

A conscious business

Huge investment policies to embrace the activity and the territory, promoting integrated development. “Environmental protection” is the key word, used by Alberto and Marco Bottaro to describe the green print in their family business



Every company operates in an environment and, for the company to survive and prosper, the environment also has to survive and thrive too. This fundamental teaching was instilled by the far-sighted founder, Mario Bottaro, in two different souls with the same vision. Here, then, is how Mario 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. The principle has been concretely adopted by the second generation in the group, represented by the brothers Alberto and Marco Bottaro - now head of the company - who have decided to engage in a real ecological revolution. “We have decided to invest in a conscious bu-

ness, based on paradigms that are no longer negotiable – green, eco products and a controlled supply chain” explains Alberto Bottaro. The company boasts the presence of three laboratories to control and develop reliable and environmentally friendly products. “An example of this is the BWR PLUS® - a specific bailing wire for packaging presses. In fact, BWR PLUS® is the only high-strength steel wire, ideal for companies with high consumption. The diameter of the wire is reduced, compared to the standard diameter, therefore almost twice as many bales can be tied with the same quantity of material”. The heart of the company is ethical. In 2010, a code was formulated and every day the commitment is to create a healthier and more stimulating working environment. The continuous and selective training of staff - in every task and role - creates a team full of young and bold per-

sonalities, who raise the company's quality level. “Countless characteristics distinguish us from our competitors on the market but, among them, what I believe is fundamental is our capacity to carefully select and properly train the company's internal resources. This approach has the main objective of offering high-level personnel, which obviously requires continuous study and updating in terms of market demands and technologies. Therefore, in this perspective, the company has launched a series of training processes that cover different

fields and departments. We believe that this is the only way to encourage a daily increase in quality”. The company's ethical approach is not limited to this. The plants of Novate Milanese are powered by 15 thousand square meters of photovoltaic panels to guarantee all of the clean energy that the production plant needs. “Thanks to this careful production planning, supported by a new generation of management and robotic systems, the company was able to reduce the waste of energy and material, gaining greater savings and efficiency”. In short, a policy of huge investments, that is able to embrace the activity and the territory, favoring an integrated development. “We boast exclusive products with a registered trademark - the manager continues -, which are the result of constant collaboration with associations, universities and the most prestigious research laboratories. We are also in a phase of progressive evolution from a commercial point of view, as we now export globally to 52 countries around the world. Our flexibility allows us to meet the very different demands of various markets, and this same flexibility is in the concept of the product and in the organization of the offices, where you can find a staff who speak all languages. At any time, customers are sure that they are dealing with qualified employees, perfectly willing to understand every one of their needs”.

BOTTARO is ready to face future challenges. In 2021 the company has decided to invest 4 million in technology, figures that double if we consider the investments in Industry 4.0 and the acquisition of new properties. The main goal is to implement the Milanese plant through new purchases, almost doubling the area covered from 16 thousand to 22 thousand square meters. In addition, the company is focusing on the marketing department. There are currently six people involved in a project devoted to grasp every new aspect of the digital revolution.

• **Ilaria Di Giuseppe**

*BOTTARO is located in Novate Milanese, Italy
www.bottaro.org*

THE INVISIBLE THREAD

In March 2021, the company decided to open up and share their values with their stakeholders, customers and investors. The video spot “Il filo invisibile” (The Invisible thread) was shared by international recycling associations and broadcasted on all the Sky networks. For the first time, the company decided to share the secrets beyond their business. Chosen as an exemplary symbol of strength, the invisible thread is produced without the need for any machinery or equipment, only by the sheer force of will of far-sighted people, who care about the future. “The invisible thread” shows that behind a simple iron wire, there are values and ideals that guide the company in their commercial, productive and organizational choices. This “invisible thread” is made of responsibility, ethics and sustainability. And not only that. It is a loyalty pact that binds the company to their customers.

