



Berbrand

Sustainable and Circular
Prosperity





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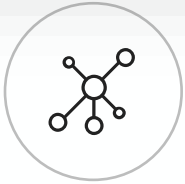


The Problem



Global industry, fashion and luxury included, currently uses **unsustainable production** and distribution models

*80% of total garments is landfilled or incinerated



Industrial, Government and Institutional authorities are working to bring the **environment agenda to the forefront**

*30% is the total GHG emissions that the UN Fashion Industry Charter “UNFCCC” committed to reduce within 2030



The interest in the sustainable market is **growing**, but the sheer number of products made from sustainable or recycled materials **remains low or out of focus** compared to demand

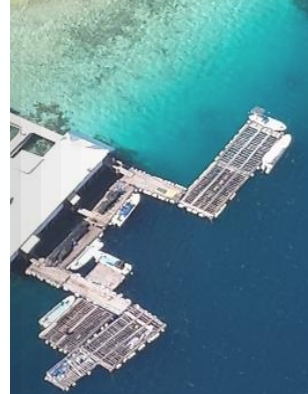
*high-quality goods are a **\$380 billion** global behemoth

Making **the Difference**

Thanks both to its experience in **Research and Innovation**, and the **Superlativa® brand**, **Berbrand** aims at becoming one of the main landmarks for both production and sale of **high-end exclusive products in natural, organic and zero-waste materials derived from industrial recycling sources**

Benefits

- Forge a new generation of **products and ingredients ecologically engineered** in harmony with **the environmental and social commitment which has always been our hallmark**
- Become a **landmark** in **R&D** of **solutions** intended for **new luxury**
- Thanks to our extraordinary experience deliver **traceability** and **sustainability** of materials integrating our supply chain as much as possible



Berbrand's Products

In various sectors, e.g., Mother Of Pearl, **Berbrand** monitors **the entire supply chain**, from the purchase of raw materials at source, up to the sale to the end consumer



Mother of Pearl

Buttons in sustainable **Mother of Pearl** produced under license in Vietnam.

*Berbrand monitors the entire supply chain from its origin, the best Pearl Farms in Indonesia and Australia.



Ethical Sourcing & Supply Chain Management



Bio-Ivory

Buttons in **bio-ivory** produced under license in Turkey

The bio-ivory that we use comes from Ecuadorian cooperatives that adhere to "[Fair Trade](#)" development models



Animal Friendly



Fair Trade



Metal

Solutions in fine metals, such as titanium, or with high-end jewellery finishes in recyclable metals at end of use



Recycling & Waste



**Organic and by
chain recycled**

Buttons in **hemp, cellulose, cottone, wool, cashmere, linen** produced under license in Portugal



Animal Friendly



Recycling & Waste

Superlativa® Products

Superlativa® was born in 2008, is **made in Italy** and operates across **high-end** sectors, such as **jewellery, watchmaking, leather goods, fashion, interiors, automotive** and **furniture's**, and also treats special limited-edition projects, or of particular artistical value. After years of fine tuning we are **now ready to scale up** the **market**



Watchmaking

Mother of Pearl watch dials for high-end watchmaking



Furniture

Panels in Mother of Pearl for furniture design, suitable for walls, cabinets,, cooking islands and yacht available also in Jumbo dimension 3x2 meter



Eyewear industry

Glasses in Superlativa **Pearl** for high-fashion eyewear and industrial **multi layer sheets** for the high end **eyewear industry**



Leather Goods

A **Real Pearl exclusive leather** as an **alternative to** the exploitation of **exotic leather**

Superlativa® Products

Superlativa® is a **zero waste** production **life cycle**, we supervise the entire supply chain with an extraordinary **commitment** on the **sustainability** of the resource



Automotive

Mother of Pearl inlays for high-end industry and multilayer solutions.



