



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Gemmar's newest ambassadors prove that friendship, and a love of balloons, can overcome any obstacle.

Gemmar Ambassadors are independent balloon artists who bring innovative designs and endless joy to balloon fans around the world. By working with Gemmar they are able to showcase the highest quality products and demonstrate their commitment to sustainably and ethically sourced balloons. Likewise, Gemmar is passionate about supporting talented artists and is very proud to endorse industry leaders.

Our new ambassadors, Ran Nitka and Denis Gretzbein from Israel, have a remarkable story to tell.

Denis and Ran make a great team. They met when Denis was working on an ambitious project and reached out to Ran for help; they have been working together ever since.

Infact, their relationship withstood a true test when Ran lost his eyesight two years after they met. Understandably, Ran considered giving up balloon art altogether. Luckily for all of us Denis proved himself a true friend and told Ran that he wouldn't let him leave the industry he loved, "even if I have to give you my eyes." From that day the pair have worked together, with Denis acting as Ran's eyes.

Ran believes that as a blind person he follows a different thought process to those who can see. His imagination breaks boundaries, seeing the completed work before it has even been started. His ambition is to be one of the ten most influential balloon artists in the world, to inspire people to believe in themselves and make their dreams a reality no matter what obstacles they face.

Ran transformed his own life with balloon art, and together the pair will continue to touch many more.

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About Gemar® Partners

The exclusive relationship between Gemar and its partners allows for high value business growth to be pursued by all parties. With priority access to superior products and designs as well as branded marketing materials, balloon art training and promotional events, Gemar's partners are able to lift the moment for themselves and their customers. Gemar works closely with its partners and together they pursue valuable business growth by providing high quality, on trend products that stand out in a competitive market, lifting the moment for everyone.



About Gemar® Balloons

Gemar Balloons is the largest manufacturer of natural rubber latex balloons in Europe. Located in Casalvieri, a small town the heart of Italy, we continue to lead the way in balloon development, inspiring the people who buy our products with new ways to add a touch of magic to every occasion. We're dedicated to tradition, innovation and creativity, and are committed to making sure that our products are as sustainable as possible throughout their lifecycle. Today, we produce millions of balloons every day in more than 100 different shapes, sizes and colours... all made in Italy with passion and pride.

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