

BACK  
TO THE  
FUTURE  
1972-2022

PRESENT

# THE EVOLUTION OF ITAP IMAGE

## THE 2022 CATALOG AND CORPORATE IMAGE

The **present of Itap focuses** on the celebration **of its 50th anniversary.**

In **2022, the corporate image** will revolve around this long-awaited event, achieved after many years of hard work.

Let's discover together the logo that will accompany us throughout this year of jubilee, the new catalog, gadgets and all the corporate image Itap.

**50 1972-2022**





## THE CATALOG 2022 AND QR CODE

Even this jubilee **2022** has its **new catalog**, an edition dressed in a renewed graphics, **updated data and products** and with an **incipit all dedicated to the 50th anniversary** and the history of the company.

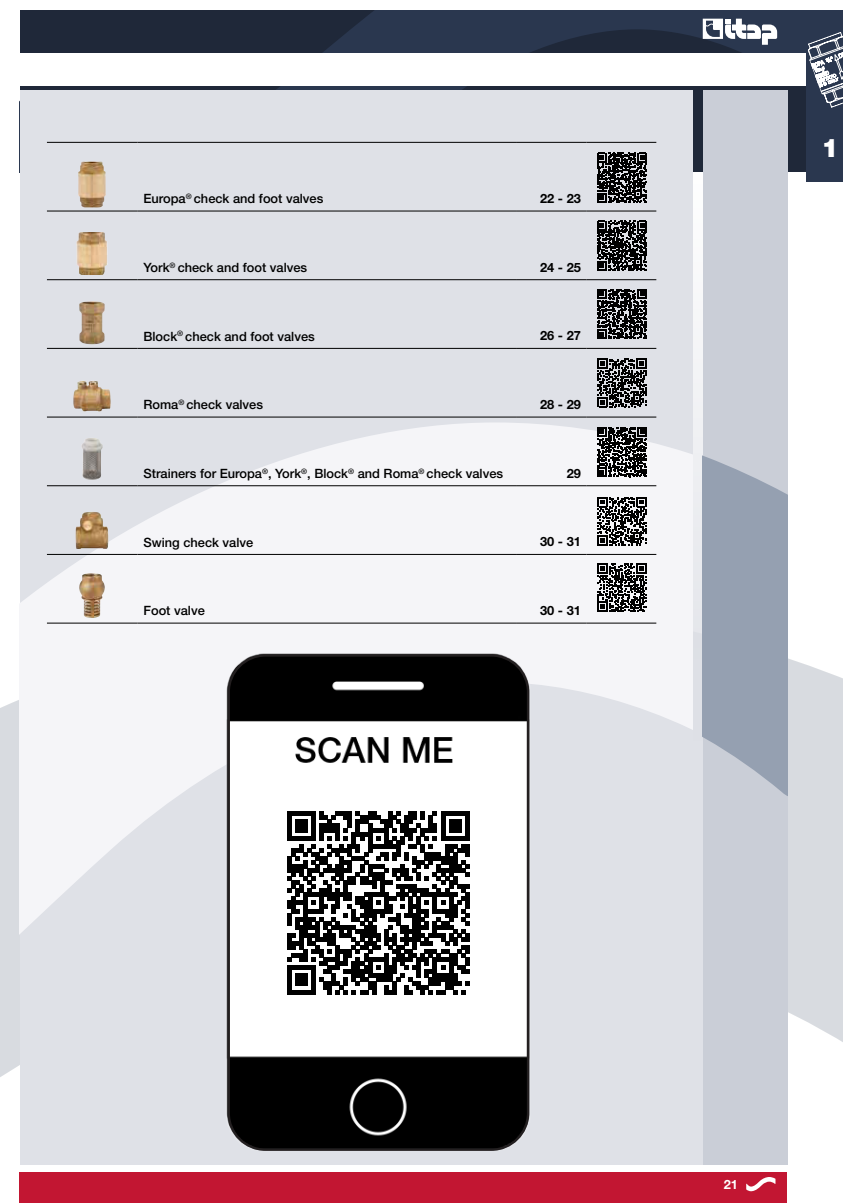
The **novelty** this year is that it **will also be navigable online**, with the **reintroduction of QR Codes**.

Today, **ten years after their first use** in the catalog, **they are a widely known and used tool**.

The **QR Codes** allow you to view, comfortably from a **smartphone** in an easy and fast way, **all the contents of the products** directly from the site:

- **photographs**
- **descriptions**
- **technical sheets**
- **material sheets and much more**

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## LOGO AND GRAPHICS



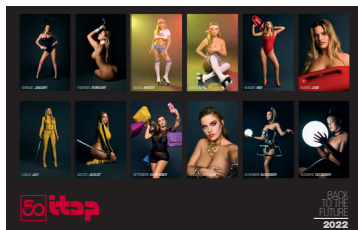
50 years and the unmistakable Itap wave: the 50th anniversary logo.



Past, present and future: 3 graphic pins tell the story of 50 years of Itap.



## CALENDAR AND GADGET



The 2022 calendar, BACK TO THE FUTURE: icons and style from the 70s to today.



Gadgets: a cuddle for customers.



## PACKAGING



Packaging: Itap products are immediately recognizable from their packaging.

## DID YOU KNOW THAT...?

The contents and information on Itap products are easily available from the catalog, the technical catalogs on the website or from direct contact with our Export and Area Managers.

Moreover, the Itap catalog is also available online on the Idrolab database and on the Pinaxo platform, where the catalogs and price lists of many companies are uploaded for a greater usability of information, technical sheets and everything you need to know about the products.