



October 2006

THE INDIAN RUBBER 'MADE IN CHICCO' FACES THE BIG NAMES IN SILICON

Bottles and teats in natural rubber thanks to an Artsana technology

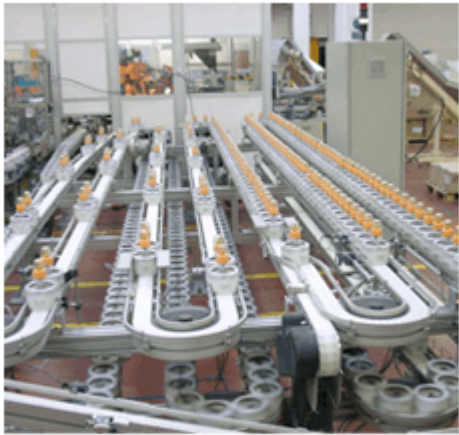
It is just like comparing home made pasta with the mass-produced fresh pasta you buy in the market. At sight they are similar, but you need just one bite to experience the difference and love your grandmother's cooking forever.

Indian rubber and silicon, the former a natural product, the latter the result of a chemical synthesis, are competitors on the baby bottle, soother and teat markets, and it is not only a commercial battle between companies which have chosen one of the two processes. At stake, as Chicco Observatory explains in a recent report to consumers, is the quality of the products that end up in the mouths of children: "*Being so used to this wealth - explains **Marco Schiavon**, marketing manager of basic puericulture - we risk to forget how precious the processing of natural rubber is. A natural material that offers unique characteristics of softness, elasticity and resistance and that is a boast for our company*".



Giuseppe Cortinovis, plant production manager, explains the reason for so much pride: "*We manage the entire processing cycle within the factory, from the raw materials till the final packaging. It is a technology that only Artsana Group knows and uses since decades*". Of course the plant manager can't reveal the secrets of the Indian rubber Made in Chicco. Every year over 160 tons of raw materials arrive in Grandate from the plantations in Malaysia: "*The whole process is delicate - explains Cortinovis. The processing has several steps and requires maximum*

attention in order to comply with the set parameters, which guarantee that the finished product will have all the qualitative features that make it such a special product for children”.



U.P. 87

This is the reason for so much pride that leads Artsana to compete with the big names which have chosen other strategies: *“Especially in Northern Europe - Schiavon says - it is more common to use silicon, but with our natural recipe we are trying to breach even those markets. The advantages for children, after all, are undeniable. Just think of the heat. Indian rubber, apart from being softer than silicon, naturally and quickly transmits the warmth of the milk during the feed, without altering its taste”.* Not to mention the safety aspect, indeed Indian rubber is a material whose standards are even higher than those required by the European Union. Soothers and teats, can withstand for instance children pulling and biting them, without splitting even with their first teeth. But the battle with the big names in silicon has just begun and the years to come promise to create sparks: *“Of course - Schiavon concludes - the production of silicon is much easier to standardize, but also for this reason the technology we use in our company is considered so valuable. The success of our research that is a crucial aspect for our marketing strategies”.*

A technology that, not only enhances the Group, but which is also able to increase the quality of the "Made in Italy" manufacturing.