

# SUSTAINABILITY REPORT 2020

SLIDE



# SLIDE

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2020



# OUR 2020 SUSTAINABILITY REPORT

*SLIDE is close to achieving an important goal: 20 years of activity. During these two decades the company has developed in many ways, from production and raw material procurement to sales, marketing and communications, but above all in its people.*

*From a start-up with a small group of people who had gathered around the founder, today we have become a well-structured and organised business competing in most of the world's markets thanks to a widespread distribution network.*

*The people who worked on this project within the company as employees and externally as suppliers, agents, designers and customers were the petrol that fuelled this development. The production is closely linked to the surrounding environment, mainly in Italy and Lombardy where SLIDE is based, but also in the 130 countries where the products, which are the result of the ideas and passion of the people who work in the company, find a home.*

*The resources we use to create our products come from the earth and are transformed through complex processes involving other sectors and other people before arriving here in Buccinasco.*

*Looking at our history and the continuous exchange we have had with the surrounding world, we believe that today it is no longer possible to talk about business and the future of a business without talking about sustainability.*

*Therefore, today I am proud to publish our first Sustainability Report, which is the first step in a long journey that will involve you, our stakeholders, in defining together the material issues and objectives that we will set to improve our impact on the world and talk about it.*

Marco Colonna Romano  
Chief Executive Officer



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# OUR HISTORY

SLIDE was born from the desire to create furnishings and light that make the places where our stories take place more precious. **In 2002 Giò Colonna Romano founded SLIDE**, combining his passionate imagination with 30 years of expertise with plastic materials.

The first brilliant insight was the invention of **luminous furnishings**, which soon became a must in the event industry. Throughout its history SLIDE has been able to grow, innovate and differentiate itself, offering **a complete array of furnishings for the outdoors and for illuminating** large spaces in the residential or hospitality sector. Partnerships with internationally renowned designers have increased the catalogue’s prestige, as has continuous internal research on production technology.

## MILESTONES

**1998** — Giò Colonna Romano creates and produces the first luminous geometric shapes Globo and Cubo destined for use in gardens.

**2002** — Founding of **SLIDE** with the intention of entering the world of Design. The architect Guglielmo Berchicci is the Art Director and designs the first products, still in the catalogue today.

**2003** — Participation in the Euroluce trade show.

**2005** — Birth of Jumbo Bar, the first illuminated furnishing that becomes extremely popular for events and thus a distinctive trademark of SLIDE.

**2006** — Opening of the **SLIDE EVENTS** division and first partnerships with internationally renowned designers. Marcel Wanders designs the Chubby Collection for SLIDE.

**2007** — First participation in the Salone del Mobile.

**2009** — Opening of the **SLIDE SHOPPING** e-commerce website. Beginning of collaboration with Nastro Azzurro, the first large B2B customer.

**2010** — Paola Navone designs the Low Lita Collection for SLIDE. Karim Rashid's Konkord stool wins the Good Design Award.

**2011** — Creation of the **SLIDE ART** line and participation in the Biennale di Venezia. Opening of an internal painting line to offer painted products for the indoor market for a higher range of customers.

With the generational change that began in 2015, **Marco Colonna Romano**, supported by a young, passionate team, transformed SLIDE into a **designer brand** for all intents and purposes, expanding the array of colourful pop products to include wide-ranging, refined lines able to satisfy the tastes of architects and ideal for *the hotel and* contract sectors.

The resulting image is that of a **young, innovative company** based on solid principles since its inception: **the high quality of Made in Italy** and the continuous search for excellence in the potential of rotational moulding technology. Playful shapes and colours are complemented by other materials, new *tactile textures* and shades and *nuances* that only SLIDE can create.

Still deeply rooted in its birthplace – in Buccinasco, on the outskirts of Milan – where offices and the production hub are located, SLIDE has made a name for itself and its products in **more than 130 countries around the world.**



Opening of the soft polyurethane production line, expanding the product range for contract orders. Presentation of Marc Sadler's Kami furnishing collection.

Generational handover: Marco Colonna Romano becomes CEO of SLIDE. Opening of the SLIDE Lounge for EXPO 2015, a dynamic showroom and temporary bar.



Opening of the SLIDE Showroom in Foro Buonaparte in Milan.

