

INFORM TO FORM

THE **EDUCATIONAL** ACTIVITIES
OF **GUANDONG ITALIA**
AND **MR MAGNUS**



Decor Lab®

INTERIOR STYLE SOLUTIONS

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**.

RI Retail Institute ITALY

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**.

SCHOOLS

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.

PLASTIC FANTASTIC!

AN INFINITE AND VIRTUOUS CYCLE

CONVERSION

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**.



USE

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!**

DISPOSAL

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**.

COLLECTION

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!

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AND OUR CODE
OF CONDUCT

READ OUR CODE
OF ETHICS...

Our most valuable asset is the trust that our customers, shareholders and suppliers have in our company. It is therefore up to all of us to renew this trust daily through correct and sincere behavior, which also includes our employees, partners and suppliers knowing and respecting the internal and external rules and regulations, for this we have drawn up and published our **Code of Ethics** and our **Code of Conduct**.

SUSTAINABILITY... NOT ONLY TOWARDS THE ENVIRONMENT



**GOALS THAT ARE
ALREADY A REALITY!**

DISCOVER ALL OUR
GREEN INITIATIVES

VISIT OUR
GUANDONG FOREST

As our attitude 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 provided 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.

THE UN 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

SUSTAINABLE DEVELOPMENT GOALS



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



200 TREES FOR THE FUTURE

In Guandong Italia we have decided to collaborate with Freedom, an Italian company specialized in environmental and social sustainability projects based on the planting of new trees, such as reforestation and offsetting CO2 emissions.

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GREEN REVOLUTION MANIFESTO

A HEALTHIER WORLD IS A HAPPIER WORLD!



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.



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

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PLASTIC FANTASTICI



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Mr MAGNUS
A Guandong Italia division

WITH 25 KG
OF MIXED PLASTICS
YOU CAN MAKE
A PARK BENCH

WITH 18,4 PET
PLASTIC BOTTLES
YOU CAN MAKE
1 SQUARE METER OF
PRE*vita*[®]
THE GREENEST PRODUCT
OF GUANDONG ITALIA!

WITH 2 HDPE
PLASTIC BOTTLES
YOU CAN MAKE
A FRISBEE