

Group  
**BIGNARDI**  
Paper Solutions







Founded in 1956 by José Bignardi Neto, a visionary man with so much courage to face the difficulties of those times, he embraced the opportunity and the demand and opened a small print shop that manufactured printed forms, notebooks and telephone book directories, sited on Rua Jandaia, in the center de São Paulo, a landmark of the city.

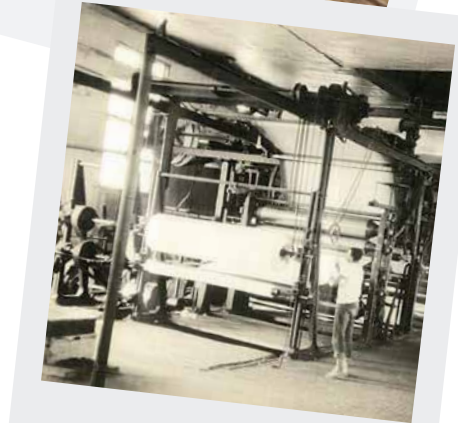
After years of operation and growth in the capital, the Jandaia print industry was transferred to Caieiras, interior of São Paulo, who provided the conditions and space for the evolution of your floor plant.

Always aware of growth opportunities, in the mid-70s, acquired the paper Industry Gordinho Braune, located in Jundiaí, focused on paper production.

In the 90's, in full development of the industries, the group also started a retail and wholesale physical store operation. Specialized in office and school supplies, which folds out into three specific channels to cover all points of contact with the consumer - e-commerce, telemarketing and physical stores with 2 units in the city of São Paulo covering B2B and B2B business also.

Today, the Bignardi Group, in addition to being one of the largest manufacturers of notebooks and school supplies of Brazil, currently the largest Brazilian manufacturer of recycled paper for printing and writing. And in 2020, after investing r\$ 40 million in the preparation of pulp mass, launched itself in the production of recycled packaging paper.

**Family business, 100% national investment.**  
**National and international reference in the paper sector and cellulose.**



OUR PILLARS

OUR VALUES

TRADITION  
INNOVATION  
COURAGE  
EMPATHY

KNOW THE BUSINESS

GO FORTH TO YOUR RESULT

BE PART OF THE SOLUTION

LEAD BY EXAMPLE

SUSTAINABILITY AND SOCIAL  
RESPONSIBILITY



## GROUP BRANDS



**MORE THAN 1124 EMPLOYEES** (570 JANDAIA FACTORY, 364 BIGNARDI FACTORY PAPER, 190 OFFICE AND PHYSICAL STORES)

BRAZIL'S MARKET LEADER IN THE RECYCLED PAPER FOR PRINTING AND WRITING

**AFTER 2020, STARTING OF OPERATING IN PACKAGING PAPER SEGMENT**

BRAZIL'S MARKET LEADER IN PRODUCTION OF SCHOOL SUPPLIES

NOTEBOOKS, SPIRAL BIND, STICED, PLANNERS AND GIFTS

**NET INCOME - €170 MILLION**







Headquartered in an area of 484.000 m<sup>2</sup>  
(built-up area of 34.000 m<sup>2</sup>)

Manufacturing capacity: 60.000 tons/year

Largest Brazilian manufacturer of recycled paper


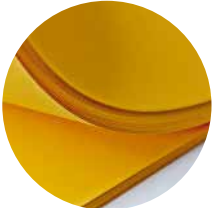
Certificates: FSC, Cerflor, ISO 9001 e ABNT 15755







# Product Catalog

**Book**  
millennium

**POST**  
millennium

**CARTOLINA**  
millennium


**print**  
millennium

**CARTOLINA**  
escolar millennium






**auto**  
**copiativos**  
millennium

**art**  
millennium




**super bond**  
millennium

**ECO**  
millennium  
Sua escolha molda o futuro

**ECO**  
O seu papel renovável

**RE KRAFT**  
MILLENNIUM




**TEST LINER**  
MILLENNIUM



**MIOLO SIZE**  
MILLENNIUM







Headquartered in an area of 100.000 m<sup>2</sup>  
(built-up area of 15.000 m<sup>2</sup>)

