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FIPPI UNVEILS ITS REDESIGNED WEBSITE

Milan, December 2020. Fippi S.p.A. has launched a redesign of its website, available now at www.fippi.com. The site features a cleaner and more contemporary design. The redesign includes aesthetic enhancements to provide a more engaging user experience and enhanced navigation to help users easily find the information they need. Visitors can more easily browse Fippi products and services offered to retailers and distributors worldwide, and directly get in touch with the company thanks to a dedicated and newly structured contact form. The News section of the website provides visitors with enhanced content and the opportunity to download updated press releases, collateral, and whitepapers.

“There have been important changes within the business lately and I’m proud to launch the new Fippi website during my tenure. We believe the redesign of the website will reinforce Fippi position as one of the major international leaders in the hygiene solutions market.” said Claudio Guarnerio, CEO at Fippi.

“Our goal was to create a website providing engaging content and resources to support our clients’ needs, as well as to attract new prospects. With the new design, we expect an increase in website visitors and we look forward to feedbacks and to all the exciting new developments to come .” stated Filippo Guarnerio, Sales Director at Fippi.

Boiler plate

Fippi S.p.A. is a family-owned business founded in 1970 and based in Milan, Italy. In over 50 years of activity, the company has reached outstanding results thanks to continuously improved quality standards and extensive research towards innovation. Today Fippi is amongst the leaders in the production and distribution of hygiene products in Europe and it stands out thanks to an excellent level of service and highly qualitative products.

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