

## **Gruppo Industriale Buoninfante is Top Partner of S.S. Lazio: a partnership based on innovation, excellence and Made in Italy**

*The partnership, formalized at Salone del Mobile in Milan, strengthens the link between the Buoninfante brand and the most loved sport in Italy and around the world, giving S.S.Lazio the use in the Formello Sports Center of the exclusive X-BIO Coolmax mattress.*

**Milan, April 18<sup>th</sup> 2018** - Gruppo Industriale Buoninfante, italian company leader in the production of mattresses and in the field of innovation and high performances, **is glad to announce the sponsorship of S.S.Lazio as Top Partner.**

The agreement was formalized during the first day of Salone del Mobile in Milan, an international showcase of which Buoninfante has been a regular presence for over ten years. A ceremony that saw the symbolic delivery of a Lazio shirt at the Buoninfante stand by **Marco Canigiani, Marketing Manager of S.S. Lazio**. The partnership confirms the vocation of Buoninfante for sport, football in particular: *"In recent years there have been numerous advertising initiatives at the stadium, among them stand out the final of the TIM CUP 2015/2016 Juventus - Milan and some friendlies of the national team. The passion for football is a distinctive feature of Italianness, and the Buoninfante brand has always symbolized authentic Made in Italy - says Gianluca Di Giovanni, Marketing Manager of Gruppo Industriale Buoninfante.*

Thanks to the agreement, Buoninfante will provide to S.S. Lazio, at the Sport Center of Formello, the **X-BIO Coolmax** mattress, part of the special **X-BIO line of mattresses , the only ones in the world able to recycle the sweat produced by the body**. Designed for those engaged in highly competitive athletic performance, the X-BIO line ensures a deep and regenerating rest, favoring the recovery of psycho-physical energies in a shorter time. Exactly what the champions of Simone Inzaghi need to express their dynamic and thrilling game: **that's the central message of the video spot with the top scorer of the Italian league** **Ciro Immobile and Marco Parolo**.

*"The agreement with S.S. Lazio allows us to support a historic team of our football, a rising company whose planning, innovation and ability to look forward has ensured a major role in the Italian football scene - says Vincenzo Buoninfante, CEO of Gruppo Buoninfante - Hence the partnership with our company, which for over forty years combines quality craftsmanship and technological progress s to produce the Italian excellence of mattress. A partnership that links together two top companies in their*



*respective sectors, with the aim of achieving increasingly important goals", concluded the manager from Salerno.*

### **About Gruppo Industriale Buoninfante S.p.A.**

**Gruppo Industriale Buoninfante** is an Italian company leader in the production of mattresses, always engaged in the development of high performance and differential products, raising the wellbeing of rest. The constant innovation in business processes and products (Buoninfante is the first in the world to offer vacuum-rolled spring mattresses), as well as the craftsmanship of every detail, make the company an excellence of Made in Italy. The Buoninfante brand is now present in over thirty markets worldwide, and is also a leading player in the international fairs and events in the furniture sector.

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