

“Processing plastics is a greater challenge today than ever before. It's a challenge in relation to consumers, who are particularly aware of the health of our environment, and public opinion, which has decided that plastics in general are the number one enemies of our planet,” comments Domenico Guzzini, Chairman of Fratelli Guzzini. “We have been producing household items in acrylic materials for 100 years, and we have always invested energy and resources in research. Today, aware of our responsibilities, we are working with our own patented new plastics, 100% recyclable and with even better functional performances, to create a circular economy based on reuse and recycling and not on waste. Reducing waste means giving objects a new life, and improving the life of our planet.” It is with these words, spoken by its Chairman, that the company presents its new products for September 2019. Last January, Guzzini already launched articles made from recycled and recyclable material, and it is now expanding its offering with a new tableware collection made by recycling disposable plastic water bottles - in other words, made from 100% post-consumer recycled raw material. A clear position, and a declaration of responsibility, awareness and respect for the environment and the health of the planet. A company policy that affects all strategic aspects, from production to packaging by way of communication, which will focus as never before on "designed to be used" products and "Made for Nature" contents.

“Recycling is fundamental; it is important not to dump waste, but even more essential to avoid creating new waste,” Domenico Guzzini concludes. And this is the commitment the company gives with the creation of collections such as Tierra, designed by Pio and Tito Toso, and with the expansion of the On The Go collection - everything needed to enjoy foods and drinks at and away from home, without using disposables.

Autumn 2019 innovations include a new project of articles for cooking food, Guzzini Cooking, and new products for the youngest users.

Once again, Guzzini becomes an ambassador not only for beauty and convenience but also for social responsibility.

### **Tierra: the new collection by Pio and Tito Toso inspired by nature.**



**Tierra** is not just a new tableware collection; it is a revolution for Guzzini in terms of material and style. **Tierra is the first tableware collection made by recycling disposable water bottles - in other words, made from 100% post-consumer recycled plastic.** Last January,

Guzzini presented Tidy&Store, an organiser trolley and a set of boxes in recycled material, the first ambassador items for the CIRCLE collection, featuring eco-sustainable products with the best functional performances: objects become tools, central to the relations between people and the environment, for lasting use and reuse. Guzzini has decided to meet this challenge on all fronts, and Tierra is tangible proof of its commitment.



The collection comprises bowls, available in three sizes: the small 12cm bowl made by recycling 2.3 disposable water bottles of 1.5 litres; the 25cm bowl made by recycling 13 bottles and the 30cm bowl that recycles 14 bottles; salad servers using 2.6 bottles, and the serving tray that gives new life to twelve 1.5 litre disposable water bottles.

The colours - milk white, clay and taupe - are tactile and opaque: subtle, pastel colours that recall the warmth of the earth and nature. The design evokes pottery thrown on the wheel: the circular decorations, intentionally uneven depending on bowl size, provide a really attractive, resonant hand-made look. The shapes are soft and rounded, and the serving tray has a particularly high rim to contain food more effectively. All articles are sold individually and with eco-sustainable packaging in the form of bands which surround them and advertise their plus factors. The 12 cm diameter bowls only are also sold in a multicolour set of 6.

**Tierra** is produced at the Recanati plant and comprises a series of **Italian-made, dishwasher-friendly, food safe** items that express all the know-how of a company that has always processed plastics, and that now does so conserving the environment and creating beauty for the home and table with totally recycled post-consumer materials.

**On The Go collection: everything needed to add glamour and convenience to your meals away from home.**

With its usual awareness of the latest trends and responsiveness to its consumers' new demands, Guzzini has decided to extend the On The Go collection with new colourful, convenient, distinctively styled products that simplify eating and drinking away from home, for lunch breaks, outdoor picnics or entertaining in natural surroundings.



The outcome is the new Store&Go lunch box, a set of two nesting rectangular containers with capacity up to 900 ml, allowing different types of food to be divided to avoid cross-contamination of flavours, thanks to a handy lid. The lunch box can be stored in the refrigerator or freezer and can also be used to heat foods in the microwave with the drip-proof lid fitted, thanks to the innovative valve. It is easily transported in your bag thanks to the airtight seal of the drip-proof lid. The design features simple lines but a very attractive range of colours, with the contrast between the glossy inside and matt outside, and options ranging from bright blue to red, and from black to white –

vibrant, modern colours, suitable for all times of year.

To complete the lunch box, Guzzini presents its travel cutlery set with case: a complete set of stainless steel fork, knife and spoon with a rigid plastic case for easier carrying and the maximum hygiene guarantees. Its compact, space-saving shape makes it an ideal accessory not only for lunch breaks in the office, or at school for kids, but also for breaks by the pool, in the gym or at the seaside. The lunch box and cutlery set are dishwasher-proof and BPA-FREE.



Also for food on the move, Guzzini offers a Special Edition of the Energy thermal travel bottle designed by Spalvieri & Del Ciotto, which in preparation for Christmas is now available in gold, silver and golden pink, making it an exquisite, original gift idea.

### **Kitchen Active Design: kitchens are back in the spotlight!**

Guzzini has always offered ideas grounded in observation of people's daily lives, making every effort to understand their habits, pleasures and difficulties, understanding the exact meaning users give to things and translating them into products that combine style with convenience.

