

The Boucherie Borghi Group and INNOVATION CLOSE TO YOU



“**E**xhibiting together for the first time as a group was a real challenge. However, the success achieved at Interbrush 2016 is proof of the fact that we made the right decision. Surely, we will repeat this experience! For us, Interbrush is our industry’s most important meeting point.” Bart Boucherie and Paolo Roversi, board members of the Boucherie Borghi Group, stated at the end of the previous Interbrush in 2016.

Interbrush 2016, represented the first edition in which Borghi S.p.A. and Boucherie N.V. participated as a group in a single stand, where the slogan was “**We Are One**”. In the booth, it was apparent to feel the friendly and welcoming atmosphere, together with revolutionary innovations and new developments in terms of technology and machinery, from the household to the technical sectors, and from the oral care to the personal care sectors.

After Interbrush 2016 the key mission of the Boucherie Borghi Group was to reinforce the bonds with all customers, sharing with them the latest state-of-the-art technologies while also involving them in the progress and evolution of the Group. The Boucherie Borghi Group wishes to bring the development of technology and innovation as close as possible to customers.

Since the Boucherie Borghi Group was formed in 2014, the relationship between what was once two companies has progressively evolved. After six years, Boucherie and Borghi know each other better and, every day, they learn how to make their cooperation more efficient. As the Boucherie Borghi Group, they have realized and discovered some of their differences, and they have been able to convert them into complementary expertise. Paolo Roversi commented, “Being different is a good thing because it teaches us different ways of looking at things, so we learn from one another,

growing continuously our approach to the market as well as the technological evolution. We want to provide our combined expertise and technology to benefit our customers”.

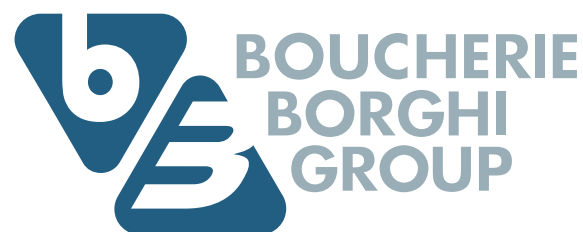
The Boucherie Borghi Group wishes to bring its technological developments and innovation closer to you, our customer, by better involving you. As a Group, Boucherie and Borghi are connected, bringing together the souls of the two individual companies. Innovation and customer service have always been the cornerstones of our Group. You, the customer, are all what our Group is about. We want to listen to you, understand your needs and provide solutions for your manufacturing needs. That is how they want to bring **INNOVATION CLOSE TO YOU**.

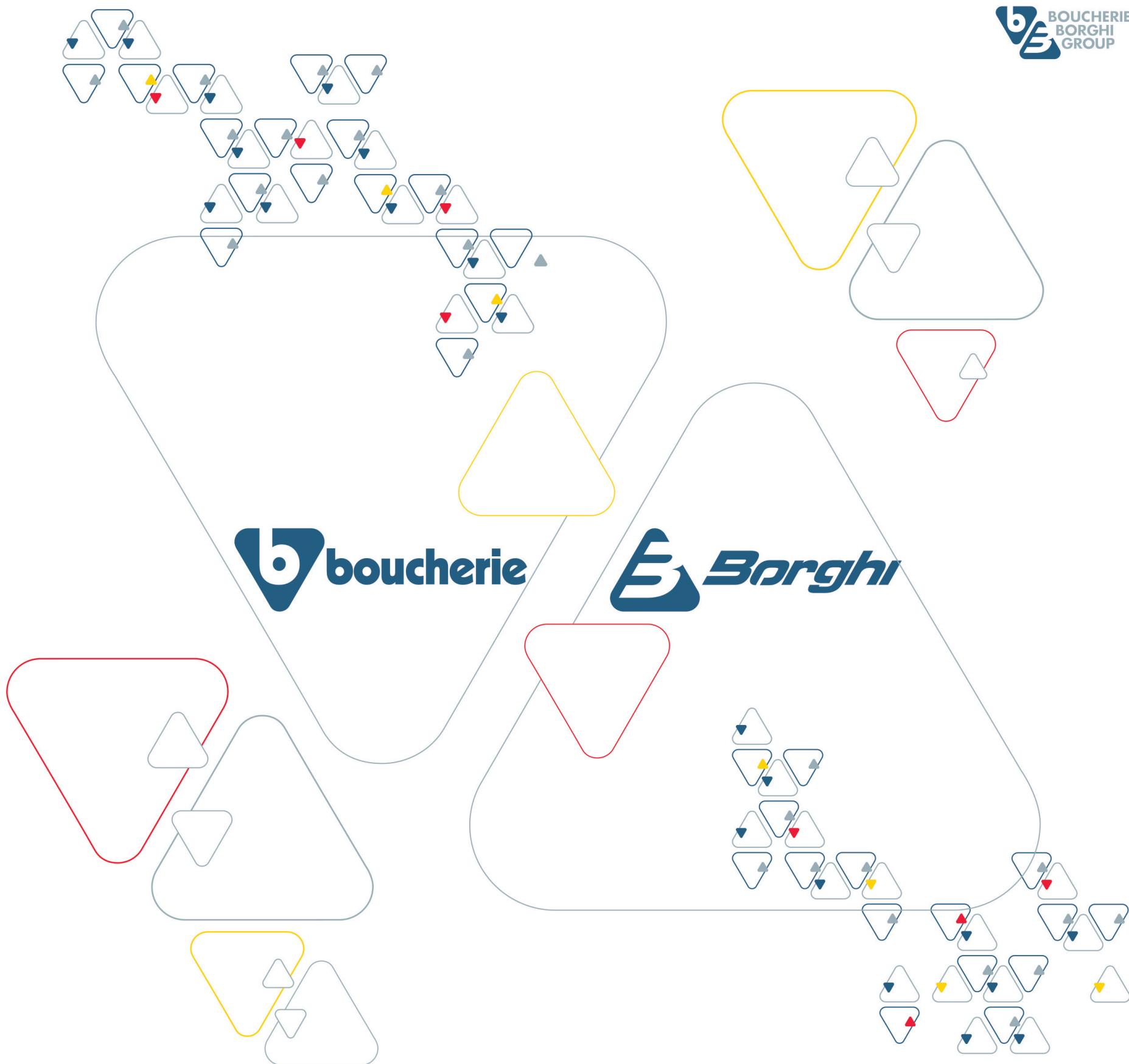
As you may already know, the international trade fair Interbrush 2020 has been postponed until May 2022. This decision was not made lightly. However, everybody agreed that the health and safety of visitors, exhibitors and everyone involved takes the utmost priority.

Many innovations of the Boucherie Borghi Group were going to be presented there, processing the raw materials that were generously made available to us. The Boucherie Borghi Group thanks all the co-suppliers for their efforts. Your generosity is tremendously appreciated. These are the companies that supported our effort:



As soon as the Covid-19 emergency has been overcome, the Boucherie Borghi Group will plan the presentation of the new technologies that would have been exhibited at the Interbrush 2020 fair. Stay tuned, updates will follow on our channels! www.boucherieborhigroup.com THANK YOU ALL! Paolo Roversi & Bart Boucherie Jr.





INNOVATION CLOSE TO YOU

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