

Information about Nitto

Nitto is a Japanese manufacturer of high-performance materials established in 1918. Globally, it supplies a wide range of products and services—including optical materials such as polarizing films used in display devices, circuit boards, industrial tapes, and medical-related products and services—based on its core technologies cultivated over the years.

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 value.

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 in the world. 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 the health and safety of professional tennis players around the world.

At the 2024 Nitto ATP Finals in Turin, Nitto has excitingly implemented the following sustainability activities;

- **Nitto ATP Finals Torino Green Project**

A joint initiative with the ATP, the FITP (Italian Tennis and Padel Federation) and City of Turin, aimed at reducing CO2 emissions at the event.

Nitto supported the installation of The Green Wall during the event, which was subsequently donated to an elementary school in the city of Turin. Furthermore, 18,720 paper napkins were donated, made proprietary of plastic-free compostable material.

- **Charity Event with U.G.I ODV, a Turin Childhood Cancer Patient Support Group**

Nitto invited children and their families to the VIP Suite, watch the matches and gave them the opportunity to be a mascot kid.

- **Environmentally Friendly Initiatives at Sponsor Booth in Fan Village**

Nitto installed a CO₂ capturing game and Nitto-colored smart recycling bins for sustainable trash collection.



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

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