



## PRESS RELEASE

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### A new face in the UK balloon industry

Gemmar is both a much loved family firm and a global name in the balloon world, but until now their products have not been available in the UK. That is set to change as Grant Gilmour, Gemmar's Sales Manager for the UK and Ireland, told us.

**Hi Grant, tell us about yourself, how did you discover Gemmar?**

I've been working in the balloon and party industry ever since I graduated four years ago, with a degree in business management. I love the industry and I've worked with a few different brands, but I can honestly say that Gemmar is the one I'm most excited about.

I had heard of Gemmar's work in America, and around the world, and I admired the brand very much. Having seen them at the 2020 Spring Fair I knew they were interested in

expanding, but I would never have guessed then that just a year later it would be me bringing this fantastic product to the UK!

## What attracted you to Gemar?

In an industry that can be surprisingly cold, Gemar is different. This is not just a corporation, when you work with Gemar you become part of a big Italian family! Whether it's the fantastic customer service, the Go Green initiative or the way the community pulled together to support each other in 2020, you know that you'll be welcomed with open arms and looked after.

Of course, Gemar also back that up with amazing quality balloons. They focus on really innovative designs and beautiful colours that you simply can't get anywhere else. These are balloons made for decorators, driven by retail trends. Gemar can even customise or develop balloons specifically for the market - and they make it look so easy!

## Do you have a favourite Gemar product?

Am I allowed three?

I love the new Shiny Heart balloons, they are so flexible and adaptable. Perfect for everything from a single balloon to bases and amazing organic arches, and the colours are just stunning!

Another thing that really caught my eye was the fact that you can "double stuff" Gemar balloons. They have a beautiful translucent quality which means you can put one balloon inside another to combine their colours. Balloon artists no longer have to be constrained by the colours available, now you can mix your own and play with colour just like an artist mixes paint. It's an amazingly simple concept, but one that opens up a whole world of possibilities.

Finally, I just have to mention the new FSC®-certified range. Market norms are starting to trend towards sustainability and Gemar are leading the way in this. All Gemar products are produced with care for both the environment and the people involved. The new range takes

that a step further by using rubber plantations and packaging that are certified by the Forest Stewardship Council. When it comes to global impact, Gemar truly cares and the "Go Green" initiative is a philosophy that underpins everything they do.

## What are your plans for Gemar in the UK?

I aim to make Gemar the leading brand of latex balloons in the UK, a real go-to company for both decorators and retail professionals.

We have already had a wonderful start, everyone I've spoken to has been delighted with the sheer quality of Gemar balloons, the innovative colours and designs, loving family values and of course the price point.

We love working with balloon artists, influencers, retail professionals and companies of all shapes and sizes. If you would like to have a chat about how we can meet your needs, you can email me at [grant.gilmour@gemar.it](mailto:grant.gilmour@gemar.it). I'll be more than happy to introduce you to the Gemar family!

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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

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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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