



NOVELTY formalizes its operation with New Light in Italy

NEW LIGHT
BY **novelty**

novelty
ITALY

Novelty continues to operate and export its know-how internationally to offer a quality service in all countries where the Group's agencies are present.

What was announced in January 2023 is now official: the management of Novelty and Newlight srl are pleased to confirm the acquisition of the company by the Group. Newlight srl is a provider of lighting, audio, LED, video and stage installation services, based in Italy.

Newlight srl joins the Novelty-Magnum-Dushow Group and becomes the reference agency for Italy (Newlight by Novelty - Novelty Italy), with a board of directors composed of Jacques de La Guillonnière, President, Olivier Hagneré and Giuseppe Paolo Bruzzese, Directors. GP Bruzzese remains responsible for the Italian branch of Novelty and becomes a shareholder of the holding company.

Newlight srl by Novelty - Novelty Italy will benefit from all the technical, logistical and administrative support of the Group, to provide customers with the same professionalism and equipment, regardless of the location.

For all Italian customers of Newlight srl, the service provided will be even more complete and extensive than before, with the support of the Group's various subsidiaries abroad. The Novelty-Magnum-Dushow Group will support the new Italian headquarters by investing in new audiovisual equipment to develop each individual skill.

These references complete the portfolio of already existing professional skills and enrich future services. Equipment and technology are not everything, it is crucial to emphasize the quality and commitment of all people within Newlight srl. The team remains unchanged, and will bring its experience and his professional skills to the Group's teams.

GP Bruzzese, Managing Director of the Italian branch, is *"very satisfied with this operation, it is a new exciting challenge; he is delighted to put his talent at the service of the customers of the Novelty-Magnum-Dushow Group in Italy, and to support its Italian customers abroad. Being able to rely on the Group in Italy as abroad is a new asset to offer the best technologies and extended know-how."*

We welcome the Italian agency Newlight by Novelty - Novelty Italy to the Novelty family.

Do not hesitate to contact our sales teams on site:

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The Novelty-Magnum-Dushow Group provides its know-how and tailor-made support in Audiovisual Technical Solutions through its locations and brands.