

22/12/2025
Pregnana Milanese (MI), Italy

SUBJECT: REDMADE, the evolution of our brand

Dear

we are delighted to share with you an important evolution of our Company, which represents a remarkable phase in our growth's path.

First, I would like to underline how essential our relationship is: our collaboration with you is based on shared values like quality, innovation, and reliability, and it has significantly contributed to the results we have achieved. This partnership will continue to be a strategic pillar for us, now and ever.

Here there is the news: **Starting from 7 January 2026, our commercial brand will have a new identity: REDMADE.**

This change reflects the natural evolution of our company. REDMADE combines our historical identity (RED) with the word MADE, which clearly communicates our work method: designed solutions, internally tested and produced with a total check on every process phase.

This passage can:

- Create a strong and unique global identity to successfully compete on international markets.
- Communicate immediately our value: not only assembler but a company with an internal production, R&D and engineering abilities.
- Strengthen the positioning beside the main European players of the field.

REDMADE represents who we are and where we want to go.

I would like to assure you about the fact that this evolution does not modify our partnership.

- Same company: operative structure, management, and same teams.
- Same legal name: Universal Science S.r.l.
- Same processes: purchases, orders, logistics, and payment are the same.
- Same commitment: quality, volumes, and timing does not change.
- Same reference person: your direct contacts can be the same.

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VAT nr. /Tax Code/ Company Register: 05595260968 - R.E.A. of Milan 1833015 - Invested shared capital € 10.000,00





- Same strategic vision: we will continue to invest in innovation, quality and valuable collaboration.

The unique visible difference will be the new REDMADE logo on our materials and official communications.

Starting from January, our website will be on-line with the new REDMADE identity. We will take part to the booth Light + Building of Frankfurt in March 2026, and it would be a pleasure for us to meet you there to celebrate this new beginning.

We are proud to count on you, and we look forward to going on and grow together by reinforcing our partnership. We thank you for your trust, and the main contribution you give us for our success.

Best regards,

Vincenzo Reda
Owner / Managing Director
REDMADE

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