

Press release

Marchesini Group presents EXTRA, the new digital platform that will enable clients to watch streamed events and visit the company remotely. Presentation in an exclusive location on 29 April.

Pianoro (Bologna) – Following the incredible success of the **X DAYS**, the digital shows held last year to present the latest technology advancements to the world in the absence of trade fairs, **Marchesini Group** has developed a new solution to stay even closer to its clients. With the global pandemic still preventing travel and close contact between people, the Group has decided to create **EXTRA** (marchesini.com/extra): an interactive digital platform that will enable users to explore and get better acquainted with the company's vast range of solutions on the basis of their requirements.

From May onwards EXTRA, which can be freely accessed following registration, will be populated with original digital events once again characterised by the X of "**Extraordinary**", which symbolises the Group's rare creativity and capacity to meet its clients' needs with customised solutions. More specifically, three innovative tools will enable users to fully immerse themselves in Marchesini technology: **X SOLUTIONS - X TALKS - X LIVE TOUR**.

The **X SOLUTIONS** consist of short presentations aimed at illustrating the wide range of machines and lines that the Marchesini Group is able to provide for each product type, from processing solutions to end of line. All content will be enriched with a contribution from **SEA Vision**, a partner specialising in vision systems.

The first X SOLUTION will go online in May and will be dedicated to technologies for filling, inspecting, labelling and packaging bottles. The solutions connected with all of the other pharmaceutical industry products will subsequently be examined on a month by month basis.

Each X SOLUTION will be associated with a specific **X TALK**, a live 30-minute webinar that will enable users to interact directly with the relevant Area Manager. The first talk, on new predictive maintenance technology, will be broadcast live in June from the new multimedia studio set up at the headquarters in Pianoro (Bologna).

From the new platform it will also be possible to book an exclusive **X LIVE TOUR** of all of the Group's production facilities in order to get a close look at the machines in action. This service, popular with customers since the start of the pandemic, has been enhanced to make the digital service analysis sessions even more interactive.

Further details on the new EXTRA [platform](#) will be revealed during an **exclusive live show** on 29 April: from a historic and artistic location in Bologna that inspired the founders of **Italy's Packaging Valley**, all of the activities connected with the new platform will be presented to the public, including the already established X DAYS, precursors of the Marchesini Group digital revolution.

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