

STRATO® has SATINAL conquering new frontiers in social evolution

In the wake of the pandemic, purchasing priorities quickly shifted towards simplicity, nature and a greener consumption. Ever at the ready, SATINAL has shown itself prompt once again in responding to evolving consumer sensibilities with eco-friendly, made-in-Italy solutions in laminated glass and solar panels, with more besides - all with certified carbon neutrality and supply chain traceability.

commitments have changed too. For many a new level of happiness is now characterized by an enjoyment of simple pleasures. Today the priority is to find the right balance between social success and the private sphere. It is even a new and unique desire to live in contact with -and respect for- nature. Consequently there is a stronger sensitivity towards such issues as sustainability and ecology. Social evolution must be strongly taken into consideration to better understand people's decision-making as it plays an important role in influencing purchasing behaviour. In order to configure specif-

According to recent studies, the 2020 global pandemic led to different considerations around family spaces and natural environments in a back-to-the-origins evolution that edged society towards appreciating more everyday, essential surroundings. Attitudes towards time and daily com-



ic products, companies have been aligning themselves to new needs influencing social evolution - all while translating them into products that can fully reflect the new attitude. At the same time it's necessary to adopt both an analytic and an empathic approach to dealing with human decisional processes and needs while designing innovative products that are in line with the new expectations. In this context, two main topics come across that are closely related, namely sustainability and colour trends. Indeed people's feelings and their vision of the social environment are related to colours - the key to interpreting how they see the world. According to recent studies, the trend nowadays is towards research and the choice of products that have natural and soft colours which reflect calmness and peace of mind. Following this transformation, STRATO® has been translating these new global attitudes by mixing colours and finishings with new sustainable products as well as prime quality raw materials.

LAMINATED GLASS - MITIGATING CLIMATE CHANGE

The looming climate emergency has been urgently demanding a strong turnover. Companies are taking care to bring a gear shift and a responsible approach within their supply chain - taking decisive steps towards a

brighter, greener future that can lead to an ecological renewal of market dynamics. Here, in facing all such social dynamics, STRATO® is in lockstep with market evolution according to specific criteria and influenced by contemporary social self-awareness as it relates to the world we live in. Low-carbon solutions can hardly be neglected. Here's why, by this scenario, STRATO® has adopted a sensitive approach and has been investing in transformative, next-generation technologies to achieve net-zero. In fact STRATO® has recently been the object of in-depth analysis that aims to assess the environmental profile of its product range in terms of CO₂ impact - always considering the life cycle of the materials and secondary products involved. Results obtained confirm that the STRATO® EVA Carbon Free range is indeed conspicuous in Europe as a carbon neutral product range. Here STRATO® obtained the ISCC PLUS certification with a score of 1,13 [kg CO₂ eq]. Moreover, with 1.13, the environmental profile of STRATO® is a reference score for developing a road map toward zero-carbon aspirations in 2050. Indeed the challenge is to create a sustainable option for customers who would then purchase responsibly - always with an eye to the global warming impact. Here STRATO® meets the sustainable standards





thanks to its outstanding company behaviour. Regarding green energies, Satinal has opted for 100 percent clean electricity only, which is produced by clear waters flowing from the Trentino Mountain peaks. This avoids the emission of 167,8711 tons of CO2 in 2022 - all to preserve the planet and ensure a sustainable future for new generations. Solar panels are being used as well, with 500 pan-

els with a power output of 200 kWp being exacted and installed on the roof of the company. These have been providing alternative energy for all Satinal's business departments - significantly reducing CO2 emissions.

SUPPLY CHAIN TRACEABILITY

Developed by Satinal, STRATO® EVA's unique production technology is a result of years of experience and methodology that leads

to no waste. As for the supply chain, ISCC PLUS certification measures the CFP level with the Mass Balance Approach. A further STRATO® certification is that which attests to Made in Italy. In 2023 STRATO® was acknowledged as a high-quality Italian product by the Institute for the Protection of Italian Producers - primarily thanks to Italian natural and first choice raw materials. No wonder, then, that STRATO Solar® PV is a recognised answer to greener photovoltaic solutions. Ethylene-co-vinyl acetate (EVA), too, is currently the dominant encapsulant chosen for PV applications. Moreover, a STRATO Solar® PV bio-based product range has been designed - a sustainable choice aligned to current market demand.

COLOUR TRENDS REFLECTING SOCIAL DYNAMICS

- STRATO® COLOUR is an excellent solution for customizing buildings or interior design with a touch of colour - all without compromising the natural light of living rooms. It's great for creating interesting atmospheres without losing the visibility of the environments.
- STRATO® Colour Carbon Free product range offers multiple choice in terms of green, natural and trend nuances, transparent or solid tones.

● STRATO® Colour can play with colours and patterns - mixing them to provide multiple solutions that can match sustainability and contemporary trends.

● STRATO® Azzurro Mediterraneo, STRATO® Verde Toscana, STRATO® Bronzo Sicilia and more. All evoke memories of natural, authentic spots that have a place in everyone's mind.

● STRATO Solar® PV ColorQuant™ is testament to how helping the world become carbon-neutral is a declinate balancing act - especially with buildings.

● STRATO Solar® PV ColorQuant™ meets style preferences as highly effective option for reducing the carbon footprint of buildings.

● STRATO Solar® PV ColorQuant™ affords customers the opportunity to choose natural colours with solar panels that can be superbly integrated into both buildings and facades. The result is a strong and green aesthetics appeal - in line with contemporary needs.

ABOUT SATINAL

The first EVA film production site in Italy and a reference point in Europe for the supply of 100 percent made in Italy STRATO® EVA interlayers, Satinal Spa is an innovation-driven Italian company that operates worldwide to deliver advanced solutions for safety glass manufacture. Always close to its customers and partners, the company offers tailored, innovative solutions as well as technical after-sales services. Quality control, too, is commonplace in the company's R&D Lab. Here its mission is to constantly offer prime quality that's also green as product, in line with the Group's core values - all while responding to a demanding clientele that's increasingly attentive to sustainability issues and to a low environmental impact behaviour.

Satinal Spa
TK - Strato

SATINAL



Via del Lavoro, 1
22036 Erba (CO) - ITALY
Tel.: +39-031-870573
E-mail: info@satinal.it
www.satinal.it