

April 2024

SERGE FERRARI GROUP LAUNCHES THE SECOND SOLTIS TOUR: A ROADSHOW TO MEET TRADE PROFESSIONALS INVOLVED IN THE SOLAR PROTECTION SECTOR

After the success of the initial campaign in 2023, Serge Ferrari Group, the leader in sustainable composite fabrics, is proud to announce it is organising the second SOLTIS TOUR. From September 2024 to February 2025, this international roadshow will visit partners and solar protection professionals with 60 stages in 13 countries.

More than 3,000 trade professionals took part in the previous event, and this time the goal is to bring together more than 9,000 installers, manufacturers and specifiers. The 2024 SOLTIS TOUR will start in Turkey and finish in France, going through Greece, Italy, Austria, Slovenia, the Czech Republic, Poland, Germany, England, Spain, Switzerland and the Netherlands.

For the first time, the roadshow will include two weekend stages open to the general public in France and Italy, offering participants a unique opportunity to discover our range of Soltis fabrics and our partner products.

This second Tour will notably give the Serge Ferrari Group the chance to highlight the core values of the Soltis brand and unveil its latest innovations!



Serge Ferrari Group will deploy two special trucks for each stage of the Tour in order to provide an immersive experience; one truck will be used to present Soltis products and the other will showcase the product and service offers of our local and long-term partners.

The different stages will also provide our hosts in each country with an opportunity to present their products and facilities (showroom, production site).

Christophe Mouazé, Communications Director of the Serge Ferrari Group, explains: *"The 2023 Tour demonstrated that we could really bring together all the players in the solar protection sector. This second Tour will be even more ambitious and will enable us to achieve 2 things: firstly, to highlight the core values and DNA of the Soltis brand, promote the product benefits and present our latest innovations to our B2B customers; and secondly, to reach out to the general public so that they become "influencers" for our fabrics. Our aim is to make the SOLTIS TOUR a key platform for exchanges, underlining our commitment to excellence and innovation, while strengthening our close relations with all the players in the market."*

The partners of the SOLTIS TOUR will guarantee exceptional coverage and expertise!

Permanent partners of the Soltis Tour :

Dorey (avec les constructeurs : Miller Weldmaster, Mitec Enginy et Solar Edge), Nice, Plastex.

Country partners of the Soltis Tour:

Becker, Elcia, Expert Serge Ferrari, Giofex, KSF Europe, Serge Ferrari Premium Partner.

Host partners of the Soltis Tour :

Albiges, Alfa, ATEs, Bremetall, Cebel, Climax, CRC-SNG, Cyb stores, Demarco, Elero, Faber, Fanani, Ferrini, Franciaflex, Gibus, Giofex, Grifo/Nix, Guillaume Janssen, Gunpay, Guthrie Douglas, IC Tende, Ifasol, Interlux Solelux, James Robertshaw & Sons LTD, KLAIBER Sonnen & Wetterschutz-Technik GmbH, Maison française de confection, Mec Tend, Medit, MHZ, MV Living, Palagina, Pratic, PWS Alusystem, Resstende, RGM Tende, Sauleda, Schöllkopf Konfektion, Shadelab, Socotex, Solarmatic, Soliso Europe, STI/Les toiles du sud, Stores Roger Production, Tensaflex, Verelux.

The SOLTIS TOUR is an ideal platform for networking, sharing knowledge and exploring the latest trends and innovations in the solar protection sector. Serge Ferrari Group and its partners invite all the specifiers, manufacturers and installers involved in solar protection solutions to come and join us on this great adventure.

For more information about the 2024 SOLTIS TOUR, please visit <https://www.soltis-tour.com/en/>

About Serge Ferrari Group

Serge Ferrari Group is a global leader in durable composite materials, offering innovative solutions for solar protection, tensile architecture, marine & furniture, and modular structures through its three B2C brands —Soltis, Batyline, Stamoid—and its two B2B brands, Serge Ferrari Architecture and Serge Ferrari Industries. Committed to innovation and sustainability, the Group strives to meet the environmental and technological challenges of tomorrow. Its main competitive advantage lies in the implementation of differentiating proprietary technologies and expertise.

Serge Ferrari, a family-owned group based in the French Rhône-Alpes region with its headquarters in La Tour-du-Pin, has industrial facilities in France, Switzerland, Germany, Italy, and Asia. The Group operates in 16 countries through subsidiaries and representative offices, markets in 80 countries, and relies on a network of over 100 independent distributors worldwide. As of the end of 2023, Serge Ferrari Group reported a revenue of €327 million. Listed on Euronext Paris, the Group currently employs more than 1,200 people.

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