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PRESS RELEASE

CERAMICHE PIEMME WINS THE "CONAI AWARD"

The Fiorano Modenese firm leads the way in sustainable development and environmental awareness

Ceramiche Piemme confirms its status as one of Italy's most sustainable ceramic covering firms: for the second time, the Fiorano Modenese brand has won the **CONAI contest for prevention and packaging sustainability**, which selects the most innovative, eco-sustainable packaging solutions on the market during 2017-2018. The company was chosen not just for its raw material savings but also for its logistics optimisation. Especially for 60x120cm tiles and the 20x120cm size. As well as for the simplification of its packaging system.

"Environmental awareness is an important pillar of the company's growth strategy and this award, received for the second time, further underlines the value of our work to support sustainability over the years," explains Davide Colli, Chief Operating Officer of Ceramiche Piemme. *"Today, the circular economy is able to create value if it forms part of a well structured organisational process. To reduce natural resource consumption and atmospheric CO₂ emissions, we have also invested in the modernisation of our production plants, working to recycle heat energy. Nowadays, it is important to foster a more environmentally aware business culture, and here at Ceramiche Piemme we are proud that we have already been moving in this direction for some time."*

The entrants for the Award were companies which invested, during 2017-2018, in prevention activities intended to improve the environmental sustainability of their packaging in at least one of these contexts: reuse, simplification of recycling, saving raw materials, use of recycled materials, logistics optimisation, simplification of the packaging system and optimisation of production processes.

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Ceramiche Piemme

Established in Maranello (Modena) in 1962, Ceramiche Piemme, which has been a member of Confindustria Ceramica since 1968, is a company specialised in the production of ceramic floor and wall coverings. The modern production plant in Solignano, in the province of Modena, is equipped with heat-recovery kilns that produce over 7 million square metres of porcelain stoneware every year. The wide offering of ceramic floor and wall coverings also includes a product range under the Valentino brand, a high-end fashion label for which Ceramiche Piemme has been the exclusive licensee for the ceramic sector since 1977.