Manufacturing capacity: 50.000 tonnes/year  
of paper conversion

Best brands in the world licensing market

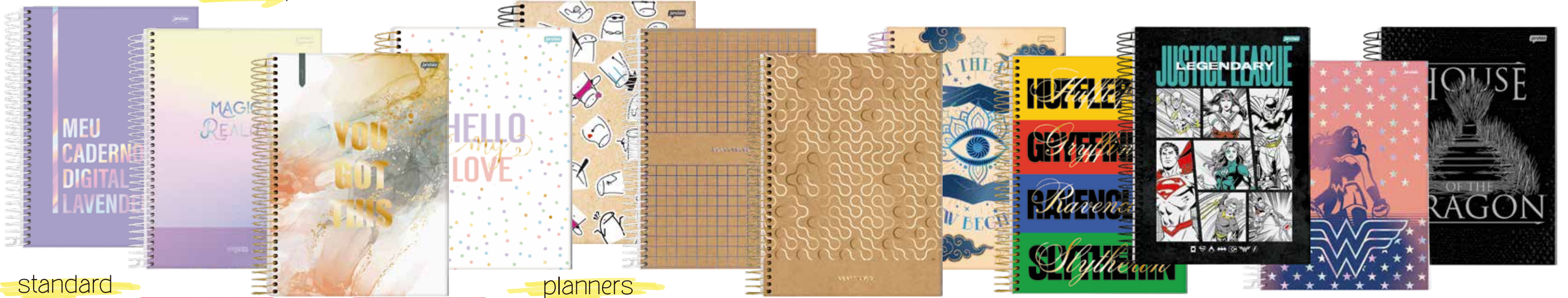
One of the biggest manufacturers of  
notebooks in Brazil and currently the biggest  
exporter

Certificates: ISO 9001, FSC, INMETRO,  
C-TPAT and Fundação ABRINQ





standard spiral bind



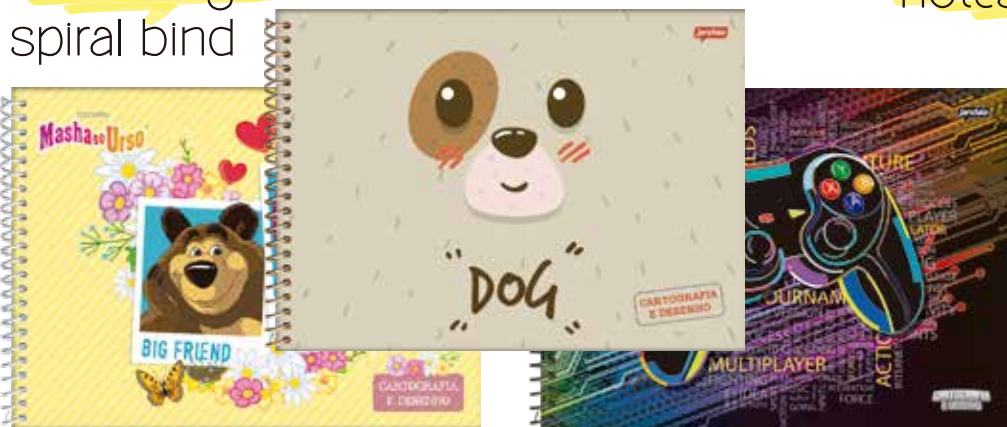
standard stitched



planners



drawing spiral bind



notes & gifts



Assortment with approximately 10,000 SKUs, and holder of strong licenses linked to various audience segments.





Retail and Wholesale Physical Store  
with two sites in São Paulo  
(total sales area 1.900 m<sup>2</sup>)

### Three service fronts:

Physical Store - More than 9,000 tickets monthly.

Phone sales - around 2,200 active customers, including resellers and corporate clients.

E-commerce - website updated daily

Diversity of materials for office, stationery  
and IT supplies, more than 30,000 skus

### BEST BRANDS ON THE MARKET.





# SUSTAINABILITY AND SOCIAL RESPONSIBILITY



# SUSTAINABILITY

Society has been increasingly demanding actions aimed at sustainable development, which imply the use of clean technologies and the rational use of natural resources for the protection of the environment and respect for life. Faced with these challenges, the Bignardi Group understands its role as a socially responsible company and adheres to the highest standards of socio-environmental responsibility.

It is a permanent and long-term commitment of the company that, by conducting its business with transparency and ethics, contributes to a more just and sustainable society.

## The BIGNARDI GROUP is today the largest Brazilian manufacturer of recycled paper for printing and writing.

The group moves forward with a business strategy focusing its investments on increasing production capacity, using the most modern fiber recycling technologies. We use pre- and post-consumer paper scraps as raw materials that are transformed into fibers, generating Eco Millennium offset paper, intended for printing and writing.





# SOCIAL RESPONSIBILITY

Valuing the importance of good deeds, which contribute to improving social, environmental and economic issues in our society, is one of the Bignardi Group's priorities.



Recanto do Bom Velhinho



Instituto Arte na Escola



Tocar & Encantar



[www.twosides.org.br](http://www.twosides.org.br)

Two Sides



Anjos do Esporte



Fundação Abrinq



Mini Handebol

Throughout its history, numerous projects aimed at the social and educational development of children, youth and adults have been implemented in several regions of Brazil.

