



Kartell loves the planet: how industrial production at Kartell is built on sustainability **FROM A CIRCULAR ECONOMY TO A BEAUTY-BASED ECONOMY**

Kartell has always been committed to laying solid foundations for the future, and reflecting them in products that are conceived and manufactured thanks to investments in technological innovation, creative design solutions and new, advanced and sustainable materials.

"Our aim is to develop products that are designed by the world's top creatives, made from sustainable materials, and produced using the most innovative industrial techniques in order to reduce our impact on the environment. We are also determined to offer customers products that are stylish and well made, and that accurately represent the age-old culture of beauty on which the value of Italian manufacturing is based," declares Claudio Luti, president of Kartell. "We actively promote the circular economy as a basis for environmentally sustainable processes. At the same time, we are convinced that such an economy needs to focus on beauty and be based on the sustainability of style. Our industrial system is generating a beauty-based economy as part of Italy's immense cultural heritage, and Kartell is on the front line in this mission."

In keeping with this approach, Kartell is continuing down the road begun by the "Kartell loves the planet" manifesto, by preparing to publish a **corporate code** covering 11 of the 17 Sustainable Development Goals (SDGs) established by the United Nations as a "blueprint to achieve a better and more sustainable future for all".

Kartell has identified the SDGs most closely linked to its activities to facilitate a convergence of interests and encourage involvement by the entire production and distribution chain.

Kartell hopes to use the messages contained in this new sustainability code to inform customers and end consumers of a renewed **commitment to sustainability and the environment** based on **business ethics and social responsibility**. This involves not just end products but **strategic, financial and even creative decisions**, and the **management of relations and interactions with the entire supply chain**, including design and communications.

The company places great emphasis on **product durability and longevity** as a fundamental aspect of sustainable development. Kartell products are timeless in style, are

produced with the environment in mind and, on completion of their purpose, are destined to occupy spaces in museums and private collections, **fulfilling SDG 12 for responsible consumption and production**.

"Promoting the beauty of objects and respect for humanity is part of our mission," President Luti continues.

Beautiful and well-made products are part of Kartell's strategic plan for pursuing perfection and attention to detail, taking account of all potential developments in the areas of environmental protection and economic, ethical and responsible growth for the benefit of customers and workers.

Kartell products have always been eco-friendly and come with environmental and safety certificates.

Kartell encourages the **circular economy** by using recycled materials, removing waste from the environment and turning it into raw material in pursuance of SDGs 9 (Industry, Innovation and Infrastructure), 12 (Responsible Consumption and Production), 13 (Action to Combat Climate Change and its Impacts) and 15 (Life on Land).

In 2020, 40% of Kartell's turnover came from green products (recycled/wood/bio/polycarbonate 2.0).

In 2021, 95% of the new designs presented at Design Week were made from eco-friendly materials and 90% of the products in the Kartell catalogue were disassemblable and fully recyclable.

The objective for 2030 is to use green materials in the manufacture of all possible products and to continue promoting recyclability.

Kartell is dedicated to achieving its chosen Sustainable Development Goals even in its corporate protocols, starting with small daily actions like the elimination of single-use plastic, the installation of purified water dispensers at its Noviglio offices, the choice of transport with a low environmental impact, and the proper management of the large green area that surrounds the company's HQ. In the field of social responsibility, the company is involved in a range of actions, including the allocation of grants, through the Francesca Rava Foundation, to Latin American students working on theses concerning sustainability.

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