigi), despite its industrial dimensions Recard has been able to maintain the characteristics of an artisan workshop. This philosophy assures productive efficiency and focuses on customer satisfaction, in order to create a long-term relationship.



The 12 Companies in the Network

TMC

Tissue Machinery Company SpA is one of the leading companies in the worldwide production of integrated solutions for primary, secondary and logistic packaging of tissue products (rolls and facial tissue) and personal care (diapers and wet wipes). Since 1997, TMC has offered a complete service, from project management to production, installation and after-sales service for tailored turn-key packaging solutions that meet the highest quality standards.

Toscotec

Since 1948 Toscotec has represented a leading company in the design, manufacture and delivery of complete plants and equipment for the production of tissue, paper and board. The company provides innovative technology by delivering complete plants, machine rebuilds and turn-key projects.

ACelli

 **ELETTRIC80**

 **FABIO PERINI**
KÖRBER SOLUTIONS


FUTURA

 **Gambini**


MACCHINE TRASFORMAZIONE CARTA


OMET

 **Paper Converting
Machine Company**
A BARRY-WEHMILLER COMPANY

 **Pulsar**

 **RECARD**
THE STATE OF THE ART

 **TOSCOTEC**


TISSUE MACHINERY COMPANY

it's tissue!

Why participate as a Sponsor of iT's Tissue

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Acting as an iT's Tissue 2015 Sponsor means being visible at an international level in one of the most important events of the Tissue industry.

It represents a unique occasion for Sponsors to insert their Brands in the communication materials of the event: from digital and paper advertising to totems installed inside the companies' factories.






The types of sponsorship are the following:

-  **Main Sponsor**
-  **Platinum Sponsor**
-  **Gold Sponsor**
-  **Silver Sponsor**
-  **Technical Sponsor**

Sponsor's visibility







Sponsor's visibility

The solutions offered to Sponsors, according to the selected level of sponsorship, are the following:






-  **Sponsor Sector Exclusivity** means “Unique Sponsor with sector exclusivity”.
-  **Presence on the “iT’s Tissue” website, on the Sponsors’ page**, which is a page dedicated to Sponsors with text, photo and link to the Sponsor’s website
-  **Physical presence at Open Houses** The Main Sponsor will have the opportunity to have a desk at the companies’ premises at the heart of the *Open houses*.
-  **Logo on the Advertising Campaign** Sponsor’s brand in the advertising campaign
-  **Logo on DEM** Sponsor brand’s presence in the Newsletter (10/12 planned mailings from September 2014) sent to the 12,000 tissue professionals on the Network’s database



Sponsor's visibility

-  **IT's Tissue Brochure** Sponsor's Brand presence in the general event brochure
-  **Sponsor's brand in the Tissue Hub** Sponsor's Brand presence inside the Tissue Hub – the central coordination and meeting point for iT's Tissue
-  **Brand on the Totem** Sponsor's Brand presence on the iT's tissue Totem installed in the company factories
-  **Events and Exhibitions** Sponsor's Brand presence at the events and exhibitions in which iT's Tissue will take part as an exhibitor.
-  **Welcome Kit** The Sponsor has the possibility to insert a free gift in the Welcome kit distributed in the customers' hotels
-  **Press** Sponsor's presence at the press conference, Sponsor's brand on press releases.

Sponsor's visibility

-  **Guests to the Forum and Gala Dinner** Possibility to invite guests to the Sponsor's Forum and Gala Dinner.
-  **Brand on Forum and Gala Dinner Invitations** Presence of Sponsor's brand on invitations to the Forum and the Gala Dinner. (Date to be fixed)
-  **Brochure Sponsor** Ability to insert the brochure of the Sponsor inside the bags that each company will distribute during the Open Houses.
-  **Media Exposure** The Sponsor can spread through its reference media and blogs the news that it is the sponsor of iT's tissue 2015 (subject to message's content review).
-  **iT's tissue 2015 Visitors List** The Main Sponsor may request the list of visitors of the 2015 Edition, which will be provided to them at the end of the event, as quickly as possible. Main sponsor can invite customers through the portal (the list is submitted and approved by the iT's tissue board commission)

Sponsor's visibility

	SPONSOR SECTOR EXCLUSIVITY	WEBSITE – PAGE DEDICATED TO THE SPONSORS	DESK INSIDE THE COMPANIES FOR OPEN HOUSES (can chose preffered facility)	PRESS	DEM NEWSLETTER CAMPAIGN*	EVENT BROCHURE	TISSUE HOME
2 MAIN							
1 PLATINUM							
2 GOLD							
4 SILVER							
TECHNICAL							

Sponsor's visibility

	Name on TOTEM INSIDE THE COMPANIES' FACTORIES	PRESENCE AT EVENTS/ EXHIBITIONS	WELCOME KIT/GIFT	PRESS RELEASE	GUESTS TO THE GALA DINNER	FORUM INVITATION, GALA DINNER *	BROCHURE INSIDE COMPANIES' BAGS
2 MAIN					10 PAX 		
1 PLATINUM					5 PAX 		
2 GOLD					2 PAX 		
4 SILVER							
TECHNICAL							

it's *tissue!* **2015**

THE ITALIAN TECHNOLOGY EXPERIENCE