

SIRMAX RENOVATES THE SPONSORSHIP TO CITTADELLA CALCIO FOR THE YEARS 2021-2023

Cittadella (Pd), July 21st 2021 - For other two years the sport association of Cittadella Calcio can count on Sirmax Group sponsorship. The company based in Cittadella, among the global leaders - although "small among the big ones" - in the production of plastics for every application segment, will be the Main Sponsor also for the seasons 2021-22 and 2022-2023.

Sirmax strongly believes in the so-called "Cittadella project", a project in which there is not the fear to renovate and innovate and there is the courage and the determination to start again, by shaping new talents. The talent discovery philosophy that characterizes Cittadella Calcio, involving the research of young talents and their development, has always been the philosophy of Sirmax, too.

Cittadella Calcio bets on young people, but it also knows how to remain a solid and healthy organization, with deep values rooted in the territory. It knows how to face the great teams with determination and humility; "small among the big ones", it has always demonstrated to be able to fight until the end. The commonality of values, at the basis of Sirmax modus operandi, is the reason behind the strong passion which links Pavin family to the *granata* team.

Sirmax is ready, at the side of the beloved team, to face new difficult and exciting challenges!

Sirmax Group

Sirmax Group, based in Cittadella, in the province of Padua, is Europe's leading non-integrated manufacturer and one of the world's top producers of polypropylene compounds for all fields of application – automotive, home appliances, power tools and household products, electrical, electronics, construction and furniture – and in the distribution of plastics. The Group, which has been in business since the 1960s, now owns 13 production facilities: six in Italy – Cittadella (PD), Tombolo (PD), Isola Vicentina (VI), San Vito Al Tagliamento (PN), Salsomaggiore Terme (PR), Mellaredo di Pianiga (VE) –, two in Poland (2006-2019), one in Brazil (2012), two in the USA (2015-2020), two in India (2017), a sales office in Milan, and foreign subsidiaries in France, Spain and Germany. Sirmax has gained significant market shares in Europe, the Americas and Asia, thus becoming a benchmark player in the global market. Its customers include leading brands such as Whirlpool, Bosch-Siemens, Electrolux, Karcher, Philips, Honeywell, ABB, Technogym, Stellantis, Volkswagen Group and Daimler. In 2020, the Sirmax group generated a €300 million turnover, employing 700 people worldwide.

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