For the kitchen world, we announce a new container: the rectangular version of Store& More, with a large 900 ml capacity and all the functional features that have made the Store&More bestsellers: window in the lid for identifying the food inside, and vent valve on the perfectly airtight lid so that foods can be heated in the microwave with no annoying liquid splashes or overflows. The new fridge/freezer/microwave container is available in sand, yellow, grey, green and bright blue colours.

### **Announcing Guzzini Cooking: the whole world of cooking utensils in an elegant, high-performance pan set**



Guzzini once again returns its attention to quality cookware, and this time with the invaluable assistance of Attila Veress, a talented young Transylvania-born designer who is now a naturalised Italian.

The new set of aluminium pans with an excellent non-stick coating reinforced with titanium particles guarantees perfect

heat conduction and diffusion and is ideal for all heat sources, including induction. The saucepans and braising pans have high sides for extra capacity and allow dishes to be stirred or processed during cooking easily and safely. All pans have two pouring spouts to simplify transfer of dishes from the pan to the serving tray, and the handles are in Bakelite, an extremely heatproof material, with a steel insert which gives the pan body a distinctive elegance. The middle of the lids is in glass for keeping an eye on the cooking process, while lids also have a protective silicone edge and two windows that act as vent valve to control steam discharge. Thanks to the use of very high quality coating materials, QuanTanium for special pans and frying-pans and XylanPlus for saucepans and braising pans, all cookware is exceptionally scratch-proof and amazingly non-stick, enabling fat-free cooking.

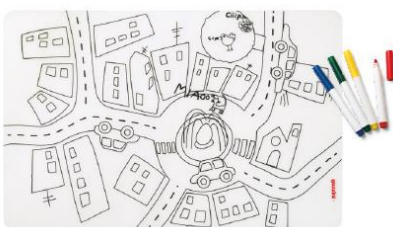
The new cookware set comprises 4 frying-pans (20-24-28-32 cm. in diameter), 2 braising-pans with two handles (24-28 cm in diameter), 1 saucepan with single handle (16 cm in diameter), 2 saucepans with two handles (20-24 cm in diameter) and 4 special pans: wok, griddle pan, paella pan and pancake pan which is also ideal for flatbreads. The range is completed by 3 lids of 20-24-28 cm in diameter.



But that's not all. To enable optimal use of these new cooking aids, Guzzini also offers a utensil set styled to match the cookware, comprising slotted spoon, turner, spoon, ladle and spaghetti server, in scratch-proof nylon with steel trim on the end of the handle. All utensils are complete with a tab for connection to the clear acrylic stand. Elegant and practical, this utensil set looks perfect on any kitchen worktop and is dishwasher friendly.

Guzzini Cooking is a world dedicated to the art of cooking and to the creation of imaginative, healthy dishes. Creativity is given free rein by these reliable, high-performance aids, so stylish you can take them straight to the table!

### **Traffic and PlayPark: mealtime creativity for toddlers**



In view of the great success of the first Traffic collection, designed by Irene Guerrieri for toddlers, this year we are expanding the offering with a colouring mat set: a stain-proof, fold-proof, reusable silicone mat which can be coloured thanks to the 4 washable felt-tip pens provided. There are two designs: one linked to the world of Traffic and the other to Christmas.

The food-safe mat can be washed, cleared and coloured again: a fun, creative way to entertain small kids at table. We're sure mums will love it!



Also for the smallest users is the PlayPark collection: a cutlery set and a complete place setting created with little girls in mind. The place setting consists of a flower-shaped plate in delicate colours, a bowl with the charming face of a cat, which reappears crouching in bushes on the mug, and three items of cutlery - bird, kitten and flower. Just as in the previous version for boys, the cutlery dismantles to become fun playthings. The collection is in acrylic material with scratch-proof, dishwasher-friendly coated decorations. The set is intended for children of 10 months and over.

### ICONS collection: tribute to Antonio Citterio.



Icons is a collection which began with 100, the exquisite new edition of the Guzzini Lurisia bottle designed by Ettore Sottsass, relaunched to mark the 100th anniversary of the great master-designer's birth. More iconic products, were then added to the collection, such as the SiSingle flower holder by Lorenzo Marini, the Cuvée wine cellar by Brogliato Traverso and now, fifteen years after its launch, the reappearance of the My Table 24-piece steel cutlery set designed by Antonio Citterio and Toan Nguyen to mark the first edition of Guzzini Foodesign in 2004.

This set acquires its evergreen, style ambassador status from its simple, elegant forms: an iconic beauty without which our catalogue would be incomplete!

### ...A little of everything....



The upcoming Guzzini autumn 2019 assortment includes not only major novelties and popular comebacks but also the introduction of a round serving tray to the Tiffany line designed by Pio and Tito Toso: a useful, functional addition, with a high rim to retain food effectively. The tray, with diameter of 36.5 cm, is available in clear, sand and grey colours.

Turning to restyling, we present Plus, the new version of the Guzzini Hausbrandt coffee machine designed by Carlo Colombo and one of the bestsellers in the Guzzini catalogue. In the new version, the machine has three buttons allowing everyone to choose how they want their coffee: more watery, very concentrated or espresso ....just like at a bar, but with the comfort of being in your own home and the quality of the Hausbrandt blends.

