



PRESS RELEASE

November 2016

FENZI SOUTH AMERICA CELEBRATES ITS 20TH ANNIVERSARY

With an exclusive event at the Circolo Italiano de Buenos Aires, the South American branch of the Fenzi Group celebrated its 20th anniversary by welcoming partners, customers and friends from all over the world.

Thanking all the protagonists for its success starting from the two founders, Fenzi South America celebrated 20 years of business by remembering the elements that have made the entire Group a world leader in the glass industry: high quality, focusing on a specific industry and dedication.

The story of Fenzi in South America began with a meeting between Dino Fenzi and Jacobo Soifer and is filled with personal and professional satisfactions. The collaboration was initially developed to support the production of mirrors in the South American market with Fenzi Mirror-backing paints, before taking advantage of the great potential of the insulating glass market in the whole of South America. Dino Fenzi's strong intuition and Jacobo Soifer's deep knowledge of the local market led to the birth of Fenzi Argentina in 1996. Thanks to a rapid expansion of sales, even in neighbouring countries, the company quickly became Fenzi South America, which is now an important reference point for the whole of South America.

Pablo Soifer, Sales Director of Fenzi South America, emphasised the great entrepreneurial skills of the founders of the company. "Twenty years ago, my father Jacobo Soifer and Dino Fenzi took up a challenge. Today we can say that this challenge has been won with a recognised leadership'.

Belonging to an international group that develops cutting-edge technologies makes Fenzi South America competitive and effective, with particularly strong performances in a market where the most innovative living solutions can counteract problems relating to the energy crisis and noise pollution afflicting the territory, as underlined during the evening by Pietro Ungarelli, R&D Manager of the Italian Headquarters.

Alessandro Fenzi, CEO of Fenzi Group, said, "A special thanks goes to Jacobo Soifer, whose enthusiasm and optimism have enabled us to be here today to celebrate this important anniversary. This evening, the Fenzi Group also celebrates a story of friendship between Italy and South America and a story of dedication to the glass industry. Each day,

we produce the best technology available on the market in our eleven plants worldwide. I am very happy to see so many friends, partners and customers from all over Argentina, but also Brazil, Chile, Uruguay and not only.”

Jacobo Soifer, Vice President and Co-Founder of Fenzi South America wanted to pay personal tribute to Dino Fenzi, ‘This is a special day for everyone belonging to this company, whose success is due to you, customers, colleagues and friends. Twenty years ago, a person who is sadly no longer with us placed his trust in me. Thank you Dino, for your trust”.

Note to the Editor

Fenzi Group – The Fenzi Group was founded in Milan in 1941, where it still has its headquarters, as a producer of mirror backing paints, before branching out to chemical products for the secondary flat glass processing. The Group is now a world leader in the sector with eleven factories in strategic markets across three continents. In both Italy and worldwide, Fenzi is an excellent example of the Italian family-run business tradition that has gradually attained world leadership by delivering high quality standards, constant innovation, maximum safety throughout the production process of mirror backing paints, high-performance IG sealants and decorative glass paints used in the most sophisticated architectural and design projects. Fenzi Group’s broad view led to the creation, in 2002, together with Alu-Pro and Rolltech, of the **Glass Alliance**, a large-scale international network that offers customers a wide range of products for high-performance insulating glass.

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