Interiors

Panels in Mother of Pearl for interior design, suitable for walls, stairs, cooking islands and yacht available also in Jumbo dimension 3x2 meter



Jewellery

Smart **solutions** for a new **luxury** and **contemporary** interpretation of the traditional mother of pearl



Fashion

A **solution** capable of **creating unique** and **inimitable iridescent effects** among mother of pearl and metal

Superlativa® Products

Superlativa® **B2B** products are sold in solutions that have been extensively **tested** and **validated** in various industrial sectors

Product technical sheet

PRODUCT NAME
superlativa® **Alusilk**
European Patent Application no. EP2829395

MANUFACTURER
AOR S.r.l.
Registered office: Via Lega Lombarda 6, 25030 Adro
Operative office: Via delle Marine 9, 24064 Grumello del Monte
T: +39 (0)35 833998
F: +39 (0)35 4421942
W: www.superlativa.it
M: info@superlativa.it

PRODUCT DESCRIPTION
Structural or coating panels with an ornamental and decorative purpose, consisting of an Alusilk base, two cover sheets of aluminum and a mineral core, and a top Superlativa® pearl microfilm covered with a protective layer.

Uses
Inserts in furniture, partition panels, Yacht interiors, etc.

Limitations
Requires qualified and skilled installation personnel.
Do not transport after removing the plates from the packaging.

TECHNICAL DATA

| Dimensions & Weights | Metric |
|-----------------------|------------------------|
| Max Size & Dimensions | 3.000 x 1.500 mm |
| Minimum Thickness | 4 mm (±0,2 mm) |
| Minimum Weight | 2,00 kg/m ² |

Scheda tecnica di prodotto

NOME DEL PRODOTTO
superlativa® **Alusilk**
Domanda di Brevetto Europea n°. EP2829395

PRODUTTORE
AOR S.r.l.
Sede Legale: Via Lega Lombarda 6, 25030 Adro
Ufficio Operativo: Via delle Marine 9, 24064 Grumello del Monte
T: +39 (0)35 833998
F: +39 (0)35 4421942
W: www.superlativa.it
M: info@superlativa.it

DESCRIZIONE DEL PRODOTTO
Pannelli Strutturali o di rivestimento di superfici a scopo ornamentale e decorativo, costituiti da uno strato di base inferiore realizzato con un pannello composito Alusilk costituito da due lamine di copertura in alluminio e un nucleo minerale ed uno strato superiore consistente in un microfilm di perla Superlativa® rifinito con strato protettivo.


Utilizzi
Inserti di mobili, pannelli divisorii, interni per Yacht, ecc.

Limitazioni
Richiede tecnici installatori qualificati e specializzati.
Non trasportare dopo aver rimosso le lastre dalla confezione.

DATI TECNICI

| Dimensioni & Pesi | Misure |
|------------------------------|------------------------|
| Misura Standard & Dimensioni | 3.000 x 1.500 mm |
| Spessore Minimo | 4 mm (±0,2 mm) |
| Peso Minimo | 2,00 kg/m ² |






Product details **FUBIFL**




8000 BIFL

Customized sizes and colours are available upon request:
customercare@superlativa.it

**superlativa®
Furniture**

| Frame | Minimum Thickness | Finishings | Colours |
|----------------------------------|--|------------------------|---|
| DO - superlativa® Aluhive | T4,5 - 4,5 mm - 0,18° T4,5 - 4,5 mm - 0,18° | LH - Shiny SH - Mat | |
| AB - superlativa® Alusilk | T4,0 - 4,0 mm - 0,16° T4,0 - 4,0 mm - 0,16° | LH - Shiny SH - Mat | 9016 - Natural Pearl  |
| AL - superlativa® Aluminum | T1,8 - 1,8 mm - 0,07° T1,8 - 1,8 mm - 0,07° | LH - Shiny SH - Mat | 9005 - Onix Breath  |
| AG - superlativa® Aluminum Glass | T6,3 - 6,3 mm - 0,25° | VL - Clear Glass | 8011 - Ebony Seal  |
| GP - superlativa® glass | T11,2 - 11,2 mm - 0,44° | VL - Clear Glass | 3003 - Ruby Drop  |
| GV - superlativa® glass | T11,2 - 11,2 mm - 0,44° | VL - Clear Glass | 1028 - Golden Depth  |

