



The virtues of the elements, the excellence of details

*Riri Group celebrates its 80th anniversary
with a new promise*

Small elements have a particular virtue: **the symmetry of beauty can be concealed in the tiniest pieces**. There is a very close relationship between them, as their encounter gives rise to perfection. This is how a zipper comes to life: its teeth come together in a refined play of interlocking to create a true concentration of **technical research** and **passion for design**.

In its long history, **Riri Group** has always embodied the link between technical experimentation, aimed at creating the perfect functionality of the details, and the **pursuit of beauty**, which can be seen in the harmony of the forms. 2016 marks the **80th anniversary** of Riri, a world leader in the production of zippers and buttons, and this important milestone will be celebrated with a new logo and a new promise: **to create excellence by pursuing perfection in the details**.

The corporate identity stands on two simple but fundamental concepts: “*rippe*” and “*rille*”, which in German mean “convex” and “concave”. The Group’s name is formed from the first syllables of these two words, as a reminder that a zipper, as well as a button, is produced based on essential geometries and finely chiselled spaces. Today, this same identity holds the values that have made Riri a **benchmark brand for the world of fashion**: the pursuit of beauty and refinement, the stimulus toward renewal and originality.

Riri’s history, too, is comprised of details: the small steps and the big revolutions that have made this company great. Eighty years have passed since the **establishment in 1936 of Riri SA**, the group’s parent company, and its long history has been marked by an impressive number of innovations:

1930s – Riri became the main manufacturer of **zippers with pre-cut metal teeth** applied directly on the tape when it launched the Metal and Simmetrica models.

1940s – **Symbol products are Star, Solid and Top**: zippers with die-cast zinc teeth directly on the tape. Thanks to their high tensile strength, they were once used in the military field and other special applications, while today they are very much appreciated in leather goods and shoes sectors.

1950s – The Riri factory produced the **first pressure die-cast nylon zipper**: a milestone for technical innovation in the sector, protected by an **exclusive patent for 18 years**.

1980s - 90s – Those decades were marked by an intense industrialization and a **growing**



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product customization capacity, especially concerning the galvanic treatments and the personalization of shapes and materials.

2000s – New technical demands inspired the **High-Tech collection, dedicated to high-performance clothing**, that was further enriched in 2004 by AQUAzip®, the water-repellent zip fastener that guarantees the highest level of performance in the most extreme situations.

2008 marked a crucial step: **the acquisition of the prestigious brands Cobrax and Meras led to the official establishment of Riri Group**. The merger of the three companies enabled the expansion of the product range, confirming the Riri's eclecticism and the uniqueness of its offering.

With Cobrax, an iconic Italian brand renowned for its quality and character, the Group opened up to the production of rivets and snaps, while Meras expanded the already substantial portfolio of zippers. United by a common vision aimed at excellence, **the three brands provide concrete added value for customers**: from development, to the creation of a product designed to respond to every style need, to after-sales service.

The year 2016 marks a change of pace with the identification of **an even stronger brand promise** that creates a bridge between an illustrious past and an innovative future. This concrete change takes advantage of the 80th anniversary to carry out an immediate and effective revival of the values distinguishing the company in the creation of its products, which are little **jewels of functionality**.

So, in addition to celebrating such an important event with the creation of a visual concept for the commemorative logo, a **pay-off has been designed. It will accompany Riri in the upcoming years**, well beyond the anniversary, for a fresh start focussed on two core values: excellence and detail.

RIRI Excellence in details

Eighty years from its establishment, Riri remains the most reliable and solid partner to embed creativity and beauty in details that are absolutely unique.

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Riri Group: excellence 100% Made in Switzerland

All the figures of an international success

Riri Group was founded in 2006 as a merger of companies operating in the sector of accessories for the fashion industry, producing high quality zippers and buttons, the preferred choice of many important brands in the international fashion scene.

The parent company, **Riri SA**, has a **solid heritage in the production of metal and plastic zippers for the luxury and leather goods market**. Founded in 1936 in Mendrisio (Switzerland), where the headquarters still remain, Riri SA has a second logistic and production hub in Tirano (Italy).

In the world of fashion and leather goods, when you talk about buttons, snaps, and rivets, the name that comes up first is Cobrax. Established in Padua in 1977, Cobrax joined the Riri Group in 2006. The brand has always focussed on research and innovation, creating original and high-tech elements and accessories.

With its distinctive character, **Meras produces nylon and non-polished metal zippers**. Meras joined the Riri Group in 2006, and in 2009 it has undergone a substantial renovation with the production site moved from Manerbio to Tirano, thanks to the enlargement of the Riri plants.

The Group's product range has four macro areas of application: leather goods and accessories (40%); clothing (30%); jeans (18%); outdoor and work wear (12%).

Considering the wide range of products, the production capacity and the approach to customers whereby they are accompanied on a single path from product development to after-sales, Riri Group today is a **one-stop shop** where fashion brands, from sportswear to accessories, can take advantage of a complete service in support of their creative activity. For this reason, 80% of the production of the three brands is highly customisable: uniqueness is the big added value of Riri, which responds to an increasingly standardised industry with **creativity and quality 100% made in Switzerland**.

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