



**GSC GROUP S.p.A.**  
Via dell'Industria, 5  
36054 Montebello Vic.no (VI) ITALY  
T. +39 0444 670949 / 671061  
F. +39 0444 670321  
info@gscgroup.it • [www.gscgroup.it](http://www.gscgroup.it)



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**GSC Group S.p.A. and Novotex Italiana S.p.A. Launch INTATA S.r.l.: A New Joint Venture Driving Innovation in Synthetic Material Finishing for the Automotive Industry.**



GSC Group S.p.A. and Novotex Italiana S.p.A. are proud to announce the creation of INTATA S.r.l., a new company established to redefine the finishing of synthetic materials for the automotive sector.

Born from the strategic joint venture between two leading Italian companies, NOVOTEX Italiana, a specialist in synthetic substrates and coverings, and GSC Group, a recognized leader in chemical solutions for the leather and automotive industries, INTATA is dedicated to research, development, and production of innovative, sustainable, and high-performance finishes.

INTATA's mission is to deliver a new generation of finishing solutions that enhance aesthetics, functionality, and sustainability in automotive interiors. By combining GSC Group's deep chemical expertise with Novotex Italiana's advanced technical and production know-how, the company offers customized, end-to-end solutions that meet the highest performance, regulatory, and environmental standards.

*"INTATA was born from a shared vision of innovation, growth, and Italian excellence. We believe in the strength of collaboration between complementary expertise to anticipate market needs and actively contribute to the sustainable transformation of materials."*

With this alliance, INTATA positions itself as a trusted partner for automotive manufacturers, providing cutting-edge synthetic surfaces that are sophisticated in appearance, durable, functional, and fully aligned with the industry's most rigorous quality requirements.

Gsc Group S.p.A.

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**Sede Produttiva I**  
Via dell'Industria, 15/16  
36054 Montebello Vic.no (VI)  
ITALY

**Sede Produttiva II**  
Via II<sup>a</sup> Strada, 115/117  
36071 Arzignano (VI)  
ITALY

**Sede Laboratori**  
Via Roveri, 1  
36050 Zermeghedo (VI)  
ITALY