Expansion of the contract sector with new products by Paola Navone, Roberto Paoli, Fabio Novembre and Lorenza Bozzoli.

**2012 — 2013 — 2014 — 2015 — 2016 — 2017 — 2018 — 2019 — 2020**

SLIDE enters the Elite programme of the Italian stock exchange. New collections designed by Alessandro Mendini.

Acquisition of the Design of Love collection and subsequent expansion.



The architect Roberto Paoli becomes Art Director of SLIDE.

Presentation of the new collections designed by Lorenza Bozzoli, Studio Martinelli Venezia and Sebastian Bergne.



Updates of existing products in the collection and new additions to complete the range.

## OUR VALUES

We consider our products to be more than just objects, seeing them as inhabitants of a world that we share and that we can help change through our behaviours and habits.

Since our inception, our goal **has been to bring the quality, creativity and culture of design Made in Italy to the world** using a material with boundless potential: linear low-density polyethylene, processed employing a method that aims to minimise potentially harmful emissions.

**With a view to a virtuous circular economy**, the raw material we choose is **100% recyclable** and some of our catalogue colours are made with recycled materials. **In fact, polyethylene SLIDE products are infinitely reusable**: at the end of its life, each of our creations can be transformed into plastic powder to give life to other furnishings.

**We want our Made in Italy to be an ethical choice**, where ideas and their physical manifestation take place all in the same building. Choosing a SLIDE product means choosing a **sustainable design** and putting beauty and quality within everyone's reach.

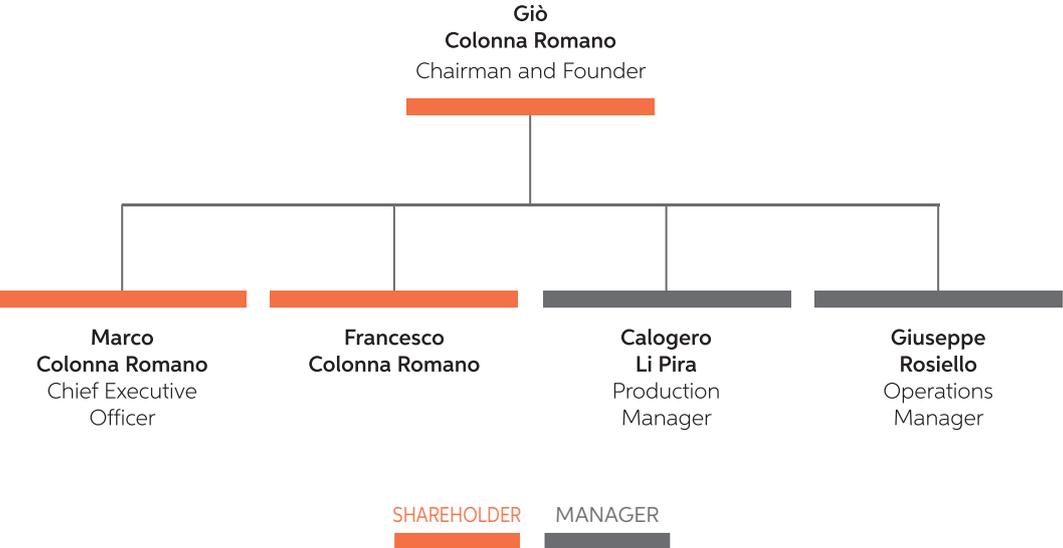




# GOVERNANCE

In 2020 SLIDE shareholders established a board of directors for the first time, also including two key figures in company management with the aim of transforming SLIDE into an increasingly better structured, more transparent organisation with a more collective vision and modus operandi.

## THE BOARD OF DIRECTORS





MARCO #ceo

GIÒ #president

## OUR STAKEHOLDERS

From the beginning, SLIDE has always found **innovative ways to engage with its stakeholders**, especially with customers. Indeed, on the communications front we were among the first companies in the sector to offer a weekly newsletter, which has kept customers loyal and up to date on our activities and news.

