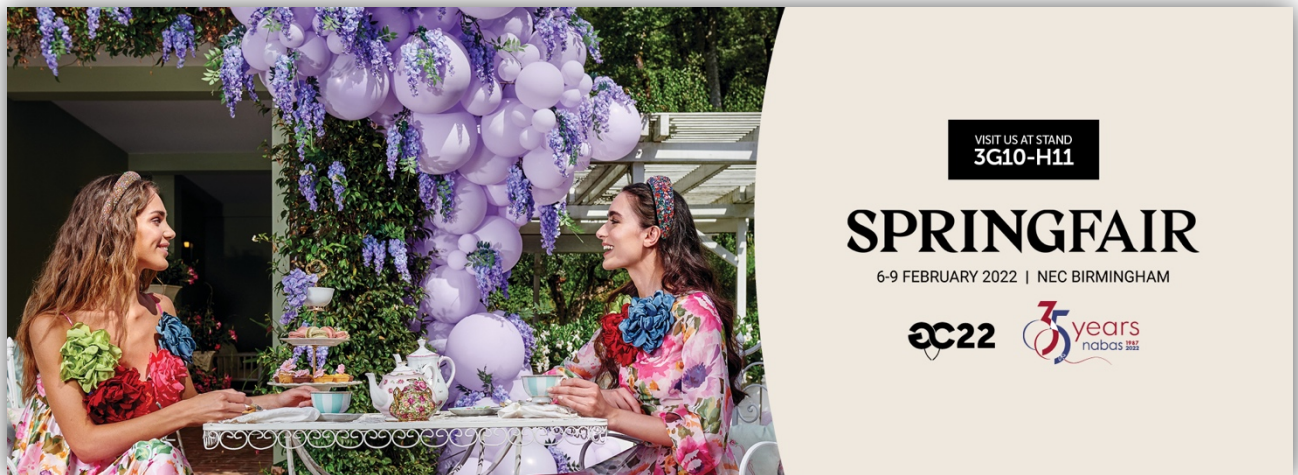




PRESS RELEASE

FOR IMMEDIATE RELEASE

04 January 2022



Coming Together to Celebrate Nature

Bringing Family Back Together

Whether by blood or by choice. We are family, and we are stronger together.

We often talk about the Gemmar family, and we truly mean it. Every partner, ambassador, master, supplier and customer is a part of our family. We care about every single person whose life is touched by Gemmar and we always aim to do our best for you.

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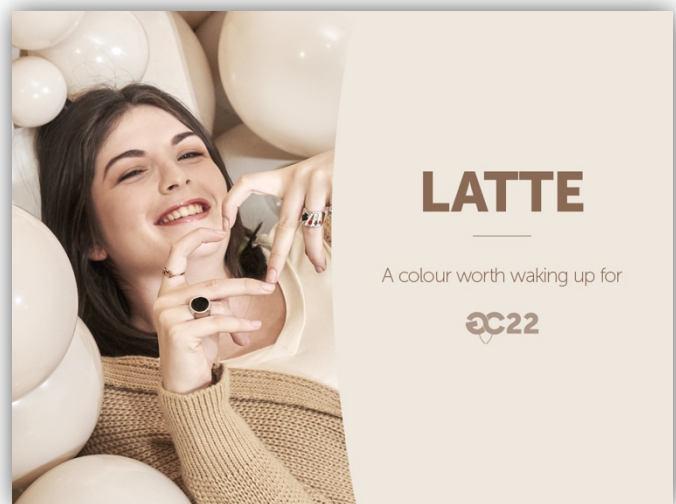


This is the year we get to see you all again and we are going to rise up in celebration. Every occasion can be a party and every party is a precious opportunity. No moment will be left to pass by unnoticed. This year we are going big and making memories that will last a lifetime.

Nobody knows more about parties than the wonderful team at Elari, and we are thrilled to welcome them as they decorate our stand this year. There is absolutely no doubt that it will be stunning! Come along to join Gloria, Genesis, Grant, Dominique, Clara, and the rest of the team as they party in style at our stand: 3G10-H11.

Inspired by Nature

In recent times we have rediscovered the beauty of the natural world as we were forced to slow our lives, to stop and notice the wonder around us. Being in nature has brought us peace and calm when we needed them most, and that's not something we want to lose. Sustainability has always been important to everyone at Gemar and now you can celebrate with eco-friendly balloons in gorgeous natural shades.



The natural range contains beautiful balloons that give you a sophisticated palette perfect for weddings and other "grown up" occasions. This is where balloons come of age.

The range launched in 2021, with the beautiful misty rose and olive green colourways, and proved an instant hit. Now we have a new colour to add, warm and oozing sophistication. We don't want to spoil the surprise though - you'll just have to come and see it for yourself!

Beautiful and Sustainable

We can't celebrate nature without thinking about sustainability and it's important to note that all Gemar balloons are produced using natural rubber latex and organic dyes. In fact our process saves 20g CO² per balloon. No matter which balloons you choose, you can always "go green with Gemar.

But we didn't want to stop there! We are always striving for better, looking for innovative ways to lead the industry into a brighter future. Which is why we developed the FSC®-certified range. This range is 100% FSC®-certified, meaning that all materials in the balloons and packaging come from forests managed to the highest standards.

Letting you party on and celebrate the natural world, in every way.

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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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