



GRUPPO BOERO SHOWCASES ITS LATEST NEWS IN A NEW LOCATION AT GENOA BOAT SHOW 2023

Genoa, Italy - **Gruppo Boero** is pleased to announce its participation in the upcoming Genoa Boat Show, taking place from September 21st to 26th. With two dedicated brands, Boero YachtCoatings and Veneziani Yachting, the company will present its latest innovations and demonstrate its commitment to a higher respect of the sea and the environment.

Boero YachtCoatings, as **unique and preferred supplier**, will showcase its **excellent technical sales support, high product quality**, and a dedicated team to promote the **Boero Lifecycle**: the range of customized painting solutions and services is designed to meet even the most complex requirements of both big and small shipyards.

Veneziani Yachting will focus on the **Veneziani Program**, a project of consulting, trainings, and services aimed at supporting dealers and helping DIY users with the application of our products. The brand will also showcase **Aquastop**, an osmosis treatment, **Speedy Carbonium**, a high-specialized antifouling for racing boats, and **Gummipaint** line, an antifouling and enamel for inflatable boats.

As part of Gruppo Boero's commitment to **sustainability**, the company will highlight its efforts to build a better future for the planet and the industry.

Another news is the **location**: this year the company's stand will be in the **Tech trade pavilion, number TC 07**.

The visit to the booth will also offer the opportunity to **meet the people of the different teams** dedicated to our partners support in all their needs: new building, maintenance, national and international dealers' assistance.

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Boero Bartolomeo S.p.A. Founded in 1831, it is an Italian company that formulates and produces paints and varnishes for the building and yachting sectors. Since February 2021, Boero Group has been a partner of CIN, a Portuguese company and leader in the Iberian paints and varnishes market, thus positioning itself among the main world players and confirming its position as the leading Italian group in the sector. Technological research and the study and development of innovations in the field of colour have always been the winning features of the philosophy of the Group, a company with an integrated management system certified to ISO 9001, ISO 14001 and OHSAS 18001. A focus on the impact on the territory and the community characterises not only the various phases of the production and distribution cycle, but increasingly also the company's processes and strategies. www.gruppoboero.it



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