

MADE IN ITALY LEATHER: ENVIRONMENT PREVAILS OVER LABEL

DOXA SURVEY: IN THE USA AND GERMANY, 7 OUT OF 10 CONSUMERS SAY THAT ITALIAN LEATHER IS BEST. INCREASING COMMITMENT BY ITALIAN TANNERIES TO RESPECT THE ENVIRONMENT AND TERRITORY. AND IN THE FUTURE? DOC ITALIAN FINISHED LEATHER

171 certifications between environmental, product and quality; world-wide recognised excellent environmental efficiency; annual environmental expenditure exceeding 570 thousand Euro per business, amounting to more than 2% of sales. Finally, a project to provide a designation of origin to Italian finished leather, i.e. **DOC** (Registered Designation of Origin) **Italian leather**, in order to distinguish it from that of its main competitors.

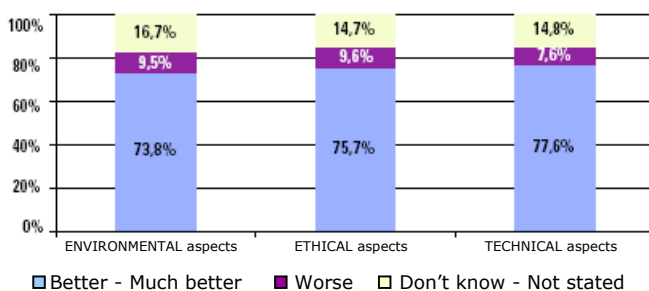
These are just a few elements of the Italian tanning industry's commitment for which the environmental factor currently assumes strategic importance as a further means of differentiation within the international industrial scene.

A **Doxa** (Italian market research institute) survey of **more than 2500 consumers in Italy, United States and Germany** commissioned by **UNIC (Italian Tanners' Association)** confirms that this responsible behaviour is now considered far more important than a brand name. **Respect for the environment comes before designer label and it actually helps to characterise the unique trait of Made in Italy leather.**

It is no coincidence that, according to the Doxa survey, **more than 7 consumers out of 10 consider leather processed in Italy to be better or much better as far as the technical (77.6%), ethical (75.7%) and environmental (73.8%) aspects are concerned.**

Rating Italian and competitors' leather

Source: UNIC-DOXA Research

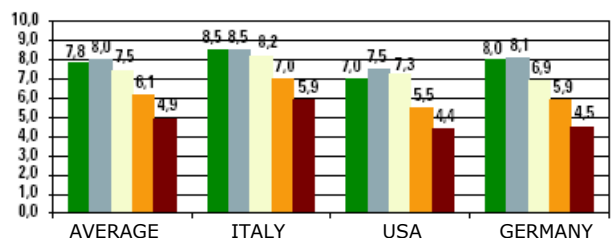


But that's not all: **83.2% of consumers would be willing to spend more when buying** in order to have a guarantee that the product is manufactured with leather processed in compliance with legislation governing environmental impact and working conditions.

The survey reveals an interesting fact: **the most important considerations when purchasing leather items are first of all the quality of the leather itself, followed by respect for the environment and working conditions.** In third place comes price (considered a predominant factor mainly by downmarket consumers), fourth the place of manufacture and, last of all, brand.

Importance of certain factors during purchase

Source: UNIC-DOXA Research



- Guarantee that leather manufacturing respects the environment and working conditions
- Leather quality
- Price
- Place of manufacture
- Brand

Furthermore, **leather manufacturing is now considered to be far less polluting than that of other materials**, especially if synthetic.

As of today, Italian tanneries and their customers can rely on a new marketing tool. It is therefore possible and advisable to implement specific joint communication policies and strategies with the aim of promoting their goods and further hallmarking Italian products within the new globalisation scenarios.