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## The invisible wire

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Equipment &amp; Products

## The iron wire is there, but you can't see it

For a company that produces iron wire and exports it successfully all over the world, it may seem difficult to set other goals than those of pure business: quality mass production and profitability.

Bottaro, however, thanks to the experience and foresight of its founder Mario Bottaro, has understood a very simple concept since 1958: A company operates and lives in an environment and, for the company to survive and prosper, the environment also has to survive and thrive.

## The two souls of a sustainable company

Here, then, is how Bottaro's two souls met: the necessary one, linked to business logic, and the more spontaneous one (but equally essential for life) that favors the protection of our world and environmental sustainability policies that are increasingly urgent.

Mario Bottaro's sons, Alberto and Marco, recognize this importance. Today, for Bottaro, producing iron wire means, therefore, investing daily in an ethical and conscious business, based on four paradigms that are non-negotiable:

- waste reduction;
- investing in clean energy production;
- using environmentally friendly and less polluting materials; and
- improving employee policies.

## A wire that unites and supports businesses and people

Important values ??that the company has decided to share with its stakeholders. For this reason, Bottaro seeks and surrounds itself with partners, customers and suppliers who have a clear understanding of the concepts of sustainability, circular economy, ethics, energy savings and waste reduction and who have the foresight to integrate them into their companies' policies.

Bottaro's "invisible wire" illustrates this connection between the company's values and the environment.

In its video, "The invisible wire," Bottaro talks about its iron wire and how it is not only symbolically but also literally invisible in our lives. Bottaro's wire is present in many small objects used in our daily lives, as well as in large private and public works and infrastructure, without us even realizing it. It travels every day, invisibly, through the whole world, along paths that lead to a better and more sustainable future for everyone. It also shows the more concrete side of the hard work and daily commitment of a company that always looks ahead.

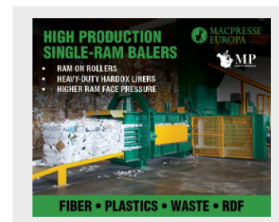
This is what simple iron wire is able to do: support and sew together a set of companies and people who make technology, continuous research and honest and responsible business their lives.



Bottaro's wire invisibly connects the world as well as the company's environmental and business values. Bottaro seeks and surrounds itself with partners, customers and suppliers who have a clear understanding of the concepts of sustainability, circular economy, ethics, energy saving and waste reduction and who have the foresight to integrate them into their companies' policies.

Circular Economy/Sustainability

wire



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