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Paint specialists Gruppo Boero present their evolution of the Yachting Division Strategy

Written by **Sophie Spicknell**
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The Yachting Division of Gruppo Boero, with its brands Boero YachtCoatings and Veneziani, has announced it will be planning to evolve as a unified global supplier for the full paint system. The Italian superyacht paint specialists are planning to provide a wide range of services to support partners and clients on top of their existing services.



For over fifty years, Boero YachtCoatings has played a vital role in the industry by providing high-quality yacht coatings to both pleasure craft enthusiasts, and major shipyards. The new evolved strategy will be unveiled at Europe's most prestigious boat and yacht shows, along with the new product range and a vision focused on sustainable innovation.

Boero YachtCoatings have positioned themselves as a unique supplier by being able to deliver high-quality products, with a guaranteed performance and beauty that leaves them unmatched. They offer a global network of national and international distributors and professionals, with technical sales support available in the main business hubs around the world.

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Their close relationship with their customers has encouraged them to develop leading edge coatings that are produced using selected raw materials, in compliance with the latest legislation and production processes.

The group plans to present their new evolution at various shows this year including the [Genoa Boat Show](#) from 22 to 27 September, the [Monaco Yacht Show](#) from 28 to October 1 September, and [METSTRADE](#) in Amsterdam from 15 to 17 November.

The presentation will also discuss the partnership between [Gruppo Boero](#) and [Water Revolution Foundation](#): The Public Benefit Organisation started by a small group of superyacht industry leaders to take the lead in neutralising our ecological footprint and preserving the world's precious oceans.

The partnership is intended to represent a further step forward in the [Gruppo Boero's](#) sustainability path and reiterate both the desire to limit direct effects on the planet, and the need to access a rating system that can certify progress in a transparent and accessible way.



The Yachting Division of [Gruppo Boero](#) has also released the Smart Evolution Report 2021, an initial report that contains highlights of the actions already undertaken in different impact areas and some goals set by the group in the short, medium and long term.

The document shows [Gruppo Boero's](#) evolutionary journey towards a future-proof business model and

aims to make stakeholders and consumers aware of the choices the company is making to integrate sustainability principles into the business.

The Smart Evolution Report 2021, will be available to download by scanning the QR code at **Gruppo Boero** stands during their boat show attendances. The company will once again demonstrate its ability to look to the future, proposing increasingly innovative paint solutions and technologies, by attending these shows.

To find out more about the **Boero YachtCoatings**, get in touch with the team and find out more information:

Email: info@boeroyachtcoatings.com

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