



GRUPPO BOERO PRESENTS THE EVOLUTION OF THE YACHTING DIVISION'S STRATEGY AND THE LATEST NEWS OF THE BOERO YACHTCOATINGS BRAND AT THE MONACO YACHT SHOW

The **Yachting division** of Gruppo Boero, with its brand **Boero YachtCoatings** - international benchmark in the production of painting solutions for yacht and **superyacht markets** – presents the evolution of its strategy in the Monaco Yacht Show, proposing itself as a **one - global supplier** for the full paint system and for a **wide range of services** to support partners and clients.

Knowing that Boero is ready to offer the **know-how** of a historical company with 50 years of experience as a yachting industry leader, a change of strategy and a new organization set-up, will make Boero a **unique supplier** able to deliver service, guarantee performance and beauty throughout the full paint system, above and below the waterline: 1. **High-quality painting solutions**, 2. **Global network** of national and international distributors and professionals, and 3. The **Excellent technical sales support** available in the main business hubs around the world.

This is exactly how the Group ensures **after-sales assistance, consulting services and total availability**. Wherever there is a passion for the sea, wherever there is a need for uncompromising quality, Boero YachtCoatings is there.

The evolved strategy of the Yachting Division will be presented at the **Monaco Yacht Show**, the most emblematic event for professionals and private visitors who want to discover an outstanding concentration of superyachts available for purchase or charter and to meet the industry experts in the festive atmosphere of Monaco which will welcome professionals and lovers of the superyacht world from September 28th to October 1st.

In addition to the strategy, a vision focused on **sustainable innovation** will be shared with the public. The same vision that, in more than 190 years of history of the Group, has led the company to establish itself today as a **leader in the high-performance coatings industry**.

Among the highlights, there will be the presentation of the partnership between Gruppo Boero and **Water Revolution Foundation**: The **Public Benefit Organization** started in the Netherlands by a small group of superyacht industry leaders who shared the need to lead the nautical ecosystem towards **sustainable change**, proposing a **constructive and collaborative approach**, strongly aligned with the **international scientific agenda**. The first goal, already shared, is to assess the life cycle and measure the impact of a selection of antifouling products through **LIFE CYCLE ASSESSMENT (LCA) analysis**, an in-depth study that considers ten specific environmental indicators.

The partnership is intended to represent a further **step forward** in the **Gruppo Boero's sustainability path** and reiterates 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**, following a **strategic approach** established by high-level international bodies such as the UN and UNESCO. In this perspective, the Group 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 will be available by scanning the QR code at Gruppo Boero stands during boat shows and, as of now, in the dedicated section of the [Group's website](#).

With its participation in the Monaco Yacht Show, one of the most prestigious events dedicated to the yachting industry in Europe, **Gruppo Boero** once again demonstrates its ability **to look to the future**, proposing increasingly **innovative paint solutions** and technologies **in order to reduce the impact of its activities** on the environment, the community and people.

INFO:

Gruppo Boero

Monaco Yacht Show

Monaco, 28th September – 1st October 2022, h 10.00 a.m. – 6:30 p.m. (Saturday 1st October: 10:00 a.m. 6:00 p.m.)

Pavilion Albert IER - Stand:AL37



Boero Bartolomeo S.p.A.
Via G. Macaggi, 19
16121 Genova - Italy
Tel. +39 010 5500.1 - Fax +39 010 5500.300

Genoa Companies Reg.
CF/P.IVA 00267120103
Share Capital € 11,284,985.40 i.v.
REA GE-26358

boerobartolomeo@pec.collabra.it - www.gruppoboero.it

Company subject to the management and coordination of CIN - CORPORAÇÃO INDUSTRIAL DO



Communication Team:

Gabriella Bisio: tel. +39 344 2067016; Sebastian Cares Peralta tel. +39 338 8538983; Emanuele Frisino tel. +39 347 0834767;
e-mail: comunicazione@Boero.it

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



Boero Bartolomeo S.p.A.
Via G. Macaggi, 19
16121 Genova - Italy
Tel. +39 010 5500.1 - Fax +39 010 5500.300

Genoa Companies Reg.
CF/P.IVA 00267120103
Share Capital € 11,284,985.40 i.v.
REA GE-26358

boerobartolomeo@pec.collabra.it - www.gruppoboero.it

Company subject to the management and coordination of CIN - CORPORAÇÃO INDUSTRIAL DO