

## Valmora is the official water of the Rolex Monte-Carlo Masters. The Piedmontese water, now in its third appointment on the red clay of Monte-Carlo, launches the new limited edition bottle made of 100% R-PET dedicated to the tournament.

**Valmora's** journey alongside world-class international tennis continues with its third presence as the **official water of the Rolex Monte-Carlo Masters**. From 8 to 16 April, Valmora will be quenching the thirst of tennis players, staff and spectators with its purity and lightness at the tournament that opens the European clay court season in the splendid setting of the Monaco Country Club.

An important appointment for Acqua Valmora, which launches **the new 0.33l. bottle dedicated to the Rolex Monte-Carlo Masters, made of 100% R-PET plastic and 100% recyclable. A smart, eco-sustainable format, with a label featuring graphics and colours dedicated to the prestigious tournament.**

*"We are very proud to be a partner of this important tournament which officially kicks off the Valmora tennis season, due to continue in Rome with the Internazionali BNL d'Italia and in Turin with the Nitto ATP Finals. We have created **Valmora Green 100% R-PET bottles with a dedicated label** for each tournament", says Luca Ruffini, General Manager of Damilano Gruppo S.p.a. "We are very attentive to the issue of sustainability and are working more and more in this direction. We are among the Italian companies in the sector that produce and distribute mineral water in R-PET bottles, not yet in very high numbers because we are talking about a product that is not widely used due to the high cost of the raw material, but we intend to increase production. We see sustainability also as **protecting the land where our source is located**: an uncontaminated, controlled and protected **certified forest**, where natural resources are never exploited beyond what nature itself would do. There are about twenty certified forests in Italy. It takes several years to obtain this type of certification, and we pay great attention to safeguarding this precious heritage."*

With this sponsorship, Valmora confirms its role as **the water of tennis**, a fast-growing sport that embodies the company's founding values.

Valmora is an Alpine spring mineral water that encapsulates all the purity and lightness of the land from which it springs, an uncontaminated mountain park in Rorà, in the heart of Piedmont's Alps. It is the flagship brand of Pontevecchio, a company from Luserna San Giovanni, which has been operating in the mineral water market for over 45 years and stands out as a pioneer in this sector. The company, among the top ten in Italy in terms of number of bottles produced, is owned by the Damilano family. The success of all its brands (including Valmora, Sparea and Alpi Cozie) also depends on an important policy of investment, innovation, technological and productive reinforcement, with particular attention and respect for the environment thanks to the use of renewable energy.



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