



#guandongitalia

A HEALTHIER WORLD IS A HAPPIER WORLD!

GREEN

**RR**evolution

OUR SUSTAINABILITY



# A FAMILY STORY

For us, at **Guandong Italia**, people are **at the heart of everything** we do. That's why we don't just provide **solutions for digital printing and visual communication**; in fact, we take care of every solution with **commitment** and **passion**, making **quality** and **relationships** the fundamental basis because **growing together** is our most important daily commitment. At Guandong Italia, we strive to ensure that **our work environment is the best possible**.

For example, our recreational areas are not just a place for relaxing, but also spaces where people can **grow personal relationships**, talk about common **projects, sustainability** and future **values** on which to lay foundations for years to come.

*"...some may just see a seedling.  
We see Future coming to Life"*



Daniele Faoro, Team Principal



# PLASTICS... YES, BUT CLEAR!

Guandong Italia's core business is the production, distribution and promotion of printable media. Most of these are based on plastics. In a world increasingly sensitive to its future, **we will always commit to do our part** and with this, we've taken a clear and transparent position. Since 2007, on entering Guandong Italia, you'll find no drinking vessel or cutlery that isn't recyclable, as well as any plastic bottles. On the contrary, you will find a **Team of people dedicated to reducing their environmental impact**, helped by the promotion of **sustainable initiatives**, such as the use of reusable **water bottles**, the reuse of paper and awareness of the correct **recycling of waste**. You will find **100% recycled and 100% recyclable materials**, including product and shipping packaging. We only use renewable energy and we prefer transporters that offset their CO2 emissions, as we truly believe that **a cleaner world is a happier world**, for everyone.



ONLY RENEWABLE ENERGY



USE OF WATER DISPENSER AND WATER BOTTLES



100% RECYCLED AND RECYCLABLE PACKAGING



ENVIRONMENTALLY CONSCIOUS TRANSPORTERS



# GREEN CONSCIENCE PRODUCTION

1



We use the maximum possible amount of **RECYCLED RAW MATERIAL**, without compromising quality

2



We increase **PRODUCTION OF RECYCLABLE MATERIALS** year-on-year and our sustainable policies... do not cost more!

3



We only choose **PRODUCTION PLANTS OF EXCELLENCE**, certified and **ENVIRONMENTALLY CONSCIOUS**

## CAN PRINTING MEDIA CONTRIBUTE TO THE CLEANING OF SEAS AND OCEANS?

Yes, if it's a Guandong Italia printable media! Our **AREvita** range is made up of 100% recycled and 100% recyclable materials. With **AREvita**, Guandong supports **4ocean**'s projects in their commitment to conserving, safeguarding and cleaning the world's oceans and seas.



picture: 4ocean



# SUSTAINABILITY IN OUR COMMITMENT

## Our certifications



## Our initiatives



GreenLife is our program which aims to give life to a range of products that are increasingly environmentally conscious; not only as raw materials and packaging, but throughout the life of the product, from production process to recycling.

Since 2010, we have been actively working on this project, constantly developing new printable media which is increasingly recyclable and ecological. Materials such as PET and PP are all compliant with the Global Recycled Standard, CEE, RoHS, EN71-3 and REACH (Registration Evaluation Authorization of Chemicals) information.

- 🌿 Textile Collection: the complete range of eco-friendly fabrics
- 🌿 Plastic Collection: the new range in full Polyester and Vinyljet entirely made from recycled and recyclable PVC
- 🌿 ReVita: the range of 100% recyclable products from natural raw materials and recycled PET from bottles
- 🌿 Magnet and Ferro for digital printing, made with totally recycled graphite and iron powder



CLICK AND FIND OUT HOW GRAPHITE  
AND IRON POWDER ARE RECYCLED!





# WHO CHOOSES GUANDONG RECYCLES!

## THE NUMBERS OF OUR SUSTAINABILITY



### 19+ TONS

of graphite and iron powder recycled every year, completely from industrial waste which would otherwise result in pollution.



### 6.600+ BOTTLES

of water saved in a year thanks to plastic-free initiatives and policies conducted in the company, including the installation of a water dispenser in collaboration with BWT.



### 100% FSC

certified paper used for all printed materials, such as catalogues, price lists and brochures. Paper is sometimes still essential, but ours is 100% sustainable!



### +11 NEW GREEN PRODUCTS

PVC-free, totally recycled and recyclable, introduced in the new Digital Collection MM21, clearly marked with our green leaf icon.



### 100% RENEWABLE AND MADE IN ITALY ENERGY

used in our company, produced from TÜV SÜD certified sustainable sources, thanks to our partnership with REPOWER.



### 37% OF RECYCLABLE OR RECYCLED MEDIA

across our range which we aim to increase over the coming years, preferring PET and PP over PVC.



# THE UN 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT



As our attitude is to look to the future, 2030 is just around the corner.

This is why we share and adhere to the 17 goals to transform our world included in the 2030 Agenda for Sustainable Development, promoted by the UN.

Thanks to the activities already promoted in Guandong Italia, some objectives have long been realities and our sustainability program set for the next several years will lead us to cover as much of these growing needs as possible.



GOALS THAT ARE  
ALREADY A REALITY!



CLICK HERE TO DISCOVER ALL  
OUR GREEN INITIATIVES





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Part of ELVI HOLDING



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