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Less plastic and closure solutions to give new life to production scraps. The commitment for Labrenta Green Deal continues

In 2022 Labrenta will focus on new products lines and sustainable business choices in compliance with Labrenta Green Deal 2030 project, signed on the occasion of the 50th anniversary of its foundation. The plan declares the company steps towards a development that respects the environment and human beings in line with the United Nation's Agenda 2030.

The company is planning to define two organic-based product lines. Gipy Monolith is the collection of screw caps that will surprise in terms of composition: in addition to cork, in fact, Labrenta is planning to use in the creation process marc waste, bamboo, rice husks and also jeans! The compound will be 100% made by Mixcycling, a start-up born within the company, a start-up born within the company and founded in 2019. 100% committed to R&D for the production of new sustainable materials and the manufacture of innovative closures with a reduced environmental footprint. The second product innovation will concern the t-shape collection for spirits. The cork will be made of Sughera, a revolutionary material composed of natural cork grains and plastic polymers. The t-shape does not involve the use of glue and it also reintroduces organic waste into the process, again with a view to a circular economy. "

"During 2021 we replaced 18% of the plastic materials used with low impact-products made by Mixcycling - says Gianni Tagliapietra, CEO of Labrenta . This allowed us to use

Ufficio stampa: Studio Cru • viale Verona 98, Vicenza • telefono: 0444-042110 mail: info@studiocru.it

38,550 kg less plastic and cut emissions by more than 10%. Concrete and objective results that we have certified through an accurate LCA (Life Cycle Assessment) calculation". The roadmap with the objective of a sustainable business foresees an increasingly close collaboration between Labrenta and Mixcycling: "We have increased our investment in the start-up -continues Gianni Tagliapietra - We are convinced now more than ever, that Mixcycling will be one of the leading companies in the transition to material decarbonisation from now until 2050"