



**FIERA MILANO**



Ufficio stampa  
PTE - Promotion Trade  
Exhibition

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## Learn to be more sustainable at this trade fair event

*Milan, 23 January 2020.* Recycled paper notebooks, jute shopping bags with fabric handles, bamboo fibre packed lunch boxes. An array of pens made from all kinds of materials: wheat fibre, cork, or aluminium. Gadgets also include stainless steel thermoflasks, straws made from straw, or corn PLA mugs and glasses made from 50% coffee husks.

Sustainability is a recurring theme among all exhibitors at PTE - PromotionTrade Exhibition, the Fiera Milano event dedicated to the world of advertising specialities, promotional garments and personalization technologies, on until tomorrow at fieramilanocity. The ecosustainability of advertising specialities is currently one of the most important trends and will continue to be so in the future. This is why it has become the key topic in the programme of events and seminars targeting visitors and exhibitors at the event.

Indeed today PTE, Fiera Milano and Fondazione Sodalitas, a reference organisation for the promotion of Corporate Social Responsibility and Sustainability in Italy, presented a seminar entitled "How to integrate sustainability within the gadget supply chain: stories and tools". The meeting elaborated on issues to be considered in the entire life cycle of "sustainable" advertising specialities: from production processes which optimise environmental impact, to selection criteria for a sustainable product and how to satisfy customers who are showing an increasing social and environmental awareness.

Concrete experiences and operative tools were shared by Bureau Veritas and Gam Edit, along with the social useful NPO Mission Bambini, which demonstrated the true meaning of a fair trade gadget. *"By definition, a gadget carries a message which starts from the company and reaches all the way to the customer"*, in the words of **Alessandro Beda, Vice President of Fondazione Sodalitas.**



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*“Integrating sustainability in this sector has never been more pressing and competitive; if on the one hand, the entire supply chain requires processes with an ever lower impact on the environment, on the other hand a sustainable gadget responds to a growing social and environmental awareness among customers. We are delighted to share this path and sustainable proposals by some of our member companies in this event organised by Fiera Milano which brings together all of the sector's key players.”*