

# Taiprora becomes part of Italia Technology Alliance (A.Celli Group)

*The Celli family holding looks to the future and strengthens itself by integrating a fundamental piece for logistics solutions.*

**LUCCA, 02.02.2023 - Italia Technology Alliance** (ITA Holding) continues its strategic development and welcomes **Taiprora S.r.l.** into its social structure, a consolidated Abruzzo-based company that has been creating software and automation systems for production and logistics for 30 years.

ITA Holding, with the aim of strengthening its presence in both the national and international market for advanced intralogistics solutions, has identified Taiprora S.r.l. as the ideal company to integrate its knowledge for the supply of fleets of vehicles and stacker cranes for automatic warehouses, as well as development of software for internal logistics flows (WCS - WMS).

## **DEVELOPMENT AND CONSOLIDATION**

The objective of this operation is part of the larger development plan that **ITA Holding** carries out at a strategic level: that is, to promote technological innovation not only in the traditional paper, tissue and nonwoven industries, but also in other markets such as pharmaceutical, automotive, food, multipurpose, etc. With the entry of Taiprora S.r.l., technological expertise increases with a view to maximum integration of complex solutions provided by a single reliable and qualified supplier of state-of-the-art technology.

## **GROWTH AND CONTINUITY**

**Taiprora's** goal is to expand its range of products and services with increased potential, ensuring operational continuity and developing new and greater synergies, particularly with historical customers. Taiprora is strongly motivated to continue the growth process experienced so far by enhancing even more its own management organization and the resources of the territory. To this end, from today it will be able to count on an additional strategic push and new investments.

Commenting on the news, **Francesco Alfieri**, President of **Taiprora**, said: *"The operation is the result of the integration of two different worlds and sectors, but which share an extremely wide and interesting area of contact. The basis of the agreement with ITA Holding is the common factor of a great aptitude towards innovation and internationalization. Our goal is to continue growing by valuing the identity of Taiprora. We want to increase research and focus on creative innovation to achieve ambitious goals in a future full of opportunities and challenges for us and our territory."*

**Mauro Celli**, shareholder of **ITA Holding**, said: *"Our development model is based on the acquisition of new skills to create more value for our customers, ensuring proven solutions and measurable results with the best practices of the global market. We invest in leading companies in their sector that have a history of reliability and good reputation. The entry of Taiprora corresponds exactly to these success criteria and complements the group's digital offering: from the user interface of the production line to logistics and warehouse management, to IoT and Big Data analysis."*

### **Italia Technology Alliance - Company Profile**

ITA Holding, of which the best-known brand is A.Celli, is the holding company of the Celli family that includes a series of manufacturers of industrial machinery and technological solutions for the paper, tissue and nonwoven markets as well as other companies active in digital development, IoT, machine learning and AI.

### **Taiprora Srl - Company Profile**

Taiprora is a Software & Automation Engineering company specialized in integrated solutions for manufacturing and intralogistic. Mainly present in the pharmaceutical, automotive and food & beverage sectors, includes customers such as Sanofi, Pfizer, Menarini, Dayco, Honda, Yanfeng, De Cecco, Ferrero, Findus, Aptar, Tod's and many others.