



## BCN Concerie SpA

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SDI CODE SUBM70N



## PRESS RELEASE

### BCN Concerie on Rai 2 with Italian Green – Viaggio nell'Italia sostenibile

**Italian Green** continues its journey on **Rai 2** to discover the real and tangible realities of circular economy in our territory, arriving in the Leather District on **Saturday, March 11 at 10:10 am**.

**Santa Croce sull'Arno, 9 March 2023** - The television program *Italian Green - Viaggio nell'Italia sostenibile*, broadcast every Saturday on Rai 2, stops in Santa Croce sull'Arno to visit **BCN Concerie**, where the **waste** of the **food chain** becomes a **versatile** and **functional resource** for the **value fashion chain**.

*Since 1938 the Lupi family has seen leather as an important resource: the circular economy generated by the recovery of leather continues positive effects on the community and the environment, and in particular represents a durable and valuable material for high fashion collections.*

*Italian Green* is a traveling television program, which is crossing the country to tell some of the most **significant initiatives** that embrace **sustainable development**: **BCN Concerie**, which has been chosen for its ability to generate **innovation** and **change** in the Italian tanning tradition, will be among the protagonists of the episode that will air Saturday, March 11 at 10:10.

With the management of BCN Concerie - **President Roberto Lupi** and the **Production Director and Research and Product Development Manager Iari Sani** - the Italian Green crew'll see with their own eyes how born the semi-finished leather for footwear, leather goods and high fashion clothing.

Starting from the rebirth of the raw skin, passing through the phases of stabilization and characterization, without forgetting the mechanical and resistance particularities certified in our laboratory, discovering the variety of aspects of BCN leather thanks to the techniques and knowledge of technicians.

*We'll talk about the **importance** of **real leather** as synonym of **circular economy** that guarantees **transparency** and **value** to **consumers' acquisitions**, thus discovering the value of the recovery and refinement of the leather, which in turn generates other recoveries and other value in its waste.*



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