Customization
Different sizes are available upon request; any project enquiry must be submitted in DXF format - customercare@superlativa.it
Different colours are available upon request; any project enquiry must be submitted indicating the RAL code - customercare@superlativa.it

| Microlfilm | Scientific name | Natural colour | Sourcing method | Sourcing areas |
|------------|-----------------|----------------|-----------------|---|
| BIFL | Pinctada maxima | White | Farmed |  |

Patent EP2801122
Patent EP2829395
Patent pending EU: 14425102.2

Filtered by

Home decor | Fashion Industry | Aircraft Interiors | Car furniture | Spa & swimming pool | Flooring & wall | Yacht Interiors | Home furniture | Kitchen

HOME

ICONIC ARCHITECTURE

FURNITURE

AUTOMOTIVE

AVIATION

MARINE

FASHION

<http://www.superlativa.it/products/>

Example of custom-made applications of Superlativa®



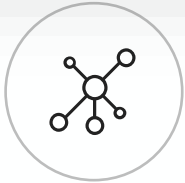
Example of **custom-made** applications of **Superlativa®**



Business Model



Products portfolio is **wide** and **diversified**, is addressed to a **large customer base** for the **of high-end sustainable materials, unique** and **capable of making the difference** in case of **Superlativa®** both in terms of **distinctiveness** and **added value**.



BerBrand developed the **FIRST SUPPLY CHAIN BLOCKCHAIN EVER** in 2010 capable of **tracing the Mother of Pearl supply chain**, that led to the establishment of **1TrueID*** in 2016, a **linked company** which, today integrates **solutions for digital identity** in **all products of important international brands**.



BerBrand holds both the **Superlativa® brand** registered in Europe and other **particular industrial patents** of which in Europe the patent n. 2650122 and in Italy n. 1410914 – 1419051 – 1419055 capable of **protecting the solutions developed** in the interior, automotive, nautical and avionic, eyewear, leather goods, inserts and composites sectors, such as thermally mouldable sandwich.

Environmental Impact



Public DISCLOSURE

BerBrand made available the results of its audit to make **its environmental and social commitment public and measurable** through one among the **most important platforms** in the world, **CDP**

* <https://www.cdp.net/>



We use **100% Renewable Energies**

Social Impact

certifichiamoperlanatura



ECOCREST® Project

In **2005** we, promoted one among the first **fiduciary brands of transparency in the supply chain**, in collaboration with the **Fondazione dell'acquario di Genova (Genoa aquarium Foundation)** not only in terms of environmental impact but also of compliance with **ILO standards**, promoting also a marine resource **sustainability education** campaign in native Australian villages.

Ecocrest video: https://www.youtube.com/watch?v=IQxIF_G3e0g



ILO: Organizzazione internazionale del lavoro (often shortened **OIL** in italian) is a specialized agency of the United Nations that promotes social justice and uman rights internationally recognised,

Governance Impact



United Nations
Climate Change

Public **COMMUNIQUE**

With the fashion company **signatories of the Fashion Industry Charter** for Climate Action, BerBrand share a fundamental commitment to drive the fashion industry to net-zero emissions in line with the goals of the Paris Agreement no later than 2050.

* About <https://unfccc.int/climate-action/sectoral-engagement/global-climate-action-in-fashion/about-the-fashion-industry-charter-for-climate-action>



Champions of the communicate include us and corporate like **Puma, PVH, Burberry, H&M, Nike**, signatories include Inditex, **HSBC, IFC**, Chanel, Hugo Boss and many others

Berbrand's Clients

Berbrand and Superlativa® are aimed at an extraordinary range of B2B clients having solid and lasting relationships and that represent of high- or very high-end Brands.

