



**ALLEGRINI ENTERS THE SPECIALISED E-COMMERCE  
FOR HOTELLERIE BY ACQUIRING THE ONLINE PLATFORM HOTELIFY.COM  
AND  
STRENGTHENS THE DETERGENT BUSINESS WITH CLINERS**

**Grassobbio (Bergamo), September 21<sup>st</sup>, 2022** – Allegrini Group, historical Italian company active in the chemical sector with a wide range of production in professional detergents and cosmetics for hotel industry, concluded two important acquisitions that strengthen its presence in the business of detergent products for professional laundries and establish its official entry into the e-commerce sector for the online supply of amenities and accessories for the hospitality world. With Hotelify transaction, Allegrini continues the progressive balancing of the two business units, bringing the cosmetics division to weigh 50% of the Group's entire business.

As part of the strategic development process outlined by its shareholders, Allegrini concluded the acquisition of Hotelify.com, a Bologna-based company and leader in the online sale of products, particularly cosmetics, for hotels, B&Bs and all types of hospitality facilities. The acquisition enables Allegrini Group to equip itself with a proprietary online platform for b2b sales in the hotellerie channel, used by more than 20,000 customers in Italy and abroad.

At the same time, Allegrini completed the acquisition of Cliners, a company operating in the professional laundries channel, thus enabling the Group to access it directly with the necessary technical expertise and adequate sales force, with the aim of achieving national leadership in this important market niche. Furthermore, by internalising both administration and production in Allegrini, significant industrial synergies are expected.

"With these two acquisitions, Allegrini accelerates its growth process in the historical markets in which it operates: in the industrial laundry, we complete the range of products indicated for very specific consumer targets; with Hotelify, on the other hand, the Group diversifies its go-to-market strategy with a proprietary platform dedicated to the hotel industry," said Maurizio Allegrini, CEO of the Allegrini Group. "The articulation of the sectors that Allegrini covers allows it to respond to the needs of increasingly differently structured clients while retaining a marked vocation for innovation and a strong sensitivity to corporate sustainability issues", he added.

Allegrini is today a leading chemical company in the production of professional detergents and cosmetics for hotels through the development and commercialization of environmentally friendly products. Allegrini has been controlled since October 2020 by Metrika fund together with its historical partners Maurizio and Ottaviano Allegrini who are present in the company as CEO





and Managing Director of the cosmetics division respectively, it operates in 47 countries worldwide and employs a total of 140 people.

**For further information:**

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