



Press release

**INNOVATION IN THE WORLD OF FASHION:
IMPRIMA S.P.A. IS BORN, THE FIRST GLOBAL HOLDING COMPANY DEDICATED TO
DEVELOPMENT AND INNOVATION IN THE TEXTILE PRINTING AND FINISHING SECTOR**

Wise SGR, a private equity fund management company, through the new holding Imprima S.p.a. acquired 100% of the German KBC and the Italian Guarisco and is preparing for new acquisitions in Italy and abroad

KBC and Guarisco at Première Vision – the premier Global Exhibition for Fabric and Clothing – in Paris from February 7th-9th, 2017

Milan, 1 February 2017 - Changes are in the air for the textile industry: Imprima **S.p.a. is born, the first global holding company dedicated entirely to textile finishing.**

Imprima is **funded by a pool of financial investors led by the Italian Private Equity Fund Wisequity IV**, managed by **Wise SGR**, a company that has already supported the development of other successful companies in the textile supply chain.

Thanks to the creative heritage of the brands acquired, clean and smart manufacturing, proximity to markets, outstanding quality, and sustainability, Imprima aims to establish itself as a preferred partner for brands and retailers in the world of fashion. This evolution of the business model is centred on the concept of sustainability understood as financial, industrial, social, and environmental sustainability.

The textile printing industry today is worth about 20 billion linear meters, and is growing at a compound annual rate of 2.5%. The digital component of this sector, which today represents only 3-4%, continues to grow at a rate of 20% per year and is expected to reach 2 billion meters by 2020.

Consolidation of the industry, traditionally separated and family-owned, and the financial resources assigned to this transaction, constitute the necessary conditions for a real "gap" in the technological and environmental standards, and for the first time allow **scalability of industrial modules on a global level**, a practical response to the need in modern retail for **supply chain proximity in major regional hubs** characterized by replicable technological and environmental standards that are able to offer added value to the creativity and the style offices of brands and retailers on a global scale.

Thanks to the acquisition of 100% of the German finishing and textile printing company KBC and 100% the Italian company GUARISCO by WISE SGR, Imprima is enriched, already at this early stage of development, by an international outlook that makes it extremely competitive in the market, which will be reinforced in the coming months with additional acquisitions in Italy and abroad, taking care to maintain best practices in terms of quality and service and the business identity of each company.

"We started with two milestones in the industry: KBC, a company with more than two and a half centuries of history that is characterized by a refined and distinctive design and creative heritage and positioning, and Guarisco, an Italian family company, dynamic, young, known for design that rapidly transposes the fashion factor to bring it to the world of fast fashion", says the **co-CEO of Imprima, Paolo Gramaglia**.



Over thirty million euros are planned for investments in technology and an acquisitions program that continues to this day, with particular attention to some really excellent Italian styles, but not only.

"We are working to finalize other top level acquisitions in Italy and abroad", added **co-CEO of Imprima Chiaretto Calò**.

"There are industrial solutions but their adoption on a global scale requires volumes, capital, human resources and management that is in an advanced stage of the necessary learning curve: all elements that we have collected at Imprima and its subsidiaries", concluded Calò.

Leading the new company will be Paolo Gramaglia and Chiaretto Calò, who share the role of co-CEO of the Imprima group, assisted by Vice President Gianluca Boni and CFO Giovanni Lorato. The management will act in coordination with Valentina Franceschini, Partner of Wise SGR and President of IMPRIMA, and Luca Boni, Director Wise SGR.

The entrepreneur Marco Guarisco and associate Andrea Moretti will remain in all operational effects in their current positions. The CEO of KBC Henri Rowienski will also continue to lead the German company.

KBC and Guarisco will have their own stands at **Première Vision**, the premier Global Exhibition for Fabric and Clothing, which will be held in Paris from February 7th to 9th, 2017.

Guarisco: Stand 5E26, 5F25

KBC: Stand 5B22, 5C25

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