

PRESS RELEASE

**KARTELL PRESENTS WORLD'S FIRST FURNITURE
MADE FROM REVOLUTIONARY BIO-ON BIOMATERIAL
AT SALONE DEL MOBILE 2019**

***“Fully sustainable”* edition of modular unit presented at Salone del Mobile already available to buy**

Milan, April 8th 2019 – Just a few months into the partnership between leading design firm **Kartell** and **Bio-on**, listed on the AIM segment of Borsa Italiana and operating in the high quality bioplastic sector, which sees the two companies working together on a number of fronts, **the world's first furniture made from BIO-ON's 100% natural, revolutionary bioplastic will be presented at the sector's top international trade show, SALONE DEL MOBILE.MILANO.**

For Kartell, the way to offer more choices of materials to its customers and designers is through one of its most popular products. The company has chosen one of its signature best-sellers - the modular unit designed by Anna Castelli Ferrieri in 1967 and, to mark its 50th anniversary, it will be on sale immediately in a totally eco-sustainable edition available in four colours, green, pink, cream and yellow, in the three-module version.

Kartell Chairman Claudio Luti says: *“Research is our mission and we continue to experiment to combine innovation and design. Holding firm our values and working on new and developing industrial processes, we are pleased to reach a further milestone in the year of our seventieth anniversary. We have worked with Bio-on to offer our customers an extremely high quality bioplastic product and we have chosen one of our most world-renowned products to do so. Bioplastic research sits alongside our innovation journey and is part of the “Kartell loves the planet” project aimed at encouraging good sustainability practice.”*

Bio-on founder and CEO Marco Astorri adds: *“It's an extraordinary honour for us to see our bioplastic used by one of Italy's best-known design brands and to launch sales at the sector's top trade show. To repay the trust and attention **Claudio Luti** has given us in the last few months, we named the biopolymer used in this specific application **CL**, using his initials. We are seeing the first line of sunscreen products made using our technology and the first furniture reach the market within the space of just a few days. This is clear confirmation of the amazing versatility that our biopolymer can offer, bringing its extraordinary advantages and values to all sectors.”*



Kartell

A leading design company founded in Milan in 1949, Kartell has been a symbol of Italian design for 70 years. A success story told through an incredible array of products - furniture, homeware, lighting - that have become part of the domestic landscape, not to mention actual contemporary design icons. Since 1988, Claudio Luti, working alongside some of the world's most prestigious designers (including Philippe Starck, Ron Arad, Antonio Citterio, Ferruccio Laviani, Piero Lissoni, Patricia Urquiola, Tokujin Yoshioka, Mario Bellini and Alberto Meda), continues with the same fervour and enthusiasm as the founder, Giulio Castelli, to seek out new technologies, forms and styles by seamlessly teaming the experience of designers with the potential and requirements of the company. The Kartell collection is multifunctional and broad in its appeal, easy to use and beautiful to behold. The company operates in the habitat sector, specialising in furniture, homeware and lighting (the latter being successfully reintroduced into the range in 2000), but also in contract furnishings and e-commerce.

bio-on

turn off pollution

Bio-on S.p.A. is an Italian Intellectual Property Company (IPC) operating on an international scale. Listed on the AIM segment of Borsa Italiana since 2014, Bio-on licenses and manufactures the world's most innovative bioplastics, conducting applied research and developing advanced bio-fermentation technologies, and cutting-edge natural and sustainable chemicals for the future. Bio-on's biopolymers, PHAs or polyhydroxyalkanoates, are made from renewable plant sources with no competition with food supply chains, including molasses and sugar beet and sugar cane syrups, fruit and potato waste, carbohydrates, glycerol, waste frying oil and even carbon dioxide in the atmosphere. Bio-on bioplastics, called Minerv PHAs, have the same thermo-mechanical properties as conventional oil-based plastics with the advantage of being completely eco-sustainable: 100% natural and 100% biodegradable, as certified by Vincotte and by USDA (United States Department of Agriculture). The great versatility of PHAs means Bio-on can produce Minerv PHAs bioplastic in microscopic dimensions to replace the invisible microbeads used in cosmetics products, in professional SLS 3D printers, fragrances, animal feed and many other applications. To promptly meet the exponentially rising and increasingly diversified demand, Bio-on, which is already working alongside big multinationals to develop alternatives to conventional plastics, operates through six Business Units: **Bio-on Plants**, **RAF, Recovery And Fermentation**, **CNS (Cosmetic, Nanomedicine & Smart Materials)**, **SMD (Structural Materials Developments)**, **fdm (Fashion Development Material)** and **ENG (Engineering)**.