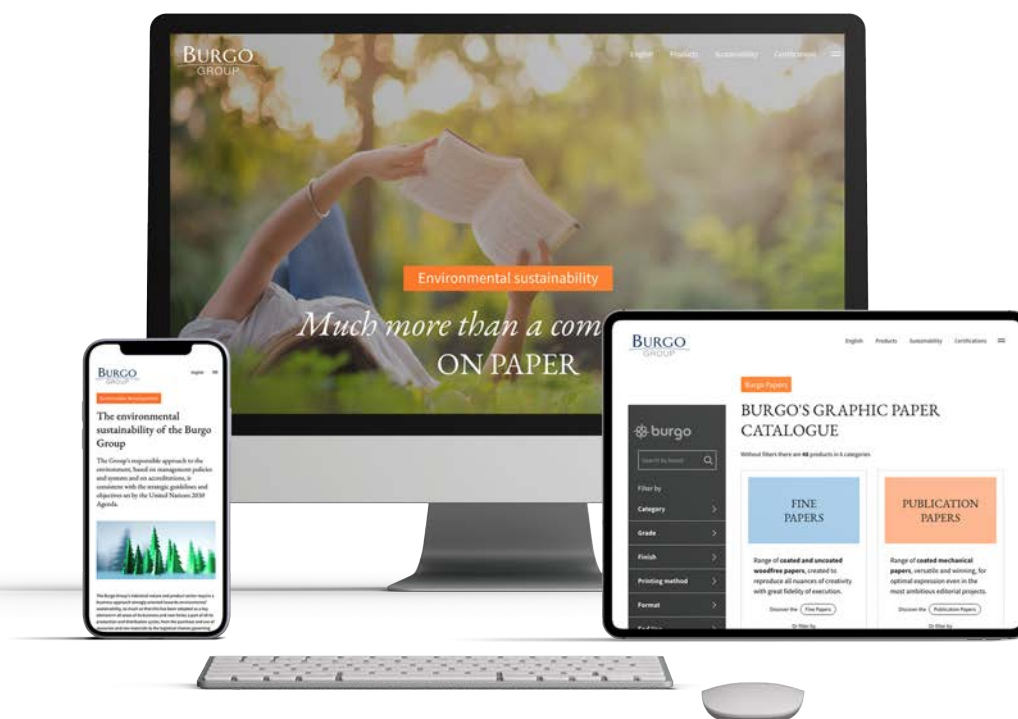


THE NEW BURGO GROUP
WEBSITE IS ONLINE



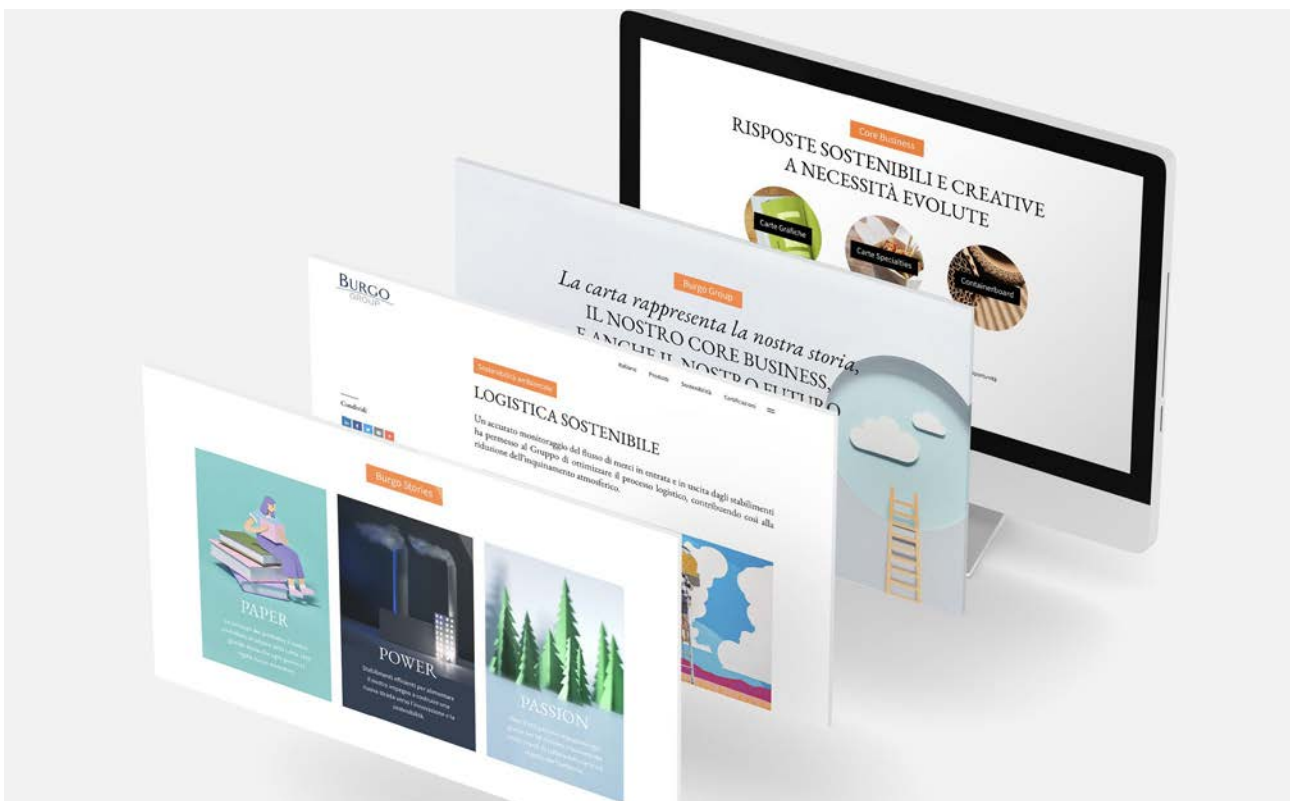
ALTAVILLA VICENTINA, 25 JANUARY 2021

Burgo Group announces the release of its new website with a completely renewed content and layout.

The new release of **burgo.com** now offers an updated picture of the Group, available to anyone wishing to learn more about it and to explore Burgo's commercial offer. In fact, **the site has a dual mission**: to briefly but comprehensively describe the Group's values and business model, as well as to promote its catalogue of products and related services, offering easy access to the technical data sheets and the commercial contacts.

The new website's distinctive features are the dynamic use of colour, the harmonious distribution of content and the constant integration between texts, infographics and other visual and multimedia elements. All of this gives character to communication and at the same time improves the user experience: art direction, interface design and information architecture are designed to ensure the site's accessibility and usability.

burgo.com describes the different **business areas** of the Group in significant detail; a system of strategic activities, mainly focused on the production and marketing of paper and pulp, always prepared to develop new business opportunities. The updated website also offers visibility to Burgo Containerboard, the production center of paper for corrugated cardboard for the packaging industry. This production is strategic both in business terms and as a clear choice in favour of a circular economy and **sustainability**. The new website, in fact, provides an in-depth focus on sustainability in particular, transparently describing the Group's principles of action, results and best practices.



The **graphic paper catalogue** has been given a new look, incorporated now within the company's website. The new paper selector offers filters and a text search engine, allowing the users to filter the **Burgo Papers** graphic paper range according to their needs. The Group's extensive repertoire of certifications also now features a number of filters to make searching easier.

