



## PRESS RELEASE

FOR IMMEDIATE RELEASE

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### New Gemmar Ambassador from France

Many years ago as a young child in France, a sweet-seller took a shine to Fabrice and gifted him a rabbit-shaped balloon on a copper wand. His eyes opened wide, and he was instantly hooked. This magical moment, shared with his grandfather, sparked a lifelong passion for balloons and has remained vivid in his memory to this day.

So when, after 25 years in the military, Fabrice decided to take his career in a totally new direction, he went back to his childhood interest. BALLOONS BY FABRICE was created in 2010 and has since gone from strength to strength.

Fabrice's creativity with balloons is wide-ranging and inspirational, including balloon animations and a balloon play. Most of all though, he's best known

**GEMAR SRL**

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for organic decoration and large-scale displays. These include a musical stage set of more than 20,000 balloons at the Casino de Paris (2021), and an XXXL fashion set for the leading couturier Giambastitta Valli at the Espace Vendome (2022). He brings experience, energy and imagination to Gemar.



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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.