

# GRUPPOMASTROTTO

## **GRUPPO MASTROTTO: RENEWAL OF THE BRAND IDENTITY FOR A "LEATHER FORWARD" FUTURE**

A brand's identity defines its path, expresses its values and becomes the first communication vector for its target audience. Gruppo Mastrotto, world leader in the production of high-quality leather, announces its new brand identity, which includes the redesign of its website, the restyling of its logo and the launch of the payoff 'Leather Forward', in which leather becomes a verb and forward summarises the drive towards innovation.

The main thread and glue of this branding strategy is the concept of premiumness, evident in all the details of the renewed corporate image, making the path and evolution undertaken by the Group towards the premium and luxury world tangible.

### **The evolution of the logo and corporate identity**

The restyling of Gruppo Mastrotto's logo is the result of a meticulous design process aimed at expressing the company's core values: quality, tradition and modernity. The essential lines and contemporary design are intended to represent the reliability and elegance that distinguish the brand, making it instantly recognisable in the global panorama of the tanning industry.

### **Leather Forward: beyond the boundaries of leather**

'Leather Forward' is the new payoff that accompanies Gruppo Mastrotto's restyling. A slogan that represents the bold vision of a future focused on innovation and sustainability, pushing the boundaries of the imagination. 'Leather Forward' expresses the company's commitment to promoting continuous progress, keeping its passion for leather and its focus on environmental and social issues at the centre of attention.

### **The new website, with completely revamped style and content**

The renewal of the brand identity also includes the launch of the new website, characterised by a modern, elegant design and intuitive browsing. The site offers an optimised user experience, with renewed content providing detailed information on the products, technologies and values that guide the company. Particular attention has



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been paid to the presentation of the 'Express' offer, the ready-to-buy leather service that guarantees immediate availability of a wide range of articles in over 1,500 colours.

## **The company's positioning goals**

Gruppo Mastrotto aims to strengthen its presence in the premium and luxury segments, offering the most prestigious international brands articles that stand out for style and sophistication. At the same time, the company remains faithful to all the customer segments and sectors with which it has established solid relationships over the years, based on trust and the quality of its leathers.

This drive towards the future translates into a range of articles designed for a wide variety of sectors - fashion and interior design, but also the automotive, nautical and aviation segments - which reflect current trends and are capable of anticipating them, in order to satisfy even the most demanding customers and attract new ones.

## **Sustainability and innovation: the mantras of development**

Sustainability and innovation are the cornerstones of Gruppo Mastrotto's strategy. The company works closely with its customers to develop cutting-edge solutions that meet the needs of the market while respecting the planet.

This commitment is reflected in the adoption of eco-friendly production processes and the constant search for innovative materials and technologies, with the aim of going 'beyond leather' to create pioneering solutions that combine aesthetics, functionality and environmental responsibility.

## **A new chapter in Gruppo Mastrotto's history**

With over 65 years of experience in the tanning industry, Gruppo Mastrotto now faces a new and fundamental chapter in its history. This renewal of the brand identity is just the beginning of a new era of growth and success, driven by a passion for leather and a desire to assist customers in choosing the best solutions for their needs.

"The renewal of our brand identity marks a key moment. With the new payoff, we are emphasising our commitment to sustainable innovation combined with uncompromising quality. This restyling is not just an aesthetic change, but a reflection of a strategic vision



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that reasserts our leadership position in the tanning industry” says Chiara Mastrotto, President of Gruppo Mastrotto.

## **INFO ON GRUPPO MASTROTTO**

Gruppo Mastrotto, based in the tanning district of Arzignano (VI), is currently the leading tanning group in Italy and one of the top players at global level, with over 364 million euro in sales and over 2200 employees worldwide. Gruppo Mastrotto has 15 production plants, 11 in Italy and 4 abroad (Brazil, Indonesia, Mexico and Tunisia), and a sales network that reaches more than 110 countries. The company, founded by Arciso Mastrotto with his sons Bruno and Santo, is now led by the second generation: Chiara and Graziano Mastrotto.

### For further information

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