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Alliance Etiquettes, the French premium printing group, is pursuing its consolidation strategy and announces the takeover of Tonutti Tecniche Grafiche, a key Italian player in the printing of labels in the wine and food sectors. Meanwhile, The Tonutti family is now minority shareholders of the French group.

In 1945, Pietro Mario Tonutti, created the Tonutti company and quickly became an expert in dressing bottles of eaux-de-vie and liqueurs, then wines. From 1960 the company was managed by Manlio Tonutti, the son of Pietro Mario. With innovation as a leitmotif, he energized the family business to make it a leader in its market. The succession has been ensured since the 1980s by the grandchildren, Marco & Maria Teresa, who have succeeded in anchoring it in the 21st century. Today, Tonutti, headed by Maria Teresa, is recognized in Italy and in the world of printing for its creativity, innovation, quality, reliability, responsiveness, proximity to its customers, and its societal and environmental commitments.

According to Olivier Laulan, President of Alliance Etiquettes, "these values of the Tonutti family are also those that unite the 12 production sites of Alliance Etiquettes group today. I am convinced that this operation will revitalize a flagship of the Italian printing industry. Tonutti will now be able to capitalize on a strong commercial & industrial support and an increased production capacity that Alliance Etiquettes can provide. We are delighted and proud to welcome the Tonutti teams within Alliance Etiquettes."

"This operation will allow a significant future development of our family business; we believe in it and our reinvestment is a clear sign of our confidence in this project" says Maria Teresa Tonutti, who remains at the head of the family business. It is an "evolution, not a revolution" for Maria Teresa: "We will continue to maintain our privileged links with our historical customers, and we will now have the opportunity to innovate more, to open up to new sectors, to new markets."

This acquisition is also a great opportunity for Alliance Etiquettes to develop its presence in Italy starting with the Friuli-Venezia Giulia region, in the world of Italian wine and Prosecco, and to give a new dimension to its international development.

In addition, Maria Teresa Tonutti will be appointed as "Head of Italy" for Alliance Etiquettes group, and as a Member of the "International Executive Committee" which is now composed by Olivier Laulan, Erik de Woillemont (CFO and MD of Alliance Etiquettes group) and Maria Teresa Tonutti.

Alliance Etiquettes thus consolidates its leading position in terms of premium printing solutions.

About Tonutti Tecniche Grafiche:

Based in Fagagna, Italy, Tonutti addresses a diverse clientele in the wine, food, cosmetics and pharmaceutical label markets. It is distinguished by its industrial capacity at the cutting edge of technology. Tonutti is now made up of more than 100 employees and has a turnover of €21 million.

About Alliance Etiquettes:

Alliance Etiquettes thus carried out its tenth external growth operation since 2015, bringing its turnover to more than €120 million. The group also continues to identify and study targeted opportunities for external growth, in France and abroad, particularly in southern European countries.

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