12% MASS-MARKET

- Care for environmental policies and the search for sustainable replacement products

88% LUXURY

- Strong propensity to research new products and technologies
- High focus on environmental and traceability policies

Superlativa's Clients

Superlativa® reach an extraordinary range of **clients** with which upholds solid and lasting relationships representing well known brands

B2B

- High end large corporate brands
- Care for environmental policies and the search for sustainable replacement products
- More details in Business Plan

CO-BRANDING

- SME top brands
- Strong propensity to research new products and technologies
- High focus on environmental and traceability policies



Market

Our principal segment is the **Luxury market**. According to **Bain & Company**, the main advisor in the luxury sector, in 2019 the total revenues of the global luxury market reached €1.3 trillions* (at retail equivalent value) and increased by 4% compared to 2018

The **Boston Consulting Group's*** post **COVID19** forecasts **confirm BerBrand's** choices, capable of satisfying both **Chinese**, where it will be higher **preferences for products with strong brand identification**, and western customers, where high preferences for a modest luxury, **slow fashion** and **intrinsic product quality**.

1,3 T Euros
Global Luxury Market

167 B Euros
Target Countries Luxury Market
(EU/USA)

* Source: BCG True Luxury Global Consumer Insight 2020

* Source: BAIN The future of luxury goods 2020

BerBrand Philosophy

“We don’t have a mass market policy, **we have a policy of value**”

The **brand philosophy** is deeply entrenched in the platforms of **“quality”** and **“refinement”**. It is for these very principles that the brand has always shunned mass production, manufacturing lines and outsourcing.

According to Superlativa, **each and every product** coming out under the brand’s name even when industrialized should **reflect the hard work put into it** by the artisan.

Till today, **production director** Francesco Sambugaro **check every single product** before it leaves the workshop, showing the **company’s unwavering commitment to the highest quality**.

According to current CFO Niccolò Riccardi, **our main strength is the love for craftsmanship**. This is further eschewed by Emanuele Bertoli, who was quoted saying “I think **BerBrand & Superlativa objects are desirable because they reconnect people to their humanity...** Our customers feels the presence of the person who crafted the object, while at the same time the object brings him back to his own sensitivity, because **it gives him pleasure through his senses**”.



Superlativa® Philosophy

Superlativa® produce **genuine excellence**, since 2008 at uppermost quality standards.

Our **B2B partners** makes HNWI and U-HNWI **dreams come true**, that's why we do not compromise – either in terms of performance or service.

Superlativa® is the **result of a severe discipline and performance** in quality and **details** in pursuit of beauty.

Superlativa® share a **contemporary** and artistic **vision** of a **unique ingredient** with the **youth and vibrant gen-Z**, by means of one of the most **ancestral natural materials**, the mother of pearl, **used by humanity as inspiration to express beauty** and its **emotions** in a **sustainable** and unique environment, **the oceans**.



<https://www.youtube.com/watch?v=A6gkg9Ups9U>

Excellence

Berbrand stood out from the beginning for the national and international awards and the special mentions it has received since the Impresa Ambiente Award in 2005, the New York Times in 2006, the SMAU Award in 2010, and more recently the NFC Award received in Cupertino by its subsidiary 1Trueid srl in 2018.



