

## THE NEW MOSAICO PAPERS WEBSITE IS ONLINE

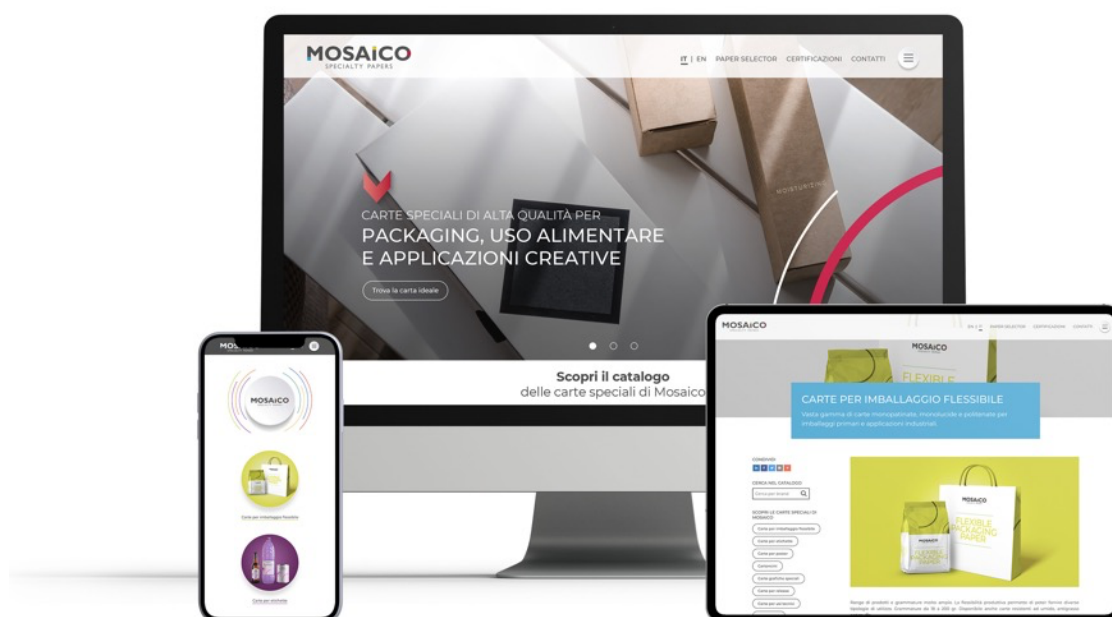
ALTAVILLA VICENTINA, 1 DECEMBER 2021

**Mosaico, the Burgo Group company focused on the production of special papers, announces the release of its new website: an accessible and responsive web space, to find and choose the most suitable papers for communication purposes and innovative and sustainable packaging solutions.**

On the morning of December 1, 2021, **mosaicopapers.com** makes its debut online, completely renovated after a thorough revamping.

With an energetic and clear style, a direct and at the same time detailed communication with a functional and clean interface, the new website perfectly expresses the identity of Mosaico, always loyal to its motto: *think special!* The brand's approach can be summarized in the four points of its manifesto:

- If it does not exist, **it can be invented**
- **Sustainability** is a winning card
- You need **experience** to create **innovation**
- Everything is **communication**



The backbone of the website is the presentation of the products: **punctual, detailed and concise at the same time**. Each type of paper is introduced with its main technical characteristics, the insured benefits, the available options, the product certifications and the end uses for which each paper is specifically designed. Easy access to the product pages of the papers is possible both through **the new paper selector** – which allows to filter the vast Mosaico range through a faceted search engine – and through **the pages dedicated to the eight product categories**. Papers for flexible packaging, for labels, for posters, cardboard, special graphic papers, release papers, for technical uses and green papers: the latter in particular is a new family, which includes products with a greater environmental vocation, perfect for the making of labels, recyclable or biodegradable posters, publications and packaging, always guaranteed by certifications for the responsible and traceable origin of the fibres.



If Mosaico papers are special, even more so can be the projects of those who choose to use these papers. Mosaico, in fact, deems it essential **to support the creativity of its customers**, by **customizing the characteristics of the products** to satisfy new needs and above all by **listening to the most innovative or niche requests** from the market: such requests and needs can now also be sent through the new website, thanks to the appropriate form for technical and commercial inquiries.

The new release of [mosaicopapers.com](https://mosaicopapers.com) is the first project that shows **the new visual identity of Mosaico**, developed by **Ars Media**, a communication agency based in Turin, which has been a partner of Burgo Group for years, and which has also designed and developed the new website. All activities were coordinated by **Thomas Krawinkler**, Marketing Director of Burgo Group, together with **Patrizio Viero**, Marketing & Communication Manager of Mosaico.

The scope of the project is underlined by Thomas Krawinkler himself:

"Last January we released the new version of the Burgo Group website, where it is possible to find the details of all the graphic papers produced by the Group, and now the Mosaico's website is also renewed. These digital communication spaces strengthen the identity of our brands and are an accelerator for marketing activities, because they spur us to innovate and rethink all areas of communication. Surely, 2022 will also see us very energetic and proactive."

**Lorenzo Marzotto**, CEO of Mosaico, supports the Marketing Director in expressing satisfaction with the release of the new website:



"The web is a fundamental tool for our commercial network and, above all, for our customers: this website provides them with a new contact channel with our company and gives them the certainty of finding information that is always updated and easy to access."

*Lorenzo Marzotto - CEO di Mosaico*

## **MOSAICO S.P.A.**

Mosaico is the Burgo Group company that focuses on the production of special papers: flexible packaging papers, label papers, poster papers, cardboard, special graphic papers, release papers, papers for technical uses, green papers, papers for offset, digital, flexo and rotogravure printing. The "special papers" are characterized by the use of specific raw materials and production technologies, and are designed to meet the evolution of communication systems (linked to the world of packaging and labels) and printing techniques. Mosaico can count on 5 plants in Italy and 7 continuous machines. The development drivers of Mosaico are: paying a constant attention to the market and its development, at the service of new needs and new lifestyles; integrating product ranges, in order to enhance their ability to enter the market, especially in niche segments which are scarcely covered at the present time; always guaranteeing a high level of attention to quality, innovation and the environment.

[mosaicopapers.com](http://mosaicopapers.com)

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