



**MEC3, GIUSO GUIDO, MODECOR AND
PERNIGOTTI MAESTRI GELATIERI ITALIANI
form the gluttonous team of the group
'CASA OPTIMA – making life sweeter together'
launching at SigeP a 'green' message
and many new products.**

Authenticity, Italian style in a global contest, Dynamism, Enthusiasm and Respect: are the 5 fundamental values that distinguish the group made up of the brands **MEC3, GIUSO, MODECOR AND PERNIGOTTI MAESTRI GELATIERI ITALIANI**. For the occasion of SigeP 2020, the four companies present themselves with a new logo and name: **'Casa Optima - making life sweeter together'** with a desire to make the lives of people and our customers sweeter.

The public, when visiting the stand will have the sensation of being welcomed into a great family, made up of companies and leading brands, strengthened even further through the union and synergy of dedicated, passionate and competent professionals, in the field every day to support the customers in their growth.

SigeP is not just the most important trade fair in the sector for the group; it's a perfect vehicle to communicate our points of strength and our novelties to the market. It has been chosen as the ideal location to launch a **'green' message** to our customers and visitors. A special video will transmit this message over the five days of the exhibition on the monitors of all three stands, and in an even more concrete way, through the exclusive use of **cups, spoons, straws and glasses in compostable material**, to be discarded in special containers for separate waste collection.

Sustainability will therefore be one of the keywords of the New Year, with a program that will lead to the gradual elimination of **plastic** in all the companies of the group. An ambitious project, which will take place in successive steps counting on the collaboration of approximately **1000 employees of the Italian and foreign offices**, anticipating the application of the European directive to ban plastic by 2021.

Sustainability alongside **Innovation** that has always characterized the launch of new products.

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