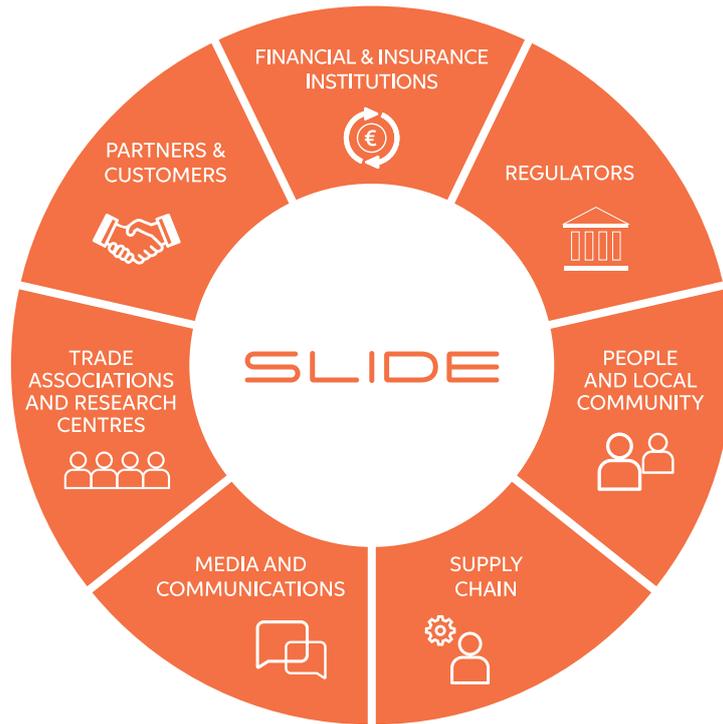
**Amazement and innovation have always been our calling card:** the scenic, striking settings have allowed us to create unique experiences and emotions for our stakeholders. This is how we created the true protagonist of SLIDE: illuminated furnishings.

We are fully aware that our creative development and production entail interactions with a variety of actors – our stakeholders – who have always supported and accompanied us in our growth.

We also know that our business, from the first creative idea to the delivery of the finished product to the customer, has an impact on the people, the community and the environment around us.

That is why we have decided **to further improve our impact and to engage more intensely with our partners**. We also want to be more transparent in communicating the effects that our business and its supply chain have on the world around us and our goals to improve these impacts.

Therefore, the next step that we took in this direction was to identify our stakeholders and ask ourselves what our impact was on them and what aspects of our business they considered most important.



**PEOPLE AND SURROUNDING COMMUNITY**

Employees / Local communities



**PARTNERS AND CUSTOMERS**

Designers / Agents / Dealers / End customers



**FINANCIAL AND INSURANCE INSTITUTIONS**

Banks / Insurance



**SUPPLY CHAIN**

Mould manufacturers / Raw material suppliers / Packaging suppliers



**MEDIA AND COMMUNICATIONS**

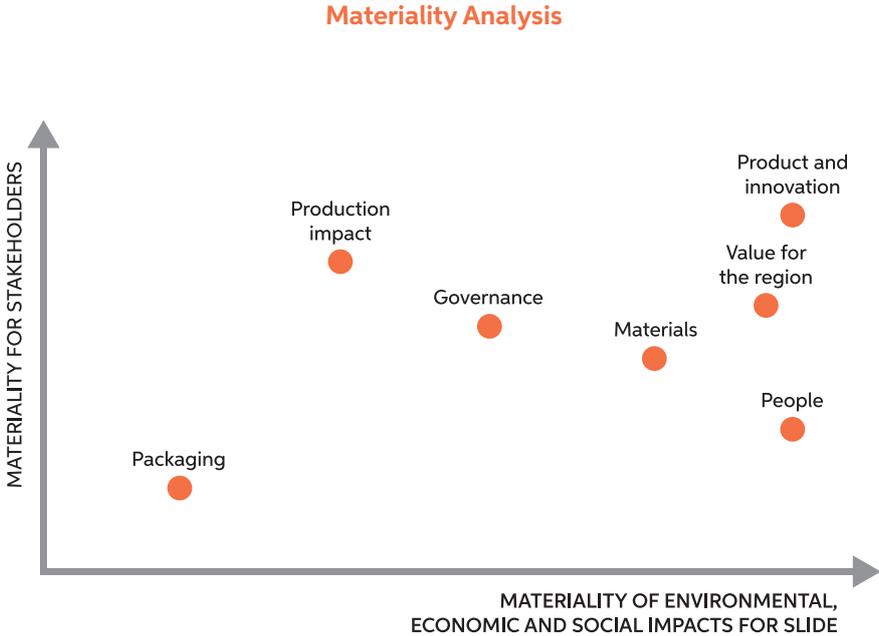
Newspapers / Trade magazines / TV / Print & digital agencies / Social networks / Photographers

