



## CELLULARLINE TURNS 30 (R)EVOLUTION INTO THE FUTURE

*Are you ready?*

**Cellularline S.p.A** born in 1990 as a distribution company for the first mobile phones models and now present in **over 60 countries**, celebrates the 2020 **by turning 30**.

**Thirty years of history, growth and constant success** made **Cellularline** the **leader** of research, development, production and trading of technological accessories for Smartphones and Tablets. A successful path which in July 2019 lead Cellularline to the quotation on the Italian stock exchange in the MTA's STAR sector.

Over the past years, the Company has implemented a significant process of growth and diversification of its brands portfolio. and now, for its 30th birthday, it introduces into the market **an ambitious project of strategic repositioning and marketing mix renewing for its principal brand: Cellularline**.

*From Smartphone to Smartlife*: this is the concept that underlines the project and embraces the brand and all its distinctive characteristics. Cellularline carries on its path of **specialization** towards an offer completed with solutions capable of meeting the needs of the market changes and the desires of the end-users who are more and more demanding, *smart* and always looking for highly-performing products.

Cellularline is getting closer and closer to the consumers' world by offering specific and innovative solutions able to simplify their everyday day life and to connect them to the increasingly widespread *smartlife*.

*"People and market are changing, the (R)EVOLUTION is necessary to let our main brand evolve consistently and to keep the leadership as well. Cellularline tells a story made out of functionality, reliability, security and transparency. We are still known for our practical and unique high-tech products, which enhance and simplify the daily use of technological devices. We want to be known also for our ability to specialize our offer deeply and even more appropriately by meeting the needs of those who will choose us. The first 30 years have passed, now we are ready to write the next chapter of Cellularline history"* claims **Alessio Lasagni, Marketing & Digital Director of Cellularline**.

### STARTING POINT: NEW LOGO, NEW VISUAL IDENTITY AND PRODUCTS CATEGORIZATION

The new graphic line designed for Cellularline testifies the (R)EVOLUTION and doesn't deprive the brand's identity. It rather maintains a strong link with the past while also bringing the brand to a new way of





representing itself and being known. Unicity, iconicity and recognizability adapt the new logo to Cellularline's different product segments, which have been defined thanks to market researches and to the consequent identification of how users approached the accessory sector and each area included in its offer. Every segment features a ***naming*** and a specific ***color coding***, that make the product more attractive and help the consumer navigating Cellularline's offer and identifying correctly the desired product. Also, the **packaging visual identity** is changing by adapting colors to each brand category and describing the technical information in order to enhance the products through symbolism.

## A NEW STEP: TOWARDS THE SUSTAINABILITY

The environmental awareness and the care to the next generations are crucial commitments in Cellularline's ongoing innovation process that are also coherent with the company's leading DNA.

The great focus on sustainability put in field from Cellularline transpires also in the (R)EVOLUTION project with relevant novelties on:

1. Packaging materials:
  - a. All the paper used for the production of the packs will be Forest Stewardship Council (FSC)<sup>1</sup>certified, ensuring a concrete **contribute to a more responsible management of forests**
  - b. The ink used in the packaging printing will be 100% made of soy, reducing significantly the use of petroleum-based materials
2. A significant **reduction of plastics use inside and outside the packs** (outer packaging).

As for the reduction of the environmental impact, Cellularline Group will progressively and promptly communicate the progresses reached from 2020 onwards, according to its ethical principles and the technical feasibility.

The innovation and the evolution never stop, and **Cellularline's strategic vision is always future-oriented**. Being a leader doesn't only mean ensuring excellence in terms of **quality, design and innovation**, but it also means building its own system of values which put consumers and environment at the heart of the company's way of working.

*The (R)EVOLUTION has begun. Are you ready for the future?*

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<sup>1</sup> Forest Stewardship Council (FSC) is an international non-profit organization whose goal is the promotion of the responsible management of the forests worldwide. <https://it.fsc.org/it-it>

**[CELLULARLINEGROUP]**



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**About Cellularline S.p.A.**

Cellularline S.p.A. is the leading company in the accessories' market for smartphone and tablet. Cellularline brand is the technological and creative landmark concerning the accessories for multimedia devices and aims to offer excellent performances and easy-to-use products for a unique user's experience. Currently, Cellularline S.p.A. counts about 200 employees and boasts an intercontinental distribution in over 60 countries.



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