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NOVELLINI REINFORCES ITS PRESENCE IN THE SPANISH MARKET WITH NOVELLINI IBÉRICA

The new subsidiary of the group aims to improve and consolidate its presence in the markets of Spain, Portugal and Andorra



Novellini Ibérica is born, a new subsidiary that aims to improve and consolidate the group's presence in the markets of Spain, Portugal and Andorra. The executive team consists of the direct involvement of Bárbara Novellini (group president) and Marco Novellini (CEO). In this new and exciting project, continuity will be given to the human team, to the principles and values with which the Italian manufacturers activities have been carried out in the past three decades. Marco Novellini will act as general manager of the group's new subsidiary and Toni Reyes will continue to lead the sales team as commercial manager. The company will present its product innovations at **ISH**, among which the new metallic finishes for shower enclosures, the new H Style model and the Moon and Vita mini-pools (Hall 3.1. – Stand A97) stand out.