

Press Release, Genoa February 13, 2019

## **HYLA SOFT SPONSORS BENETTON RUGBY TREVISO'S FIRST TEAM FOR THE THIRD CONSECUTIVE YEAR**



Hyla Soft, a sedApta Group company ([www.sedapta.com](http://www.sedapta.com)), is delighted to announce that it will continue to sponsor the Benetton Rugby Treviso first team also during the 2018-2019 season.

The Hyla Soft brand will continue to appear on the official team shirts, on the website ([www.benettonrugby.it](http://www.benettonrugby.it)), on the giant screen at Treviso Rugby Stadium during all home matches and on all promotional materials, such as newsletters, daily papers and general media.

Present on the Italian market since the early 2000s, Hyla Soft specializes in end-to-end consultancy services and technology solutions for improving the productivity and efficiency of Manufacturing Engineering, Manufacturing Operations and Sales & Operations Planning. Taking full advantage of its resources, experience and product portfolio, it offers proven solutions for all manufacturing companies.

*"Hyla Soft has always sought different new channels to promote its brand and the consultancy services for which it is renowned. We believe that in the world of sport Benetton Rugby in particular symbolizes the same level of commitment that Hyla Soft demonstrates towards its customers. Joining forces made perfect sense!"* explains Claudio Zilich, CEO Hyla Soft.

*"We are really pleased to extend our partnership with a leading Italian and international brand like Hyla Soft. A company which has supported us for several years now, which continues to grow just like us and with which we share the same values and goals, each one in our respective fields"* comments Amerino Zatta, Chairman of the rugby club.

Benetton Rugby is a professional rugby club that was founded in Treviso in 1932 and which since 2010 has competed in two international competitions: the Guinness PRO14 and the European Rugby Cup. The club with the green and white shirts has won 15 national titles, 4 Italian Cups and 2 Italian Super Cups in its history.