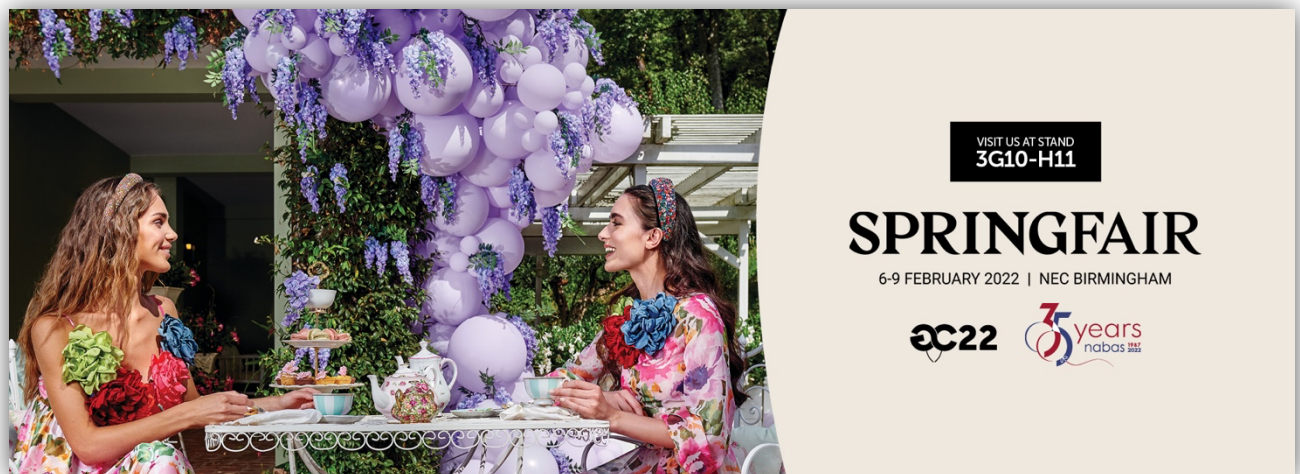




PRESS RELEASE

FOR IMMEDIATE RELEASE

18 February 2022



Better Together with Gemmar in the UK

When we packed our bags and headed to the UK for Spring Fair we were certainly full of excitement, and perhaps we were also a little nervous. After all, the last time we were here was for Spring Fair 2020, in a pre-pandemic world that feels a lot more than two years ago.

Since then Gemmar has launched onto the UK market, at a time when the party industry was struggling. While our top quality balloons have proven very popular, we didn't really know what to expect when we arrived in person.

GEMAR SRL

Via Colle Marracone, Casalvieri, Italia

Telephone

+39.0776.639700

Email

balloons@gemmar.it

Website

www.gemmar.it

Search Gemmar Balloons



The truth is, we could have never imagined such a warm welcome.



Wearing flowers made from upcycled balloons, brand director Gloria embodied the passion you can expect from Gemark. Her vision as we expand into the UK is to share this enthusiasm along with a fresh approach, and it certainly seems to be rubbing off. Many of the Spring Fair visitors stopped to share their enthusiasm for balloon art. Of course, our beautiful collection of new colours and innovative products always draw a crowd, but the appeal of Gemark goes beyond that. Many people were fascinated to hear about our sustainability program and to find out how they can "Go Green with Gemark", lifting the moment and loving our planet.

Albert Einstein said *"Creativity is contagious, pass it on"* and we always love to share this wonderful art form with the world. We showcased stunning designs by Elari Events, who decorated our stand, and had space to hold our own Creativity Workshops. These featured some very talented artists from NABAS as well as our own Vincenzo. The workshops proved enormously popular with many visitors stopping to learn new techniques, or simply to be inspired by some of the best in the industry.

As Genesio, our vice president, said, *"Gemark is a family. We are proud to welcome new customers and grateful to our loyal distributors who have trusted our brand over the past year, and who will continue to grow with us in future."*

Our journey continues with Blackpool Balloon Bash and the Gemark UK Road Show in March – the fun never stops!

Press Contact:

Clara Vaugelade-Tafari

Marketing Manager

Email: clara@gemar.it

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.

GEMAR SRL

Via Colle Marracone, Casalvieri, Italia

Telephone

+39.0776.639700

Email

balloons@gemar.it

Website

www.gemar.it

Search Gemar Balloons

