



MACRON AND RADICIGROUP COLLABORATING FOR SUSTAINABILITY

Two symbols of Italian manufacturing excellence pool their competencies to produce totally green technical sportswear

BOLOGNA-BERGAMO, 30 April 2021 – To be leaders of change and promoters of a sustainable business model that provides traceable, virtuous and competitive production and supply chains, with benefits for all stakeholders. This is the corporate strategy of both **Macron**, an international brand leader in the sportswear industry based in Bologna, and **RadiciGroup**, an Italian multinational headquartered in Bergamo and world leading manufacturer of a wide range of chemical intermediates, polymers, high-performance engineering polymers, and advanced textile solutions for a variety of applications, mainly in the fashion industry.

The two standard bearers of Italian entrepreneurship excellence have decided to pool their competencies to develop and produce technical sportswear combining high performance and sustainability. One notable result of this collaboration is a type of **sports socks made of Renycle®**, a yarn manufactured by the Bergamo-based group from recycled nylon 6, a high-value material with excellent resistance, dyeing characteristics, softness and versatility. At RadiciGroup, production scraps are recovered, recycled and reconverted into polymers, and eventually spun into yarn featuring technical characteristics comparable to the yarn made of fossil-source materials, but boasting decidedly better environmental performance. In fact, the above-mentioned new yarn range reduces CO₂ emissions by almost 90% and generates energy savings of more than 87% and water savings of 90%.

Macron and **RadiciGroup** have long since embarked on a green path engaging their entire production chain, by launching initiatives and promoting solutions aimed at protecting the environment, while at the same time making targeted investments in sustainable innovation.

The Bologna-based company has launched the *Macron 4 the Planet* project, which involves the construction of a new completely eco-sustainable headquarters, the production of sport jerseys made from 100% recycled polyester from PET bottles and the use of packaging, 100% made from certified recycle.

RadiciGroup has adopted a circular economy business model and directs all its efforts to optimizing raw material, energy and resource usage, perfecting processes, eliminating scraps and promoting designed-in end-of-life recycling of the materials it produces. The group's goal is to reduce the environmental impact of its day-to-day activities by transparently and objectively measuring their effects at each stage.





Both organizations have developed corporate welfare policies fostering the implementation of training programmes focusing on the health, safety and wellbeing of their employees. All of the above decisions and policies contribute to reaching their main goal: to win the battle for the future.

“RadiciGroup is a valuable partner in the green path undertaken by Macron,” Gianluca Pavanello, CEO of Macron, stated. “A shared vision and strategy on sustainability and environmental protection is essential. Macron’s objective is to create advanced technical sportswear for athletes of all levels, and our mission, which we pursue with great passion and commitment, is to study and develop materials that are more and more eco-friendly. Finding companies like RadiciGroup – a world leader in its sector, with whom we share values such as sustainability, recycling, use of renewable sources, corporate welfare and care for local communities – allows us to enhance our product offering and gain market acceptance by people who play sports at all levels. We hope our partnership will continue to develop over time.”

“A circular economy cannot be achieved by acting alone,” stressed Angelo Radici, president of RadiciGroup. “As upstream players in the supply chain, we have always tried to share our knowledge of materials and deliver solutions featuring both better performance and respect for the environment. Furthermore, it is also crucial to find customers who are equally sensitive to these issues and can become strategic partners in the development of innovative and sustainable solutions. With Macron, we have worked as a team to create winning sports socks, because they are made from recycled materials, using all-Italian technologies, and are the result of a zero-kilometre, measured and traceable production and supply chain.

MACRON MISSION

We work hard to create cutting edge, high performance sportswear to support athletes from grassroots to professionals in their efforts to become their own hero on and off the field.

We strive to build a community that shares our passion for true sport.

We believe that high standards of good management, social responsibility and respect for the environment are the way to design the future.

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MACRON (www.macron.com) is a world leader in the production and sale of active sportswear. Macron's four business areas are: **Teamwear**, team sports clothing and accessories (football, rugby, basketball, volleyball, baseball, handball, five-a-side football and running); **Merchandising**, official kits, free-time items and accessories for official fan club members; **Run & Train**, technical sportswear for individual runners and fitness devotees; and **Athleisure**, sportswear-inspired apparel for leisure time activities, for people who like to wear Macron on and off the field. Macron bases its success on its ability to best interpret the needs of sports players and develop high-quality, highly technical products.

RADICIGROUP – With approximately 3,100 employees, sales revenue of EUR 1,092 million in 2019 and a network of production and sales sites located throughout Europe, North America, South America and Asia, RadiciGroup is one of the world's leading producers of a wide range of chemical intermediates, polyamide polymers, high performance engineering polymers and advanced textile solutions, including nylon yarn, polyester yarn, yarn made from recovered and bio-source materials, nonwovens and personal protective equipment for the healthcare field. These products are the result of the Group's outstanding chemical expertise and vertically integrated polyamide production chain and have been developed for use in a variety of industrial sectors, such as: automotive – electrical and electronics – consumer goods – apparel – furnishings – construction – household appliances – sports. The basis of the Group's strategy is a strong focus on innovation, quality, customer satisfaction and social and environmental sustainability. With its business areas – Specialty Chemicals, High Performance Polymers and Advanced Textile Solutions –, RadiciGroup is part of a larger industrial group that also includes textile machinery (ITEMA), energy (GEOGREEN) and hotel (SAN MARCO) businesses.

