

Identity

**FIORINI**



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## The manifesto

FOR YEARS,  
THEY HAVE BEEN TELLING YOU  
THAT THE CONTENT  
MATTERS MORE  
THAN THE PACKAGING.

WE ARE COMMITTED TO CONCEIVING,  
DESIGNING AND PRODUCING INCREASINGLY  
TOP PERFORMING PACKAGING.

**OUR SACKS**  
**DO NOT MERELY**  
**CONTAIN.**

THEY CARRY, VALUE  
AND PROTECT.

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## About us

Our job started out a long time ago, in 1947, based on the dream of **Giambattista Fiorini**, a man of vision who - in the tough post WWII years - accepted the challenge of changing his lifestyle scenario.



2

PRODUCTION  
PLANTS



7

FOREIGN  
AGENCIES



+60

MILLION €  
TURNOVER



+300

MILLION SACKS  
PRODUCTION CAPACITY

From 1947 to date, we have grown at the same pace as the evolution of production systems and technologies without ever abandoning the passion that has fuelled us since the very first day. A passion for **welfare** and **sustainable development**, not only economic, but also and above all of values that concern work, culture, safety, the environment, people.



**< 0,7%\***

INCIDENCE OF  
RECLAIMED  
SACKS



**Overseas** 75%  
**Italy** 2w5%



**EU** 65%  
**Overseas** 35%

\* performance improved by +58% compared to the minimum envisaged by the national terms and conditions of sale

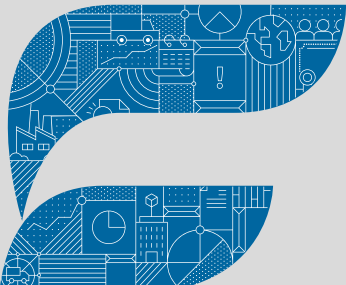
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A competitive  
and sustainable  
business model

## DEVELOPMENT STRATEGIES AND RESULTS

The story of Fiorini Packaging testifies to the ability to combine the **sustainability** of the business model in all its forms, whether economic, social and environmental, with the **competitiveness** that has led the company to become a benchmark in the packaging market.

The challenge of the present and of the future is to continue to grow on the market, while always maintaining a focus on our values and our customers' needs.



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**What  
we need  
to compete**

# SUSTAINABILITY

It is a virtuous circle: we place the utmost attention on our products to ensure that what is behind them gives rise to **ideas, plans** and **ambitions**.

We consider the social and environmental sustainability objectives to be the primary condition to achieve growth in the medium and long term. Plans aimed at creating a shared value, consistently with the strategies implemented as part of our industrial plan. The adoption of an *Integrated Management System*, for instance, is a strategic decision for an organisation that can help improve its overall performance and provide a solid basis for development initiatives.

A sustainability that is increasingly integrated into the strategy. And, naturally, into the product.

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# CERTIFICATIONS



ISO 9001 - Quality management system  
Certified since 1997

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ISO 14001 - Environmental management system  
Certified since 2000

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ISO 45001 - Occupational health and safety management  
Certified since 2003

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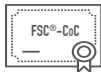
ISO 22000 - Food Safety Management systems  
Certified since 2009

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FSSC 22000 - Food Safety System Certification  
Certified since 2020

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FSC® - CoC - Forest Stewardship Council - Chain of Custody - Certification of forestry products. Certified since 2020

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HALAL - EML and RINA standards - Sacks and reels fit for containing products prepared according to Islamic dietary laws. Certified since 2021



# QUALITY AND INNOVATION

We do business in such a highly competitive market and tackle major international players; innovation has thus become a fundamental requirement to guarantee customer **satisfaction** and the **continuity of our company's growth**. The concentration on innovation allows Fiorini Packaging to focus on a type of growth which is smart, long-lasting and responsible. This is a planned and highly structured process.

It is only through investments in research and development that we are successful in creating a quality product. Quality that, for Fiorini Packaging, means competitiveness, not competition.

Our Research and Development Laboratories work hard every day to come up with products that are functional for the transportation and preservation of materials, such as our three core innovation: **RainShield**, **MoistShield** and **GH<sub>2</sub>Ost**®.