For The MADE IN ITALY BRAND PROTECTION



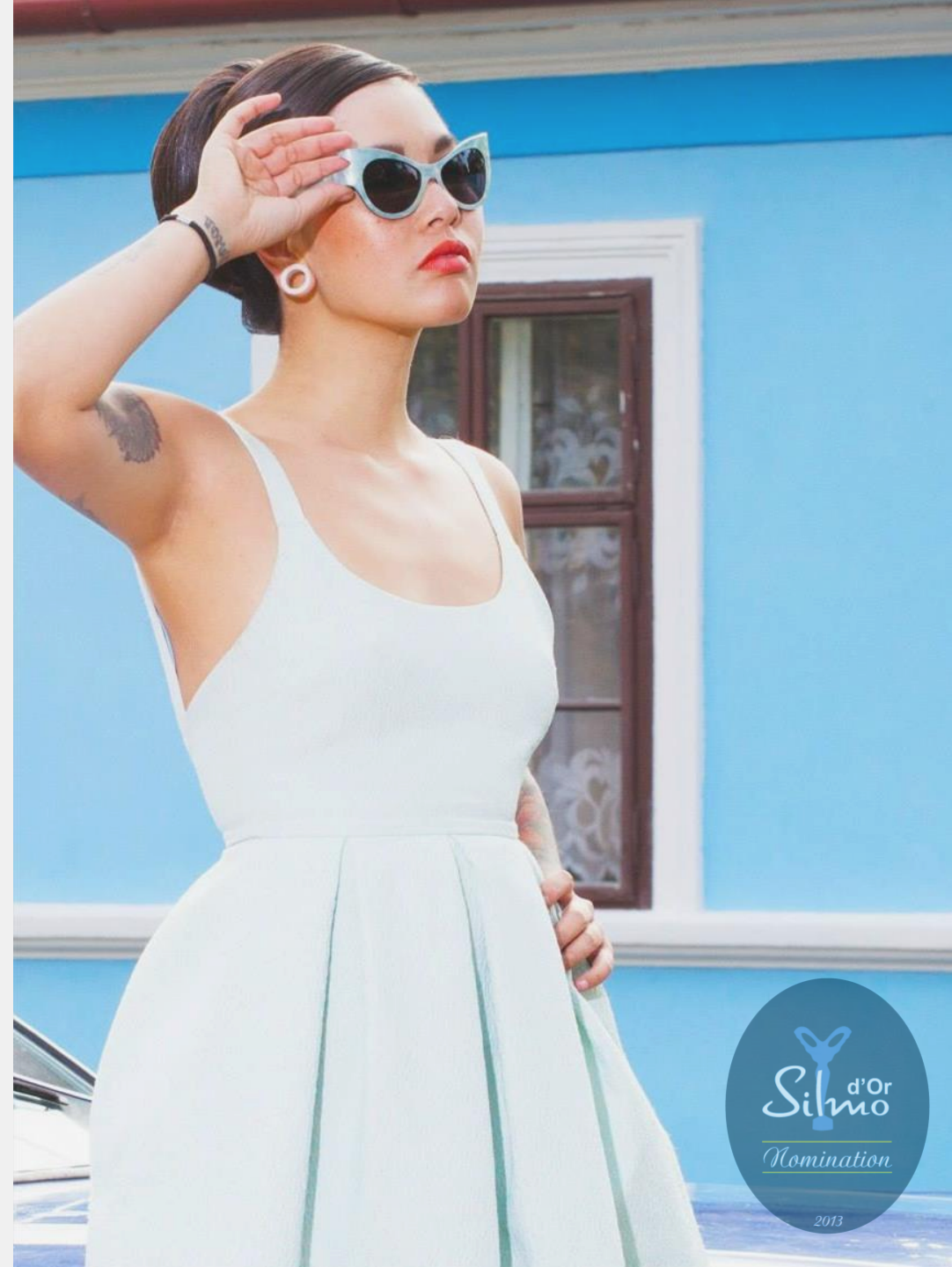
For The Sustainable SCM



About Italy, SME's and BerBrand

About BerBrand and the Button district

About Superlativa eyewear



Excellence

SUPPLY CHAIN INTEGRATION PROJECT

ECOCREST ITA

ECOCREST ENG

INSTITUTIONAL ATTENDANCES

2019 ACC EUROPE ANNUAL CONFERENCE ST. PETERSBURG INTERNATIONAL LEGAL FORUM (SPBILF)

EXCLUSIVE DINNER WITH PERKINS COIE SUMAS COMMENCEMENT ADDRESS
FASHION, TECH & LAW

INTESA START UP INITIATIVE NEW YORK DECODED FUTURE NEW YORK
THE BLOCKCHAIN ERA DECODED FUTURE LONDON NFC FORUM

DECODED FUTURE

ETHICS IN FASHION – THROUGH TRACEABILITY REVOLUTIONS

“BEFORE GOING GLOBAL: INTERNATIONAL MARKET ASSESSMENT”

