



Kartell loves the planet is the industrial manifesto with which Kartell intends to emphasise its commitment to sustainability and environmental friendliness. Passion for excellence, which has guided Kartell's every move from the outset, has led the company to focus on environmental responsibility and good sustainability practices.

A Kartell product is a timeless product, which is produced with the utmost respect for the environment and destined - on completion of its function - to occupy museum spaces and join collectors' assets. Kartell's vocation is to create value: not simple objects, but pieces that can contribute towards building a cultural project; not objects that risk being cast aside when no longer used, but instead become treasured memories.

All the raw materials that Kartell uses are entirely recyclable and can be given a new lease of life thanks to material machining processes for industrial-use products. Technological research and development, today just like seventy years ago, enables the company to continue to find materials that can be regenerated and which have no negative impact on the environment. All the packaging materials used for Kartell products are 100% recyclable.

The entire production process supply chain sees Kartell committed to safeguarding the

environment and observing sustainability protocols. Every day, Kartell is directly and wholeheartedly involved in laying the foundations and building its story, which is the story of products designed and created thanks to partnerships and investments in technological innovation, creative solutions and new materials that deliver ever-better performance and eco-friendly credentials.

*"New green awareness sets new challenges for companies" points out Claudio Luti, Chairman of Kartell. "It's not a question of simply creating a product that seems green, but of generating an industrial strategy that involves the entire manufacturing process, from the business plan and marketing to communication actions and the sales network". "We have to talk about the product's sustainable quality and at the same time the sustainable manufacturing process, guaranteeing products that are consumer health-friendly".*

Kartell's commitment to implementing and constantly improving its environmental management system is guaranteed by its adherence to international certification protocols and, specifically on the theme of health protection, the company boasts GREENGUARD certification for all its products, which guarantees low levels of emissions and therefore safeguards indoor air quality.