# MATERIALITY ANALYSIS

With this analysis we wanted to understand **what sustainability issues were most relevant to our stakeholders** in order to collect, analyse and publish the appropriate information to understand the impact of our activities on people and the environment.

At the same time, working with management we identified which issues within the company were most affected by aspects related to the Environment, Governance and People.

At the end of this work we diagrammed the issues identified on the chart below, positioning them (the stakeholders on the y-axis and the company on the x-axis) based on the importance attributed to them.

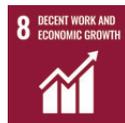


Through our environmental, social and governance commitment, **we contribute to achieving the 2030 goals of the United Nations for Sustainable Development (SDGs)**, specifically the following six: Gender Equality; Decent Work and Economic Growth; Industry, Innovation and Infrastructure; Sustainable Cities and Communities; Responsible Consumption and Production; Climate Action.

### Sustainable development goals



We promote the growth of our people, ensuring respect for the dignity and diversity of all.



We adopt management practices and systems to safeguard the health and safety of employees and third parties involved in company activities, encouraging career growth paths.



We seek new technologies aimed at making our business more efficient and reducing its environmental impact, also with a view to a circular economy.



We integrate with the territory and make ourselves available to the local community to create new opportunities and contribute to economic and social development.



We are committed to ensuring a more sustainable business through the use of energy from renewable sources.



We develop energy efficiency initiatives for our business in order to reduce its environmental impact, for a more sustainable future.

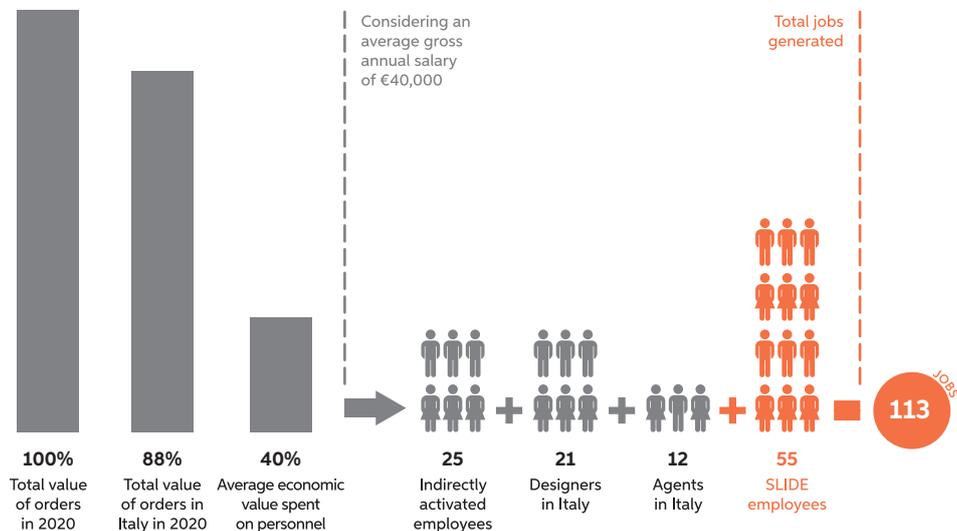
## VALUE FOR THE LOCAL REGION

Since its founding in 2002, SLIDE has built a **very solid network in the area it operates in** consisting of relationships with quality contractors and suppliers. In fact, for a company that produces goods that **it exports all over the world and that are highly valued also thanks to their being Made in Italy**, it is of fundamental importance to guarantee a quality, sustainable procurement both in terms of raw materials such as plastics, metals, glass and semi-finished products and for professional services that allow the company to work properly and at the speed required by today's market.

For SLIDE, being Made in Italy is critical as it is the cornerstone for presenting itself to the global market **as a company that is attentive to the region it operates in**: in fact, 80% of its suppliers are located in Italy, and 75% of these are in Lombardy. With regard to distributed value, 88% is destined for the Italian supply chain, while 66% goes to Lombardy.

