

# Green RUBBER

SUPPLEMENTO AL NUMERO DI GIUGNO 2023 DE L'INDUSTRIA DELLA GOMMA - MENSILE DEGLI ELASTOMERI E DEGLI ALTRI POLIMERI RESILIENTI

**B** BRENTAG

## **SOSTENIBILITÀ: LA RICERCA CONTINUA**

**GOMMA NATURALE**  
UN MONDO FRAGILE

**ECONOMIA CIRCOLARE**  
UNA RIFLESSIONE CRITICA

**PRODUZIONE**  
IMPATTO AMBIENTALE  
E RESPONSABILITÀ SOCIALE

**AZIENDE**  
ESEMPI DI BUSINESS VIRTUOSO

## **SUSTAINABILITY: THE RESEARCH GOES ON**

**NATURAL RUBBER**  
A FRAGILE WORLD

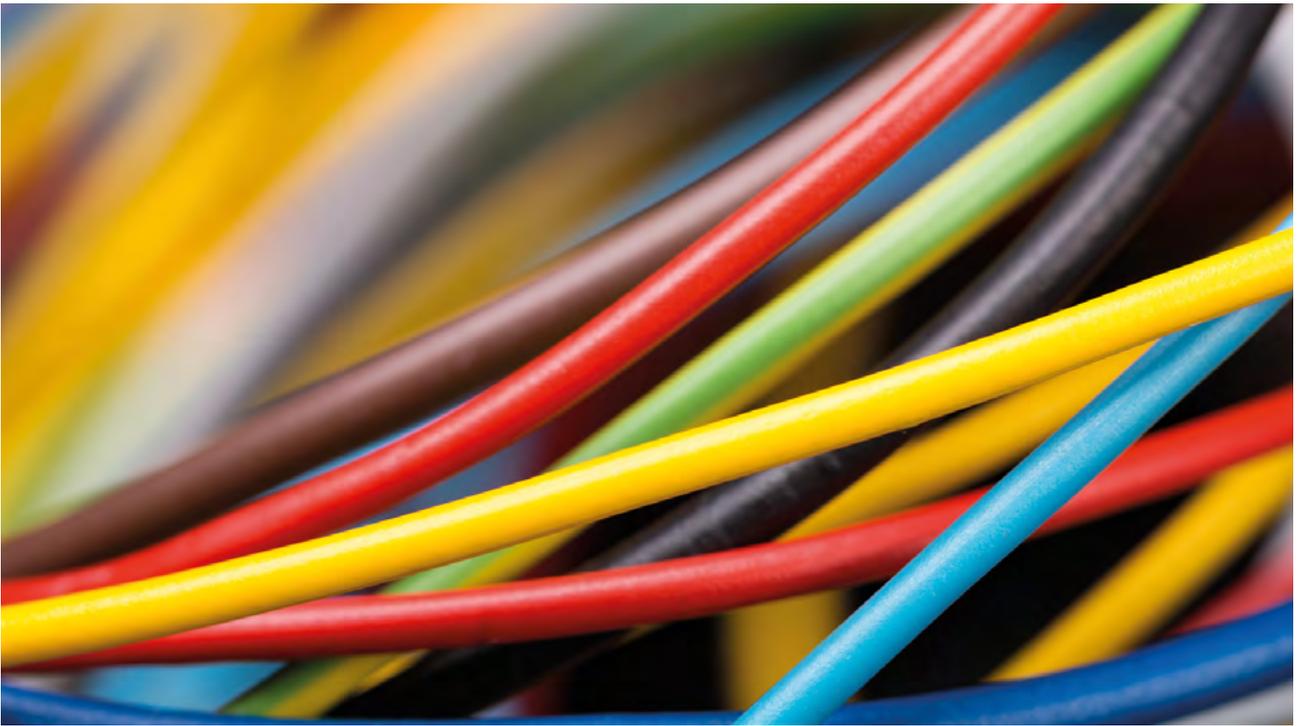
**CIRCULAR ECONOMY**  
A CRITICAL REFLEXION

**PRODUCTION**  
ENVIRONMENTAL IMPACT AND  
CORPORATE SOCIAL RESPONSIBILITY

**COMPANIES**  
EXAMPLES OF VIRTUOUS BUSINESS



**ITALIAN + ENGLISH TEXT**



## SUSTAINABLE COMPANIES

## Sustainability and innovation

**E**vercompounds continues to invest resources and energy in research and study of green materials, chosen with principles of non-competition with the Food industry, evaluating new opportunities of raw materials from renewable sources.

This activity is ruled by analysis and quality control procedures that include in-depth cataloguing of materials and their address in particular industrial fields, to bring, depending on the processing work, to new products that are applied even in very different fields. This makes it thus possible to recover material and energy, by reducing the use of fossil fuels and consequently emissions.

On the other hand, also the Group's ref-

erence markets are becoming bearers of an ever-increasing demand of innovation and attention about environmental issues and circular economy. Amongst the industries called to transform their strategies because of the European Green Deal, indeed, the plastic-rubber industry is for sure the first one to put attention on.

The production chain of rubber is still predominantly linear and just a little percentage of rubber, now, can be recycled with success. However, it is time to take significant action to contribute to sustainability and reduction of greenhouse gases.

The road ahead is certainly hard. A fundamental aspect is the creation of strategic partnerships for product and process innovation, activities that the CM Manzoni Group has been carrying out for sev-

eral years with its customers and suppliers, based on concepts such as the reuse of raw materials, the use of cutting-edge technologies and new finished product designs. To achieve all this, it is necessary to identify the right interlocutors with whom to base and develop ideas along the entire supply chain, so as to create synergies combining different know-how and complementary skills, decisive in the coming years to evolve in the name of sustainability and circularity.

The Company's goal is to create innovation and winning alternative solutions, allowing CM Manzoni Group and its partners, customers and suppliers, to grow together, in a way that is both sustainable and increasingly respectful of the environment and the resources of our planet. ♦