



think outside  
the  box

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BML-22-W11



Torino, 10.01.2022

Dear Retailer,

2021 was a challenging year for everyone in a number of different ways, and we couldn't be more grateful that resellers hold on in their businesses, despite all the difficulties along the way.

Despite rocketing raw materials, our commitment is **not to increase pricing all over 2022. On the contrary, we provide step-wise price reduction, rewards to our retailers, and other supporting program to our sales network.** In your Reserved Area you may read about them all.

Meanwhile, we want to share what we have planned for 2022 with you:

- We've adjusted our raw material supply, finding key partners to minimise any disruption or delays in this very difficult time for manufacturing and logistics
- We've invested in new production processes that allowed us, for instance, to keep ensure highest quality in our Photopolymer stamps with almost 40% price decrease
- We've invested in our people, introducing new staff, artists and illustrators, they are essential to delivering on our commitment to premium quality products and excellent service to our sales network

The 2022 releases begins with **2 new collections on January**, then other collections and lines will be released by April. Our Production Department has a number of new products and lines planned all over the coming year: 2022 will be special in Ciao Bella's history, **our most colorful year ever.**

We genuinely want to thank you, and can't wait to face a new year of challenges and successes along with you.

Warm regards,

Lidia Corvini, Sales Director  
on behalf of Ciao Bella Team