

Information about Nitto

Nitto is a Japanese manufacturer of high-performance materials. Globally, it supplies a wide range of products, such as polarizing films, electric parts and adhesive technologies, indispensable for smartphone and TV displays, industrial adhesive tapes, automotive components and medical supplies.

Staying true to the brand's slogan, "Innovation for Customers," Nitto continues to contribute to a better society and environment through its innovative products and services. Now we aim to be an essential top ESG company, simultaneously solving social issues and creating economic values.

As the title partner of the Nitto ATP Finals, Nitto is proud to support events that share its passion for challenges. Nitto believes that tennis results and corporate results require the same commitment: in both cases the goal is excellence in one's own court.

Since its inception in 2017, Nitto has provided a range of activities to support athletes, tournament staff and fans around the world, working together to make it the best and largest indoor tennis tournament globally. In addition, starting in 2021, Nitto has supplied its taping products for athletics, which have been adopted by the ATP medical team, as the official sports tape of the ATP Tour. In this way, Nitto also contributes to health and safety of professional tennis players around the world.

At the 2023 Nitto ATP Finals in Turin, Nitto has excitingly implemented sustainability activities below;

-Nitto ATP Finals Torino Green Project: A joint environmental sustainability project with ATP, FITP and City of Turin

Supporting planting trees in Turin and donating 6,000 paper napkins, made of its proprietary plastic-free compostable material.

-Charity Event with Casa UGI, Turin Childhood Cancer Patient Support Group

Inviting children and their families to VIP Suite & watching matches and giving mascot kids opportunity

-Environmentally Friendly Initiatives at Sponsor Booth in Fan Village

Capturing CO₂ game and the Nitto-colored smart recycling bins

Nitto will also accelerate its support activities to make the tournament and Turin city even more sustainable this year.



For more information, visit the Nitto official website <https://www.nitto.com/>
or the dedicated website of the Nitto ATP Finals <https://www.nitto.com/eu/en/NittoATPFinals/>