



## **SAFILO TO USE EASTMAN'S SUSTAINABLE MATERIALS IN ITS EYEWEAR COLLECTIONS STARTING SS22**

### **PART OF SAFILO'S SUSTAINABLE BUSINESS COMMITMENT TO PEOPLE, PRODUCT, PLANET**

**Padua, March 8, 2021** – Safilo, a worldwide leader in the design, manufacturing, and distribution of eyewear, announces the introduction of Eastman Acetate Renew and Eastman Tritan™ Renew in its sunglass and optical products. Both products are part of a broad portfolio of sustainable resins now offered at scale by Eastman, a global specialty materials provider and pioneer in molecular recycling. They enable Safilo to increase the sustainability of its products across its wide brand portfolio.

Safilo will debut Eastman Tritan™ Renew with its proprietary brand Polaroid in January 2022. The two innovative materials will be progressively rolled out across Safilo's broad brand portfolio, both for sun and for optical frames, further asserting the Company's business commitment to sustainability and its efforts to bring more recycled materials to the eyewear industry.

"It is so important nowadays to act responsibly and to consider the social and environmental impacts of our business," – declared Angelo Trocchia, CEO of Safilo Group. "We are committed to leading the way in our approach to our products and packaging without using new resources and without compromising the quality of our frames, thereby continuing to offer the same level of impeccable quality. Our intention is to expand the use of sustainable materials as much as possible in order to progress in our sustainability journey."

"By using both Eastman Tritan™ Renew and Eastman Acetate Renew, Safilo can provide their consumers and their licensors with a variety of differentiated options that meet their high standards for both design and sustainability" – said Glenn Goldman, Commercial Director, Eastman Specialty Plastics. "We are proud to work with Safilo as they make these bold steps and deliver on their commitment to a more sustainable future."

**Eastman Tritan™ Renew** is a high performance copolyester made of 50% certified recycled content\*. Crystal clear, durable and BPA-free, it offers sustainability without compromise, ensuring performance and safety. Safilo will be the first eyewear player to introduce this renewable material in its product offer.

**Eastman Acetate Renew** is composed of 60% bio-based and 40% certified recycled content\*. The resulting material is identical in performance to traditional acetate, meaning it can give the same premium "look and feel" to eyewear that wearers expect from traditional acetate.

Produced via Eastman's innovative Advanced Circular Recycling technologies – carbon renewal technology (CRT) and polyester renewal technology (PRT) – these new products are made from waste plastic and, as such, reduce consumption of fossil resources, and have significantly lower greenhouse gas footprints than traditional eyewear materials.

In 2020, Safilo also introduced ECONYL® regenerated nylon in its eyewear collections, starting with the TOMMY JEANS line, thanks to a pioneering partnership with Aquafil, a well-known global player that produces polymers and synthetic fibers. Also in 2020, Safilo developed the first eyewear style made with ocean waste plastic for The Ocean Cleanup, the recognized Dutch non-profit environmental organization, with injected plastic deriving from the Great Pacific Garbage Patch (GPGP).

*\*The recycled content is achieved by allocating the recycled waste plastic to Eastman Renew materials using a mass balance process certified by ISCC.*

**About Safilo Group**

Established in 1934 in Italy's Veneto region, Safilo Group is one of the eyewear industry's principal players in the design, manufacturing and distribution of optical frames, sunglasses, sports eyewear, goggles and helmets. The Group designs and manufactures its collections by blending stylistic, technical and industrial innovation with quality and skillful craftsmanship. With an extensive global presence, Safilo's business model enables it to monitor its entire production and distribution chain. From research and development in five prestigious design studios, located in Padua, Milan, New York, Hong Kong and Portland, to its company-owned production facilities and network of qualified manufacturing partners, Safilo Group ensures that every product offers the perfect fit and meets the highest quality standards. Reaching approximately 100,000 selected points of sale worldwide with an extensive wholly owned network of subsidiaries in 40 countries and more than 50 partners in 70 countries, Safilo's well-established traditional wholesale distribution model, which encompasses eyecare retailers, chains, department stores, specialized retailers, boutiques, duty free shops and sporting goods stores, is complemented by Direct-to-Consumer and Internet pure player sales platforms, in line with the Group's development strategies.

Safilo Group's portfolio encompasses own core brands: Carrera, Polaroid, Smith, Safilo, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, David Beckham, Elie Saab, Fendi, Fossil, Givenchy, havaianas, HUGO, Isabel Marant, Jimmy Choo, Juicy Couture, kate spade new york, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, M Missoni, Moschino, Pierre Cardin, PORTS, rag&bone, Rebecca Minkoff, Tommy Hilfinger, Tommy Jeans and Under Armour.

The parent company, Safilo Group S.p.A., is listed on the Italian Stock Exchange ("MTA") organized and managed by Borsa Italiana (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI). In 2019, Safilo Group recorded net revenues for Euro 939 million.

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**About Eastman**

Founded in 1920, Eastman is a global specialty materials company that produces a broad range of products found in items people use every day. With the purpose of enhancing the quality of life in a material way, Eastman works with customers to deliver innovative products and solutions while maintaining a commitment to safety and sustainability. The company's innovation-driven growth model takes advantage of world-class technology platforms, deep customer engagement, and differentiated application development to grow its leading positions in attractive end markets such as transportation, building and construction, and consumables. As a globally inclusive and diverse company, Eastman employs approximately 14,500 people around the world and serves customers in more than 100 countries. The company had 2020 revenues of approximately \$8.5 billion and is headquartered in Kingsport, Tennessee, USA. For more information, visit [eastman.com](http://eastman.com).

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