With plenty more projects in the pipeline for the years to come.



RTS

The **RainShield**® system is designed to preserve the product even in adverse weather conditions: water-repellent and four times stronger than a standard sack.



MTS

**MoistShield**® lends the paper water-repellent properties, so moisture slips away from the sack, avoiding the possibility of it coming into contact with the product inside: all without using plastic.



GH<sub>2</sub>Ost

**GH<sub>2</sub>Ost**®, the first barrier treatment covered by an international patent, protects the product simply by exploiting the properties of paper, without the use of plastic. This also gives it the ability to be water soluble (if the sack is thrown into a concrete mixer, it disappears in a matter of minutes).



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**Control of  
the entire  
production  
chain**

# FROM SUPPLIER TO FINISHED PRODUCT

The current economic model is a linear one: you produce, you use and you dispose. The alternative is represented by the circular economy, a **system in which the raw materials remain in the economic cycle as long as possible**.

The company undertakes to maintain - during production of its products - the most complete compliance both with the applicable regulations in force in various sectors (health and safety, food safety, hygiene, environmental regulations, administrative regulations), as well as with any agreements and specifications drawn up in agreement with customers.

**Designing the future** means taking care of the environment around us: over the years, biocompatibility and environmental sustainability have become fundamental values. This is why we select and monitor our products right from the raw materials utilised. The paper we use is sourced from controlled and certified forests. Our focus on the maximum reduction of waste paper is an important objective for us, since the market increasingly requires complex multiply products with increasingly customised paper. Over the years, Fiorini Packaging has gradually managed to reduce its waste paper.



**+80** THOUSAND

SQUARE  
METERS



**= 11.204**

FOOTBALL  
PITCHES



**+4.000**

ARTICLES WHICH HAVE  
GENERATED +8,800 ORDERS



**+70** THOUSAND

LITRES OF PRINTED  
INK RECOVERED



# VALUING PEOPLES

**People - employees, suppliers, customers - constitute our most important capital.** A capital comprising skills, experience, and emotions that are nurtured and strengthened every day.

Today Fiorini Packaging can boast more than 200 employees, 95% of whom proudly with an open-ended contract. Talent is extremely important to us: about 20% of our staff is under 40. Employee loyalty to the company is extremely high: the average experience is almost 20 years.

Years in which these people - because that's how we prefer to call them - grow together with the company. Investing in the growth of our employees is a key factor for our business growth: for this reason, a large number of training hours are completed each year.

Hours which were also invested in relational soft skills. To guarantee our customers maximum satisfaction, we rely on analysis methods that make it possible to measure the relational dynamics between our company and the customers themselves. By analysing the expectations and the perception that customers have of what we do, we measure: **Reliability, Relational skills, Reassurance skills, and Empathy.** (Our surveys show that our customers have ranked our skills at an average score of 6 out of 7).

**Training  
and development  
of employees** **+3500** **HOURS**





# PROTECTING THE ENVIRONMENT

*We are aware and proud to produce sacks and packaging that not only contain materials, but which also carry the values and passion that the company wishes to convey and communicate*

The paper used to produce our sacks is sourced from **controlled and certified forests**. In addition to the maximum reduction of waste paper, since the end of the '90s, we have chosen to use water-based inks, as well as a significantly reduced quantity of solvents and other dangerous substances. The glues we use are mainly organically-based, such as potato flour or maize starch, in an attempt to restrict the use of chemical-based glues.

Our attention on manufacturing has led us to a drastic reduction in CO<sub>2</sub> emissions per tonne of sacks produced, and we have now reached extremely low levels both in absolute terms and relating to production volumes. Our water consumption has been progressively reduced: this demonstrates our constant effort in reducing the wastage of this precious environmental resource. Responsible production is driving our company towards a reduced utilisation of chemicals and a more efficient usage of raw materials.

**Our products may in the majority of cases be 100% recycled**, and in others they simply need to be separated to be rendered recyclable.

