IDEAL STANDARD INTERNATIONAL S.A.
SIGLATO L'ACCORDO PER LA CESSIONE DELLO STABILIMENTO DI BORGO VALBELLUNA

Milano, 30 maggio 2022 – Ideal Standard annuncia oggi la firma dell'accordo per la cessione dello stabilimento di Borgo Valbelluna (Belluno). Parte fondamentale e integrante dell'intesa odierna è la totale salvaguardia occupazionale.

L'Italia continua a rappresentare uno tra i mercati principali per il Gruppo, che continuerà ad investire in nuovi prodotti e attività di marketing per arricchire ulteriormente l'offerta rivolta al mercato italiano. A dimostrazione di ciò Ideal Standard rafforzerà la propria presenza commerciale tramite il proprio centro stile, uffici e showroom con sede a Milano e la piattaforma logistica a Bassano Bresciano (Brescia).

Come testimonianza della continua attenzione dell'azienda verso il mercato italiano, nei prossimi mesi sono già previsti importanti investimenti quali la presenza al Salone del Mobile a giugno dove saranno presentati in anteprima i nuovi prodotti disegnati dallo Studio Palomba-Serafini.

– Fine –

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About Ideal Standard International

Ideal Standard International is a leading manufacturer of sanitaryware and fittings products in Europe, the Middle East and North Africa, providing a broad range of branded products for residential and non-residential end-markets in more than 100 countries. The Company manufactures products for all product categories in the sanitaryware and fittings markets and its multi-category offerings have positioned it to be a ‘one-stop shop’ solution for its customers. Ideal Standard International enjoys leading market positions in several of the largest sanitaryware and fittings products markets in Europe, the Middle East and North Africa. The Company sells its products under a series of well-known international and national brands including Ideal Standard, Porcher and Armitage Shanks.