This means **that the supply chain is well controlled**, the transport of materials and their impact on the environment is limited and the value that the company distributes remains for **the most part in the surrounding region**, which is also where most employees come from.

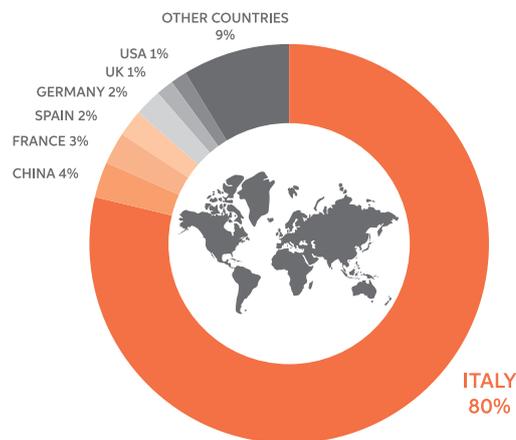
### Jobs in the Italian value chain 2020



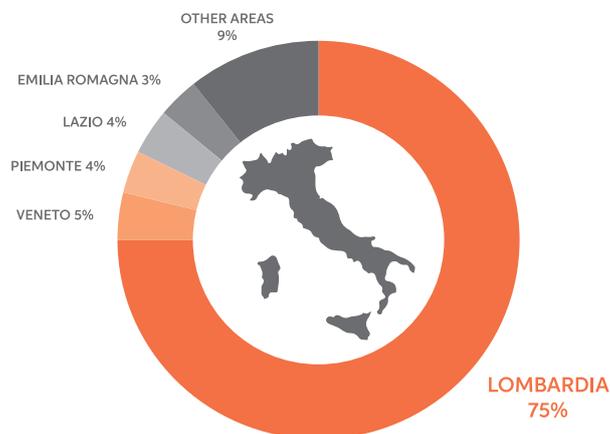
Moreover, for SLIDE **being Made in Italy** means rooting its value chain in Italy, and especially in the region where the company is located, contributing to the development of the place and the people who live and work there.

Being an international company that has quality as its primary objective, SLIDE also procures a small amount of supplies from outside of Italy. As an international business that exports all over the world and is strongly rooted in Italy, we allow suppliers to compete indirectly in the global marketplace, thus pushing them to constantly improve themselves to remain on the cutting edge and thus succeed in having a **positive impact on the quality and competitiveness of the local region**. SLIDE selects its suppliers while always maintaining the highest standards of quality, safety and speed.

### Geographical distribution of the supply chain



### Distribution in Italy



# THE PRODUCTION PROCESS

The plastic and rubber industry that we belong to includes a wide variety of companies that are very different from each other. The sector is strongly developed in Lombardy and also in Milan, including both medium-small companies and large multinationals.

## THE HEADQUARTERS

The entire production process is housed out at the company's headquarters in Buccinasco, in the Via Lazio industrial area. Over the years the **efficiency of the production process has been improved**, and management has now merged the entire process into four adjacent warehouses, while previously it was broken into stages situated far away from each other. This has obviously **had a positive impact on the materials used and transport**: the furnishings travel much less to reach the other stages of the production process. This allows us to use less packaging and **produce lower CO<sub>2</sub> emissions from transport**.

Furthermore, in the last four years we have shifted away from the principle of “Made in SLIDE” – i.e. the production of all materials and the entire product on the company's premises – to one that looks to local supplier partners for the production of components in materials other than plastic, and therefore outside the company's core business.

We have thus been able to reduce production times, **increase quality and choice** thanks to specialised partners, not to mention build a solid network of suppliers that allows expanding production capacity in order to anticipate the needs and tastes of customers around the world.

The protection of the environment, together with the health and safety of workers and technological and production development are crucial for sustainable growth. **Increasing production efficiency, improving environmental performance and removing hazardous materials are both in part legal obligations and primary objectives.**



### DIRECT AND INDIRECT ENERGY CONSUMPTION IN 2020

Methane gas	1,105 GJ
Electricity purchased	3,280 GJ
<b>Energy consumption</b>	<b>4,385 GJ</b>



## ROTATIONAL MOULDING

SLIDE employs **rotational moulding technology** to manufacture its products and uses only low-density polyethylene, thus **reducing potentially harmful emissions to a minimum**.

