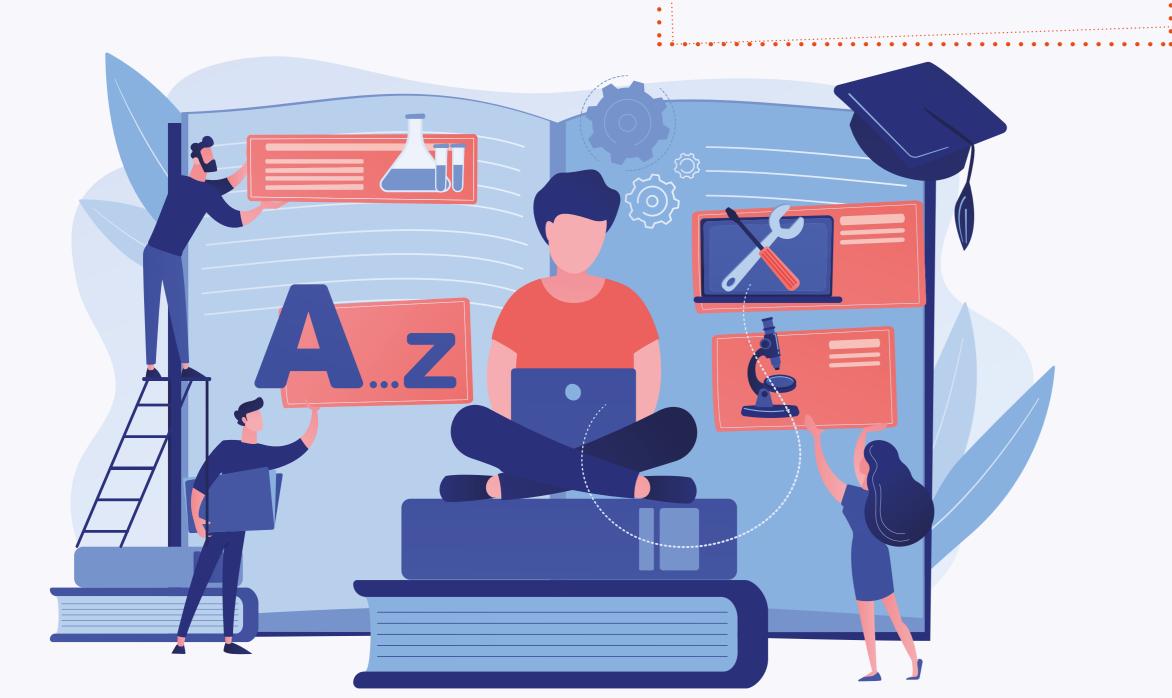
INFORM TO

THE EDUCATIONAL ACTIVITIES OF GUANDONG ITALIA AND MR MAGNUS



As a partner of Retail Institute Italia, we are committed to **spreading the** culture of handling and managing plastics throughout the retail sector.

The use of plastic supports in visual communication makes the experience inside the store more interactive, dynamic and easy to manage for the staff: our role as experts leads us to **directly train all** the people involved also on the issues of correct disposal of materials at the end of their use.



PLASTIC FANTASTIC! AN INFINITE AND VIRTUOUS CYCLE



Did you know that? Plastics, once divided by type, are used for the production of energy or reconverted to new use through a granulation process that makes them perfect for making new packaging and items in recycled plastic.

RECYCLE

ENERGY



The use of plastic helps us in many daily actions, ensuring cleanliness and practicality. In addition, it is estimated that plastics have a useful life of over 50 years!



In via Tortona 36, in the beating heart of Milanese design, stands **Decor** Lab: a multifaceted space in which architects, designers, manufacturers and brands meet for a rich exchange of knowledge and experiences.

We at Guandong Italia are proud partners and founding members of this special meeting space, which we use to train and educate all actors in the world of visual communication in terms of sustainability, plastics and their best use in the service of creativity.