Another significant innovation on the website is the **Burgo Stories** section, which offers insights into the life of the Group. This section covers a combination of updates on the developments of the commercial offer, insights on the constant evolution of the plants and articles highlighting the involvement of Burgo Group in social and cultural initiatives: events, trade fairs and the publication of valuable editorial projects, including the folder created for #Cartaceo and the extraordinary collection of Burgo Illustrated Calendars.

BURGO GROUP

On these pages, as well as on the rest of the website, it is clear that the activities and communication of Burgo Group are inspired by the three keywords contained in the Group's payoff: Paper Power & Passion.

"These three words reflect Burgo's expertise in the paper sector: production skills combined with the spirit of innovation and the dedication of an industrial company, engaged every day in helping to grow its customers' businesses, the culture of paper and the respect for the environment"

emphasizes Thomas Krawinkler, Marketing Director Burgo Group, who coordinated the project together with Cristina Pettucco, Burgo Group Marketing & Communications, and Ars Media - a Turin-based communications agency, which has been a partner of Burgo Group for many years and has taken care of the concept, design and development of the new site.



Thomas Krawinkler, Marketing Director Burgo Group, and Cristina Pettucco, Burgo Group Marketing & Communications

BURGO GROUP

Burgo Group is a leading European manufacturer of papers for communication, speciality papers and paper for corrugated cardboard. The Group constitutes an actual 'system' developed around the world of paper: production, distribution, paper recycling and processing of forest products, but also factoring and energy. A complete range of high quality products, an aptitude for research and development of innovative solutions, and a strong focus on the environment: this is how Burgo Group has established itself as a key partner in the communication, printing, publishing, converting and packaging sectors, thanks to a business vision embedded in a wider system. It is no coincidence that the Burgo Group makes sustainable development and the principles of the circular economy a key aspect of its business and this is apparent in all its processes, from the purchase and use of resources, to the recovery of waste water and the optimisation and reuse of waste for energy production. The Burgo Group carries out its industrial activity through 12 plants, 11 in Italy and one in Belgium, with 15 production lines.

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