The processing of linear polyethylene powder allows us to **operate at low temperatures** – with methane furnaces that operate between 220° and 260°C – thus keeping the environmental impact of our production low.

In 2019 we started renewing our production machines, which allowed us to **reduce consumption**. The machines have been equipped with a regenerative unit that, during the moulding phase, collects the dissipated heat and feeds it back into the ovens, thus reducing gas consumption during the product firing process.

The dimensions of our products and their generous size should not be misleading: while they are very resistant, they are empty inside, thus being **very lightweight and made using small quantities of raw material**.

Furthermore, the production process using rotational moulding technology does not produce plastic powder waste as it is used internally in the production process.

Moreover, today we produce and procure supplies taking into account the raw material we use and its recycling process, with a view to an **anti-waste policy**. This way we set **up a virtuous path of circular economy** thanks to two processes that we carry out internally.

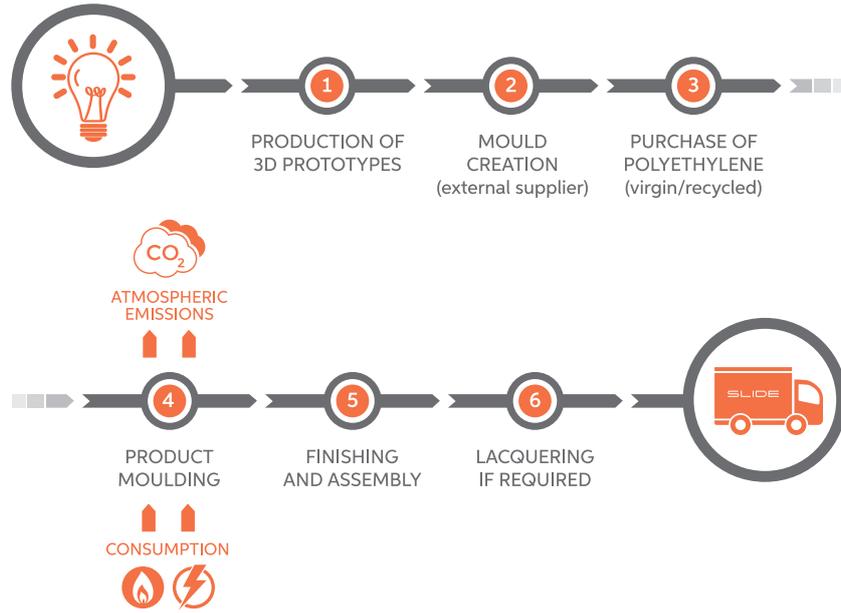
### **The shredding of waste or products that have reached the end of life.**

**The shredding of products** is a key stage in the recycling of plastic: by reducing the size of the pieces and dividing their colours we can return the plastic to suppliers that transform it into powder so it can be used again to create new furnishings in dark colours.

### **Painting of products with manufacturing defects.**

Thanks to continuous internal research to improve technology and development, SLIDE **inaugurated its paint department in 2011** and it soon became our crown jewel. Painting the surfaces allows us to cover any scratches or imperfections, thus making the recovered pieces **much more refined** and with the same resistance as all the others.

## Main stages of the production process



## THE PRODUCT

SLIDE products are made to last because they are versatile and easy to maintain. These characteristics are intrinsic in the material we use in our production, linear low-density polyethylene. Furthermore, **our products are an expression of innovation, design and technology**, placing us in a leading position in the use of materials and components.

### RAW MATERIALS

Let's start with the material used for production: **polyethylene is a 100% recyclable monomeric polymer.**

A polymer is a macromolecule, i.e. a molecule composed of a large number of smaller parts, also called monomers, which may be the same or different and are chained together by chemical bonds. The term is used mainly for synthetic macromolecules, and in particular plastics, synthetic rubbers and textile fibres. These polymers are ideal for creating durable and high quality products because they have a great mechanical resistance to stress and deformation.

