

PRODUCT-RELEASE

October 2019

2020 Preview

COSTA NOVA WILL UNVEIL ITS FIRST RECYCLED COLLECTION - "PLANO"

Sourced from the surplus of our own factory production, **PLANO** is the first recycled collection by COSTA NOVA.

All COSTA NOVA collections are produced with respect for nature - reusable and recyclable.

PLANO goes even further ahead, telling a unique story of how tableware can be made of recycled materials, completely eco-friendly, while remaining beautiful and functional at the same time.

PLANO presents a distinctive organic shape, combining rawness embodied in a clean, strong look. In a reminiscence of the old hand-turned studio pottery, these unique, high-quality manufactured pieces, are designed and curated to be part of unforgettable moments at the table.



About Eco-Gres®

Eco-Gres® is a registered trademark of Grestel. Products under this label are guaranteed to be made of non-hazardous recycled materials, derived from ceramic surplus and other additives. All Eco-Gres® products are guaranteed to be food-safe, complying with the International Standards. In addition, Eco-Gres® is in line with the European directives 2006/12/CE and 2008/98/CE, oriented toward transforming the EU into a «recycling society». This trademark is a result of years of an internal investigation, in collaboration with a local university (Universidade de Aveiro), and the result is an upgraded (recycled) raw material that presents several advantages to the environment: Natural Resources Preservation – by the reduction in the extraction volume of natural raw materials; Energy Efficiency – reduced ecological footprint; Health and Safety – reduction of waste otherwise disposed of in a landfill

The Process - Collect and Recycle

Grestel sees its products and operations as part of a long-life cycle and is committed to taking better care of the community and of the world. In this commitment to sustainability, Grestel is developing a new raw material, by collecting, recycling and reusing clays and glazes from its own operations and other materials. The result is Eco-Gres®, a reinvented clay, made of recycled materials and completely eco-friendly.

How is Eco-Gres® made

The Eco-Gres® production process begins by collecting clay waste from our factory and combining it with other materials in order to stabilize the final composition. The recycled clay represents approximately 25% of all clay purchased from external suppliers. Finally, Eco-Gres® consists of 90% recycled materials and other substances. The process of converting these surpluses into Eco-Gres® involves a set of sequential steps: Mixing the products → sieve → homogenization & stabilization → sieve → filter-pressing → shredding → extrusion → shaping → drying → glazing → firing

In the end, a homogeneous and flexible clay body is obtained, ready to be (re)used in Grestel's production line.

The whole process takes place within the same factory, also contributing to the reduction of our carbon footprint.





ABOUT COSTA NOVA

The love of life, family, friends and good food has inspired COSTA NOVA to create fine stoneware collections that combine quality and design with the best in ceramic craftsmanship.

The brand produces innovative and sustainable stoneware made from the best natural resources in Portugal. COSTA NOVA was born in a small Portuguese fishing village, near the Atlantic Ocean.

Nowadays, carrying Portugal's name and heritage all over the world, the brand is present across the 5 continents, in prestigious department stores and boutiques, hotels and renowned restaurants.