



Recycling scheme 2008 **From Bialetti Industrie and CiAI, a scheme to “scrap” aluminium saucepans and coffee makers and help the environment**

Milan, 25 September 2008 – At some point, saucepans and coffee makers we use on a daily basis in the kitchen need to be replaced but knowing how and where to dispose of them correctly is not easy.

A positive solution comes from the **Recycling Scheme 2008** organized by **Bialetti Industrie** and **CiAI** and sponsored by **Legambiente** which aims to collect aluminium saucepans and coffee makers for recycling. What is more, anyone who decides to “scrap” items that can no longer be used will be offered a discount on any new Bialetti, Rondine or Aeternum product.

The scheme is being held for the fourth year running and will involve over 100 sales outlets of the most important exponents of the modern retail trade throughout Italy in the months of October and November. A special Bialetti stand will be set up in supermarkets and hypermarkets for the collection of used frying pans, saucepans and coffee makers. For details of the distribution chains taking part in the scheme, Bialetti Industrie has provided its own Freephone number **800 014 407**.

In its search for solutions that safeguard the environment, CiAI, the non-profit consortium representing the commitment of aluminium manufacturers and aluminium packaging manufacturers and users, has found Bialetti Industrie to be an ideal partner with which to share its interest in environmental issues. The aim of the scheme is to make consumers aware of the problems of disposal and energy saving by helping them to save money when re-equipping their kitchens and contributing to protection of the environment at the same time.

The **Recycling Scheme 2008** also highlights the importance of environmental issues concerning the impact of waste and energy saving for a company like Bialetti that is already committed to large-scale use of recycled metals. In the short period between 2005 and 2006, 704,281 kg of recycled aluminium have been used amounting to 19% of the total aluminium used by the company. In 2007, this percentage has risen to almost 25% (approximately 35 tonnes per year). This means that most Bialetti coffee makers are made using recycled aluminium and places the company in a unique position in the Italian industrial scene.

The **Recycling Scheme 2008** hopes to repeat and even improve the astonishing results achieved last year when over 5000 used items were collected in the 198 sales outlets taking part in the scheme for a total of 3200 kg of recovered aluminium which can be used to make approximately 6000 new coffee makers. In environmental terms, these figures become 32 tonnes less carbon dioxide emissions and 11 TOE (tonnes of oil equivalent) of energy saved, a goal that comes from Bialetti Industrie’s firm commitment to combine a successful, innovative company with environmental issues and energy saving.

Bialetti Industrie S.p.A. is one of Italy’s leading companies and a key operator in international markets. Its brand is acknowledged as being synonymous with “made in Italy products of quality”. The company owns several famous, long-standing brands like Bialetti, Rondine, Girmi, Aeternum and CEM. Bialetti Industrie produces and sells household products, and, more specifically, cookware, coffee makers and small electrical appliances through its two strategic sectors,

"Houseware" (cookware, non-electric coffee makers and kitchen accessories) and "PED"(small electrical appliances including electric coffee makers), which it distributes through mass retail chains and retail stores. Over the years, the Group has earned a reputation for its innovative, high quality products and the use of new materials and technology. Its production plants are located in Italy, in the provinces of Brescia (Coccaglio) and Verbania (Omegna) and in Turkey and Romania. Bialetti Industrie's excellence derives from its ability to associate its products with values of tradition, quality, durability, design and safety by adopting a strategy of social and environmental responsibility which can be summed up by its philosophy of "more value in everyday life".

CIAL - Consorzio imballaggi alluminio is a non-profit consortium of companies operating in the aluminium packaging sector. The consortium members consider environmental sustainability to be an essential part of their business expansion and development. One of CIAL's tasks is to guarantee the re-use of aluminium packaging which is recycled by the various municipalities in Italy. Over the last few years, an increase in recovered materials has meant that recycling has met and exceeded targets set by European legislation. In 2007 alone, collaboration with 4,000 Italian municipalities and 36 million citizens has helped the Consortium to recover 59% of aluminium packaging used in the Italian market. For more information, go to: www.cial.it

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