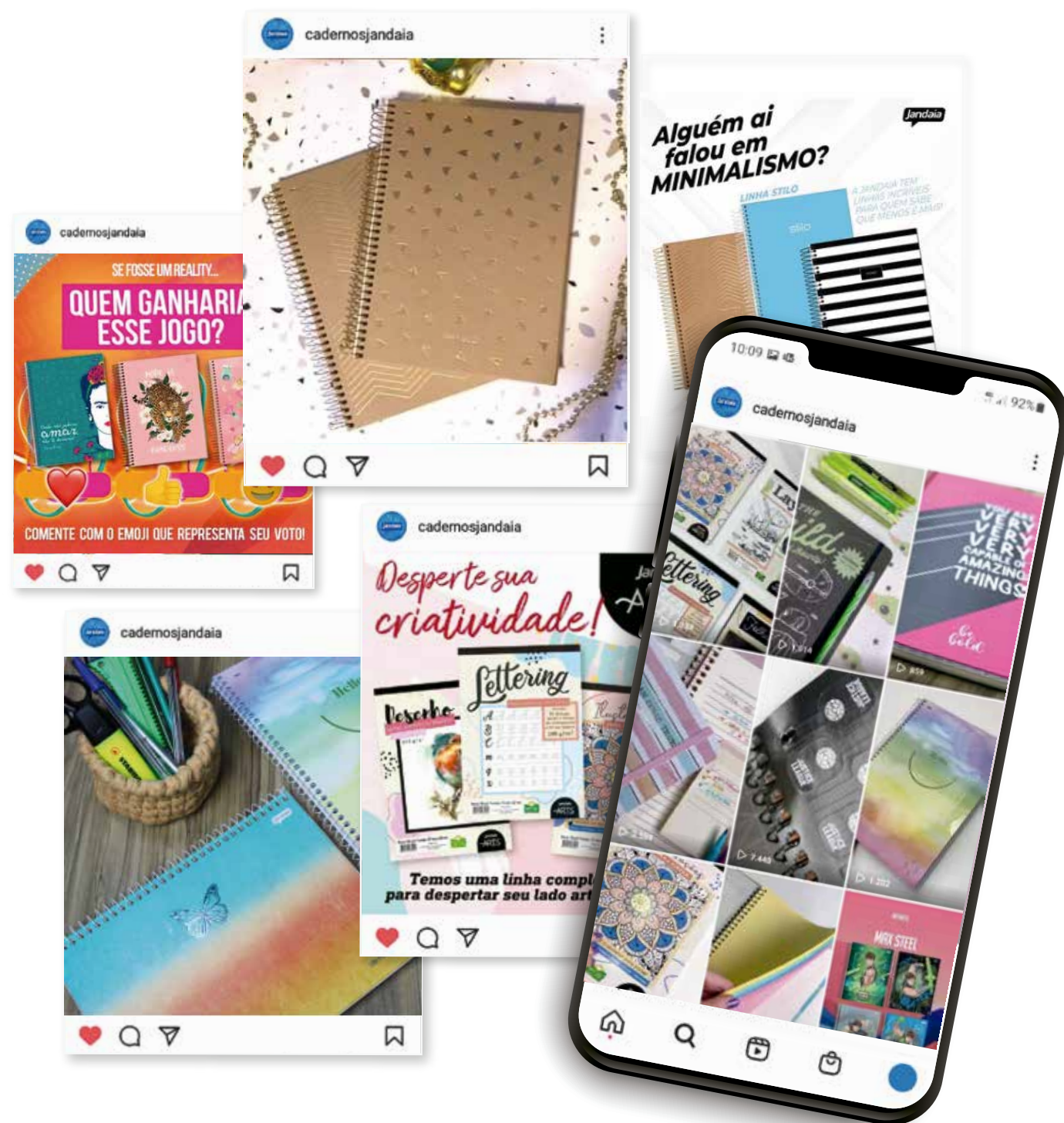


# MARKETING





## JANDAIA ON SOCIAL MEDIA



Jandaia is always up to date, and in constant communication with her audience through social media. Instagram / facebook / tiktok. Always focusing in making our products known, viral and desired by the public.

For our youtube viewers, we have also a channel called Jandaia Educação, which brings useful content to students in all grades.

FOLLOW US IN SOCIAL MEDIA



@CADERNOSJANDAIA

## EDUCATIONAL JANDAIA

[www.jandaia.com/blog](http://www.jandaia.com/blog)





# EVENTS AND POP STORES

CCXP



OOH  
POS







Group  
**BIGNARDI**  
Paper Solutions



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242 · (11) 94572-2171

sac@bignardi.com.br  
SAC 0800 165 656



### Jundiai Paper Factory

Av. Antônio Pincinato,  
7600 ·

SAC 0800 10 9509



### Stores

Av. Joaquina Ramalho,  
45 · (11) 3504-8950

R. Rio Bonito, 1772 ·  
(11) 2394-1330