One of the projects for the next few years is to bring the **culture of** plastic and its disposal and recycling to schools of all levels. Because we are firmly convinced that the protection of our environment and the correct information on sustainability cannot have a future except in the **new generations**.

Our task today is to **educate**, **train**, **answer** curiosities and questions with reliable data and solid foundations.

The urban rubbish collection system delivers waste from city collection to centers specialized in the reconversion of plastic materials. There, the plastic collected is screened by type and sent to the subsequent recycling phases.



Making a correct rubbish collection is essential for the right recycling of this important material. After all ... a plastic bottle does not end up in the ocean by itself, someone threw it there!





#justaddcolors #guandongitalia na.gnobnaug.www anino.sungsmim.www





the world's oceans and seas. ACCORN's projects in their commitment to conserving, safeguarding and cleaning 100% recycled and 100% recyclable materials. With ARENTO, Guandong supports to qu ebem si egner with Our AR Our Asial Our sit it is set

FOREST

YTIJIBANIAT.2.O.2

new trees traced with a GPS system. A real commitment that brings environmental

specialized in environmental and social sustainability projects based on the planting of In Guandong Italia we have decided to collaborate with Treedom, an Italian company

over PVC.

99 PET and PP

100% sustainable!

si s'uo tud , laitnesse

aper is sometimes still

ice lists and brochures such as catalogues, r all printed materials, ertified paper used **100% ESC**

FSC

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Our initiatives



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

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

intormation.

- 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
- Magnet and Ferro for digital printing, made with totally recycled graphite and recycled PE I from bottles





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the next several years will lead us to cover as much of these growing needs as possible. Guandong Italia, some objectives have long been realities and our sustainability program set for for Sustainable Development, promoted by the UN. Thanks to the activities already promoted in This is why we share and adhere to the 17 goals to transform our world included in the 2030 Agenda As our attitude is to look to the future, 2030 is just around the corner.



f(Pr P	+ 6.600 BOTTLES of water saved in a year initiatives and policies conducted in the company, including the installation of a water installation of a water with BWT.	+19 TONS of graphite and iron every year, completely from nould otherwise result in pollution.

37% OF RECYCLED MEDIA across our range which we aim to increase over the coming years,	100% RENEWABLE AND MADE IN ITALY ENERGY, used in our company, produced from TÜV SÜD certified sustainable	+11 NEW GREEU PVC-free, totally recycled and recyclable, introduced in the new Digital Collection MM22, Collection MM22,
	4	

bret	sources, thanks to REPOWER.	clearly marked with our green leaf icon.
over We	used in our company, produced from TÜV SÜD certified sustainable	d recyclable, introduced in the new Digital Collection MMS2,
BEC BEC	NI ƏDAM QNA Yəyənə ylatı	PRODUCTS
	100% RENEWABLE	

benefits, such as reforestation and offsetting CO2 emissions.

200 TREES FOR THE FUTURE



For us, at Guandong Italia, people are at the For example, our recreational areas are not heart of everything we do. That's why we just a place for relaxing, but also spaces where don't just provide solutions for digital printing people can grow personal relationships, talk and visual communication; in fact, we take about common projects, sustainability and care of every solution with **commitment** and future **values** on which to lay foundations for passion, making quality and relationships the years to come. 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.

A FAMILY STORY



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

This manifesto is made with

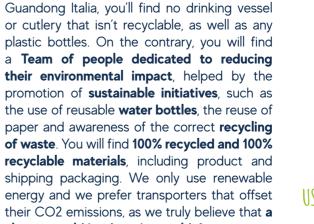
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USE OF WATER DISPENSER AND WATER BOTTLES





Guandong Italia





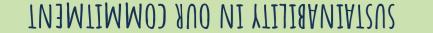














WHO CHOOSES GUANDONG RECYCLES!











onino.sungemm@otni | onino.sungemm.www | sungeM 1M • uo.gnobneug@otni | uo.gnobneug.www | hs eiletl gnobneu

Fonte dei dati **Corepia** Consorzio Nazionale per la raccolta, il riciclo e il recupero degli imballaggi in plastica

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