Almost all our furniture is composed entirely of this polymer. In the few cases where the object is made up of multiple materials, mainly plastic and **electrical components in lamps**, these are easily dismantled and separable and, like for the single-material products, easily recyclable.

A new material introduced on most of our products, mainly tables and bar counters, is **high-pressure laminate, known as HPL**. This plastic material is also made by compressing the waste of tops that have reached the end of life, and therefore 100% recycled.

Other materials frequently used to accessorise our products **are glass, wood and metal**. Glass is one of the easiest materials to recycle; the glass we use is easily detachable from the polyethylene base. The metal and wood in some of our products are also separable and therefore totally recyclable.



## THE RECYCLING OF PLASTIC

For us it is very important to balance the quality, aesthetics and safety that distinguish our products in the eyes of our customers with **the principles of the circular economy**, therefore when we design furniture we try to reuse and recycle materials wherever possible.

The possibility of fully recycling the plastic used to produce our products leads us to use **virgin HDPE and LDPE materials**, while the grey and black colours in the catalogue are made entirely from recycled plastics. In the end, all our furnishings can be recycled.

The products that have come to the end of their existence are in fact shredded and reduced to polyethylene powder that is then used to produce dark colours or in other sectors. Products with some production defects are instead painted, thus becoming even more precious.

## TRANSPORT AND PACKAGING

Our main material and the rotational moulding technology that leaves the product empty inside allow us to **create furnishings and lighting** that are lightweight compared to their volume, and which therefore require less fuel consumption when transported, thus reducing greenhouse gas emissions during shipping.

Furthermore, it is important to stress that while we are a global company, our **main market is the European continent** and therefore the kilometres travelled to deliver our products remain primarily within European borders.

In the case of **transport outside Europe**, the lightness and volume of our furnishings are such that they can be combined with less bulky but heavier materials, such as claddings, so **as to optimise the container as much as possible** and not leave empty spaces.

As far as **packaging** is concerned, our products **are very resistant, so packaging can be simple and light** and the material we use is cardboard and recyclable plastic bags and mono materials.



# OUR PEOPLE

To create and produce furnishings and lights that delight and captivate those who choose us, we need a **special team** that is able to convey **the playfulness, lightness, comfort and quality that distinguish us in our products**. Our people are the best representation of these values and are therefore the source of our success.

SLIDE has a **young team, mainly in the 30-50 age range**. What is most impressive is that despite the young average age, **time employed in the company is high**: in the production and finishing area about 69% of employees have been in the company for at least 10 years, while in the office this percentage stands at around 50%.



EMPLOYEES BY PROFESSIONAL CATEGORY, GENDER AND AGE

	women				men				Total
	<30	30-50	>50		<30	30-50	>50		
Managers					3			3	3
White collar	1	4	2	7	2			2	9
Blue collar		2	5	7	1	24	11	36	43
<b>Total</b>	1	6	7	<b>14</b>	1	29	11	<b>41</b>	<b>55</b>

The extensive knowledge of the products and the brand and loyalty to the company are fundamental to our growth. In fact we are a close-knit team that has gotten even closer over the years thanks to the cooperation and growth of all departments. It is a strong, harmonious relationship that is felt even outside the company’s walls.



SASI #production

STEFANO #production

MAURIZIO #finishing

Our **external designers** are also part of the family. **We work with 40 creatives from all over the world** who have helped us to become who we are: some of them are already established internationally, while others are promising young people who are still refining their style.

**An experimental Corporate Welfare plan** was recently introduced, discussed by management in 2020 for implementation in 2021, with a view to improving employee satisfaction.

Specifically, given the increased demand for social services and in light of the simultaneous general contraction in the availability of such services due to public policies, SLIDE is looking to identify and promote tools and solutions **that increase the purchasing power of individual and family incomes** and to contribute to the development of innovative services for individuals and families.

This also makes it possible to increase employees' sense of responsibility and incentive to work for the good of the company. Indeed, in the context of their duties **each employee participates in the company's profitability and development.**

The sales, marketing, communications and design offices contribute to increases in revenues, while the administrative, technical and logistics offices, as well as all the personnel of the production and product finishing department, contribute to product quality and cost optimisation by doing their work with care and responsibility.



ANNA #finishing

# SLIDE

2020 Sustainability Report

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