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## About Us



Founded in 2003 by Italian journalist Carlo Latorre, Polimerica is an online daily dedicated to the world of plastics, rubber, and composites. The magazine is published by Cronoart Srl, a service company that operates in professional publishing and online communication. In 2024, an international version was created in English: PolimericaNews.

**Editorial Team:** The editorial team consists of journalists who are experts in the sector. Accuracy, impartiality, and technical integrity are the team's top priorities. News is clearly distinguished from commentary, advertising, and sponsored content, in compliance with professional ethics.

**Circulation and Readership:** The website Polimerica is visited daily by industry professionals: designers, plastic and rubber processors, machinery and equipment manufacturers, raw material producers and distributors, end-users, analysts, researchers, and students.

**Publisher:** Cronoart is a publishing company based in Milan, specializing in online communication. It owns and publishes the magazines Polimerica, PolimericaNews and Trasporto Europa.

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