“RETHINKING FASHION SUSTAINABILITY”

DIG.IT4FASHION 2017 EDITION VERSO IL BORGO

UN/CEFACT CONFERENCE

STORIE DI PAESAGGI CHE CREANO VALORE DI SOSTENIBILITÀ CULTURALE

SUSTAINABLE DEVELOPMENT FESTIVAL PADERNELLO

COMMERCIO 4.0

BLOCKCHAIN INTERNET OF THINGS

KINGPINS PRESENTS: WHERE FASHION MEETS THE CLOUD

AWARDS

Premio Impresa Ambiente Smau Operation and Logistic NFC Innovation
Award

Premio Speciale E&Y Gaetano Marzotto

Excellence

NATIONAL PRESS

[Berbrand la pmi che veste le Rolls Royce. I bottoni dimenticati guardano al fashion. La moda si fa green. Da Adidas a Zara...](#) [The Fashion Duel update](#)
[Berbrand il bello del valore superlativo](#)
[1trueid nasce la Social Blockchain](#)
[1trueid il social network delle cose. 1trueid vince il premio speciale Ernst & Young.](#) [Italy Roundtable Council of SCM Professionals](#)
[Vogue § Rethinking Fashion Sustainability](#)
[Il Sole 24 Ore § La blockchain contagia anche la filiera della moda.](#) [Intesa Start up Initiative New York](#)

INTERNATIONAL PRESS

[New York Times](#)
[Italy's Once Plucky Little Factories ...](#)
[1st Sumas Forum integrating sustainability](#)
[IT4Fashion the WhichPLM Report](#)
[NFC Forum NFC Innovation Award Finalists](#)
[EU Commission § Digitising the Fashion Industry](#)

VIDEO

[Decoded Future NYC. Tv2000](#)
[Confindustria Brescia](#)
[ASEAN](#)
[UNIVERSITA'](#)
[MIP](#) [UNIBG](#) [SUMAS](#) [UNICATT](#)
[SDA BOCCONI](#)

SPECIAL MENTIONS

[WhichPLM 7th Edition \(The Intelligence Issue\)](#)

Supplier Performance Report on

BERBRAND S.R.L.



BUSINESS DEMOGRAPHICS

Legal Name of Company: BERBRAND S.R.L.
Trade Name(s) of Company: BERBRAND S.R.L.
Country: Italy
Registered Address: VIA LEGA LOMBARDA 6
City: ADRO
Zip Code: 25030



Supplier Performance Report on

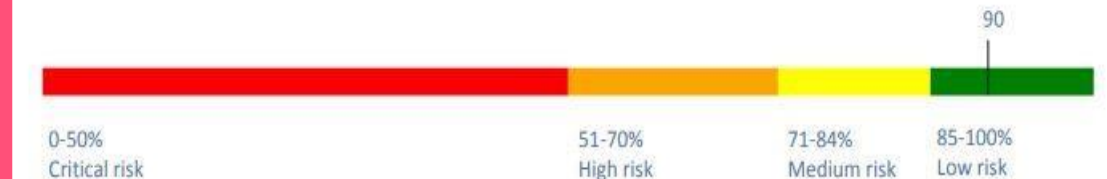
BERBRAND S.R.L.



RISK SCORING OVERVIEW

This score is identified by the Supplier's performance dependent per service. This is being reflected against the Intertek Inlight defined risk categories.

Self-Assessment Questionnaire (SAQ) Results



Thank you

BerBrand

✉ Info@berbrand.com

📍 Italy, via delle Marine 9 Grumello del Monte (BG)

