

INSPIRING INNOVATION: NEW POSITIONING FOR ENARTIS

Trecale, 15th May 2019 - The Enartis brand renews its identity and continues its leadership in the enological supplies sector with a new logo, new website and new image to celebrate more than 15 years of success made with experience, innovation and relationships.

Enartis presents a new concept for its positioning: everything moves from a new payoff “Inspiring Innovation”, that better describes where the company wants to focus and the purpose that has driven Enartis from the past years to the future.

“We needed to represent ourselves more consistently and with greater impact on the market”, said Samuele Benelli, Business Director Enartis International. “The company has always invested in research and innovation, but the last few years have seen an increase in this regard. Every year more than two million euros are invested and have generated application solutions that are rewriting the pages of enology: just think of the success of Zenith, the first stabilizer made from potassium polyaspartate. A success that, after the first year, has already exceeded the best sales expectations”.

“Our next goal is to use our new website, newsletter and more active social media presence to increase customer engagement and satisfaction,” said Maria Elena Luccerini, Enartis Brand and Communications Manager. “We want to customize the experience to best suit our customers’ needs and preferences”.

After more than 15 years since the launch of the brand (and almost 100 years of presence in the field of enology with parent company, Esseco Group), Enartis is full of enthusiasm with the results inspired by a clear vision of its role as market leader and constant communication with winemakers from around the world.

The new logo, represented by its intense blue and red in the centre, tells of a company that manages to follow the change of a constantly evolving market, which knows how to combine competence and passion, quality and relationships, to give a constant contribution to the improvement of wines and cellars.

www.enartis.com

Enartis is part of Esseco Group, the Italian industrial group that has been working on technological innovation and production capacity for the world of inorganic chemistry and enology for nearly a century. With a range of over 300 specialized products — tannins, enzymes, fermentation nutrients, yeasts, bacteria, stabilizers, and clarifying and fining agents — and over 200 employees, the company now supports more than 10,000 manufacturers in 50 countries to improve wine quality and ensure full compliance with global standards. The ongoing commitment to research and development, FSSC 22000 International Food Safety System Certification with the most stringent enological and food quality requirements enable Enartis to provide innovative solutions and safe products to make wines that fully express and elevate their character.

For further information, please contact the Enartis Press Office

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