WE ARE MEMBERS OF:



≈5,1%

EFFICIENCY IN THE USE  
OF RAW MATERIALS

-9,2%

REDUCTION  
OF WASTE PAPER  
SINCE 2014

0,02 kg

CO<sub>2</sub> EMISSION PER TONNE  
OF SACKS PRODUCED

+4%

WASTE RECOVERED  
(PAPER AND OTHER)  
SINCE 2014

**FIORINI**  
The First Rate Paper Sack  
from Italy

# COMMITTMENT TO THE WELFARE OF THE COMMUNITY

Since 1947, we have been working with the awareness that business principles also entail the adoption of values aimed at the welfare of the community and of society as a whole.

There are many initiatives in support of the community which Fiorini Packaging invests in: from the redevelopment of venues, to the dissemination of culture, to social engagement and the possibility of providing young people with employment, always keeping an eye open towards the future.

The challenge is to create new growth opportunities for the community continuously. Social engagement, culture and sports as opportunities for training, exchange and progress.

Thanks to the scheme alternating school with practical work experience, we have partnered up with Schools and Universities, promoting innovative projects such as **"Pack Your Future"**: this project allows youths to get to know the job, its locations, its pace and complexities, gaining operational skills, organisational and production notions, combined with a generalised view of the markets and competitors, improving teamwork skills. As well as getting to know part of the history of the territory.



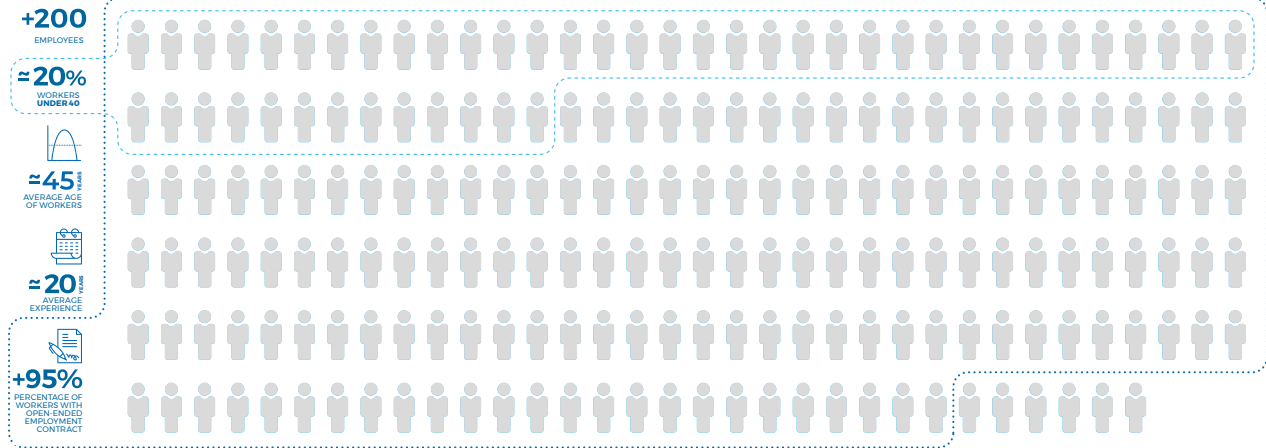
# OUR COMMITMENTS

We have told you what we have done in over 70 years. What we can do from now on?  
We want to implement actions and concrete initiatives that are consistent with our values.

THE COMMITMENT WE ARE MAKING IS TO MOVE TOWARDS AN  
INCREASINGLY SUSTAINABLE AND RESPONSIBLE DEVELOPMENT:

THROUGH THE DISSEMINATION OF THE **CULTURE OF SUSTAINABILITY**,  
REDUCING THE ENVIRONMENTAL IMPACT OF OUR PRODUCTION  
PLANTS, INVOLVING OUR EMPLOYEES, SELECTING OUR SUPPLIERS  
CAREFULLY, WHILE CONTINUING TO IMPROVE OCCUPATIONAL  
HEALTH AND SAFETY.

THANKS TO RESEARCH, WE WANT TO DEVELOP **PRODUCTS THAT ARE  
INCREASINGLY SAFE AND AT THE CUTTING-EDGE OF TECHNOLOGY**,  
SO THAT THE LOYALTY AND SATISFACTION OF OUR CUSTOMERS AND  
OF OUR CUSTOMERS' CUSTOMERS GROW EVEN FURTHER.







**Fiorini Packaging**

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