



S.BERNARDO - THE SUSTAINABLE LIGHTNESS OF WATER AT THE SALONE DEL MOBILE.MILANO

S.Bernardo is confirmed as the official water of the Salone del Mobile.Milano scheduled from 18 to 23 April at Fiera Milano Rho. S.Bernardo and Salone del Mobile.Milano thus continue their collaboration united by a very clear vision of the present and future.

During the unmissable event dedicated to design, S.Bernardo will take visitors on a journey through the projects it has put in place for environmental sustainability, which will be unveiled in a journey to discover S.Bernardo's firm commitment: zero impact by 2026, the year in which the brand will cross the finish line of its first centenary. At the end of the journey, the prize for visitors will be the authentic taste of the surprising dishes prepared by chef Matteo Morra, all based on S.Bernardo water and soft drinks.

S.Bernardo and eco-sustainability share a journey that goes back a long way: today this story unfolds through three main steps, which together identify the 'agroforestry' approach that animates the #ImpattoZero2026 project implemented together with Slow Food. This involves the creation of a city forest with tree planting in a metropolitan suburban context; the protection of areas of permanent grassland and the redevelopment of an uncultivated and inefficient woodland area.

At the Salone del Mobile, the minimally mineralised water will bring its iconic 'Gocce' bottle, designed by Giorgetto Giugiaro, and its further evolutions, including the helicoidal bottle in 100% recycled and recyclable RPET, inspired by the tortile column.

Indeed, the company is committed to promoting and using environmentally friendly packaging, such as returnable glass bottles, a resource and not waste, bottles made of 100% recycled and recyclable RPET, and aluminium cans, an infinitely reusable material. In addition, it has for years put in place concrete strategies to reduce its impact, resorting to the clean energy of a wind farm that powers 60% of its activities.

And this is how S.Bernardo brings 'the sustainable lightness of water' to the Salone del Mobile.Milano, a message that recalls both the main characteristic of water - its lightness - and its commitment to sustainability.