

INKMAKER GROUP REBRANDS AS IM GROUP



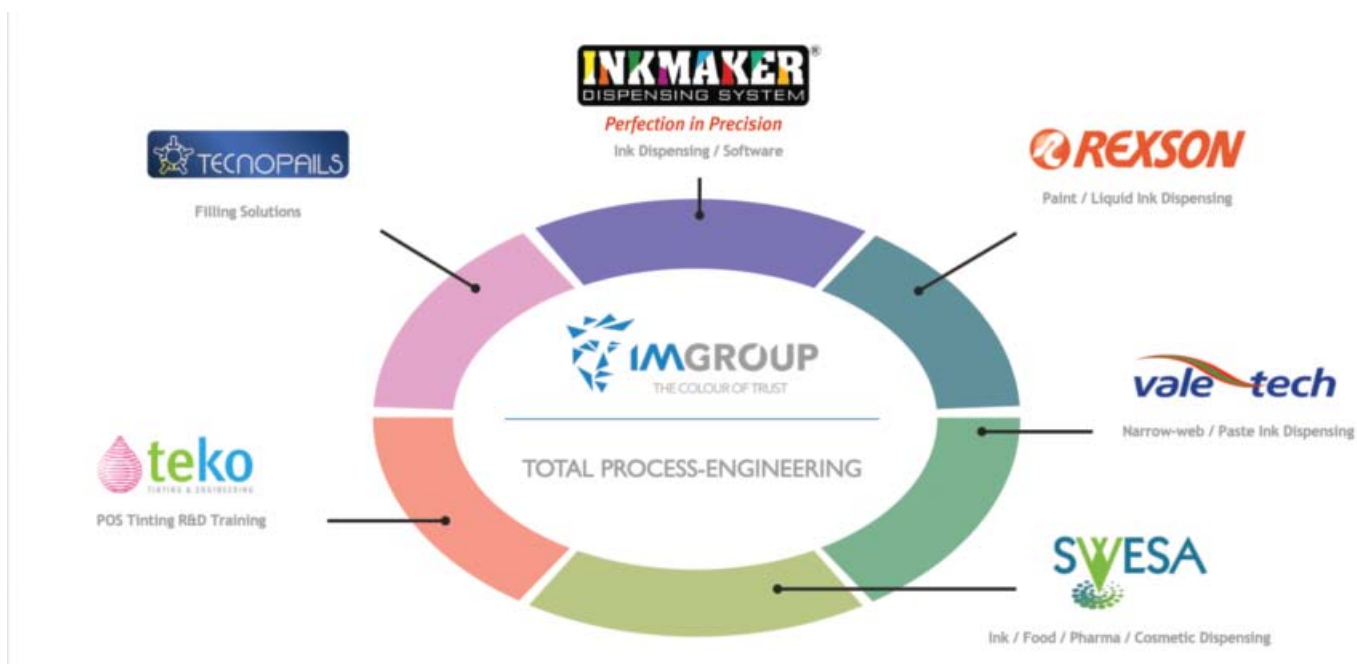
InkMaker Group has announced it will officially be known as IM GROUP. The launch, filmed on location at InkMaker's headquarters in Turin, Italy (now also headquarters to IM GROUP), was screened for private viewing on Youtube to coincide with World Earth Day to emphasise its commitment towards sustainability.

The decision to rebrand InkMaker Group as IM GROUP aligns with the group's vision, of evolving its technology to expand in its fields and adapt, the advantages of its products, to new markets.

"Since October 2019, InkMaker has made significant investments, on the acquisitions of the businesses of Rexson and Valtech, in UK; Tecnopails, in Italy; and most recently Swesa, in Germany. The driving strategy behind these acquisitions was to create a reliable complete supply chain—serving predominantly, but not only, the ink, paint and coatings industry—to sustain our core businesses," explained Christophe Rizzo, CEO EMEA/Americas, IM GROUP.

This meant restructuring the group's brands into various specialities, yet to still function as one strong force, hence the need to rebrand the existing InkMaker Group brand, to have an identity of its own, as an autonomous holding brand—positioned as a "Total Solutions Provider". As Rizzo highlighted, "this is the evolution of InkMaker Group, which is essentially that of InkMaker."

Gianluca Incerti, Global Commercial Director, IM GROUP explained that this was one of the key reasons for forming IM GROUP. "Our strategy is to create "areas of excellence" dedicating each of our brands to a specific expertise. In this way each brand still works individually, with its existing clients in its own markets, and when required shares that expertise—offering Total Solutions—when for example, working on large turn-key plant engineering projects. This guarantees resource optimisation and high flexibility to manage projects of all sizes,"



With the restructure of IM GROUP's brands—InkMaker will focus on ink dispensing and software design; Rexson will be predominantly for paint as well as liquid ink, Vale-Tech will focus on narrow-web and paste-ink dispensing; Swesa mainly for; food, pharmaceutical, corrugated packaging, cosmetics and more; Teko will remain in POS Tinting and R&D Training and; Tecnopails for Filling Solutions.

The new identity—inspired from the InkMaker logo—was designed by the group's inhouse corporate communications division, THINK. "The focal point of IM GROUP's new logo is a symbol of a face created from a series of triangles, that like the many brands and skills of our Group, converge to form a strong whole—a distinct 'human identity'—depicting a technological engineering leader with a 'human touch'. The face is embellished with a crown, representing the Group's determination to maintain its leading position in the industries it serves," explained Silvio Cimenti, Global Director of Branding, Marketing and Communications, IM Group, "The Colour of Trust"—the Group's credo— is a result of its core values of being Truthful, Responsible, Understanding, Safe and Tailormade to ultimately position the group, as the leader you can T R U S T."

Great attention was given to the name "IM", acronyms deriving from the name "InkMaker", which are steeped in history as Valentina Cigna, Global Director of HR and President of IM GROUP outlined, "they recall not only InkMaker—as the founder of the group—but also those who, in 1987 founded InkMaker; Carlo Musso, Luciano Longobardi and—especially for me—my father, Giuliano Cigna. He would have been very proud of this moment."

The move comes at a time of great evolution, on all fronts for the group, and in all of its locations globally. The global organisation is rapidly gaining market share across South-east Asia especially in Philippines and Vietnam and as Roberto Guerra, CEO Asia Pacific, IM GROUP highlighted, "The big one for us is of course China, due to our larger premises, we can now double the number of standard machines we ship monthly, from an average of 5 or 6 units to 10 to 12. More importantly, this permits us to build more complex units, which is where IM GROUP's R&D is investing a lot of resources. Smart factory and Industry 4.0 are driving our growth and when you build complete production lines for a paint and ink company it's important to have enough space to work in total safety."

Safety at the workplace has always been a high priority for the group, along with technology, but it is also evolving the way in which its products are impacting the environment and the carbon footprint they leave.

"This was the reason for choosing to launch IM GROUP, on 'World Earth day', to make a global statement of our commitment in furthering our social responsibility and sustainable practices. To action this, IM GROUP is partnering with international consultants to create a roadmap to reduce our eco-impact and to align our ethical principles for a safe work environment with those of the United Nations' Global Compact." concluded Valentina Cigna, Global Director of HR & President of IM GROUP..

"Due to its acquisitions, InkMaker grew by 25% globally. Taking into account the current challenges the pandemic has caused; this is still on track with our vision. Now having the holding brand, IM GROUP—to steer all our speciality brands—we foresee all our brands to grow exponentially." Concluded Rizzo.

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