

ONCE
UPON
A PET

THE LEADING
TECHNOLOGY
FOR DOORS
AND PANELS
IN 100%
RECYCLED
PET

Every time
we think about the future,
we can choose
to make it better.





Source: WWF, December 2016.

World's population is growing.
And, with it, world consumption.
Thus the use of planet's natural resources is increasing at an alarming rate, meaning these resources are undergoing progressive and increasingly-worrying depletion.
Air pollution, overexploitation of forests, overfishing: data reveal that to support global consumptions today, we would need **1.6 Earths**.

How many Earths
do we need?

EACH YEAR 100 BILLION PET BOTTLES ARE CONSUMED.

Only 14% of plastic waste is recycled.
And what about the rest?
The rest is dispersed.

The production of plastics has grown steadily from the 50s to today: in 1950, the global production amounted to 1.5 million tons; in 1976 it crossed the threshold of 50 million tons; in 1989 it crossed that of 100 million tons per year; in 2015 the value was 322 million tons, and forecasts point to a doubling in production within the next two decades.

Only 14% of this plastic is recycled: 40% ends up in landfills, 14% in incinerators or in energy recovery plants, 32% is released into the environment, in particular into the sea.
(data: World Economic Forum)

The most reliable and shared estimates indicate that a total weight of 150 million tons of plastic are found in the oceans: as plastic bottles are very light, the space they take up is huge.
(data: World Economic Forum).

Plus, plastic bottles take a thousand years to dissolve: they float and are carried by currents and broken up into smaller pieces, which then group into clusters, forming real islands and damaging marine fauna that feeds on this debris.

 = 1 MILLION TONS
OF PLASTIC WASTE

1950

1,5

Million Tons
of Plastic
Produced

1976

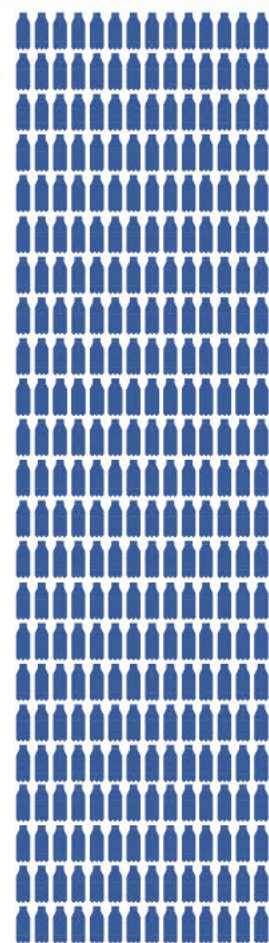
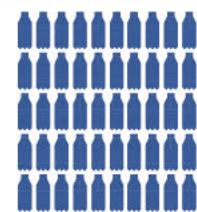
50

Million Tons
of Plastic
Produced

2015

322

Million Tons
of Plastic
Produced

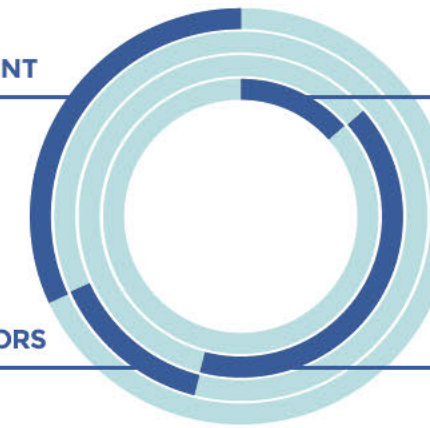


32% TO THE ENVIRONMENT

14% TO RECYCLING

14% TO INCINERATORS

40% TO LANDFILLS



150 MILLION TONS

IS THE APPROXIMATE WEIGHT OF THE TOTAL AMOUNT OF PLASTIC
REFUSE IN THE SEAS OF OUR PLANET.

1000 YEARS

IS THE TIME IT TAKES FOR A SINGLE PLASTIC BOTTLE TO BIODEGRADE.
SO EVERY PIECE OF PLASTIC EVER CREATED STILL EXISTS TODAY.



120.548 plastic bottles end up
in landfills or the ocean
every minute.



Every piece of plastic
ever made still exists
today.

IT WAS
AN ETHICAL ISSUE.
NOW
IT IS AN ACT.

The 7th Environment Action Programme sets the following priority objectives for waste policy in the EU:

- TO REDUCE THE AMOUNT OF WASTE GENERATED
- TO MAXIMISE RECYCLING AND RE-USE
- TO LIMIT INCINERATION TO NON-RECYCLABLE MATERIALS
- TO PHASE OUT LANDFILLING TO ONLY NON-RECYCLABLE AND NON-RECOVERABLE WASTE
- TO ENSURE FULL IMPLEMENTATION OF THE WASTE POLICY TARGETS OF ALL MEMBERS

In 2017, the Commission will continue to deliver on the Circular Economy Action Plan.

This will include the presentation of a strategy for plastics in the circular economy, an assessment of options for the improved interface between chemicals, products and waste legislation, a legislative proposal on water reuse and a monitoring framework on circular economy.

EVERYONE CONSUMES.

**Everyone influences
our planet's health.
Everyone can make
the difference.**

We want to make it.

Faced with these scenarios, the possible solution strategies are those that involve the behaviour of every person.

Everyone can help to safeguard the health of the planet by trying to lengthen the life-cycle of plastic, avoiding discarding it in the environment after a single use, and correctly recycling the waste. And by businesses, by experimenting with innovative technologies that can optimize processes or create alternatives.

We have done this.



WE ALWAYS
THROW BOTTLES
AWAY.
NOW WE CAN
GIVE THEM
A NEW LIFE.

3B devoted two years of research and testing of plastics and bioplastics. The process began with the aim of **achieving sustainable production decisions** in line with a corporate vision that has consistently believed in the value of contributing to preserving planet's well-being.

From these studies we obtained a **technology that changes the life-cycle of plastic bottles forever, turning their end into a new beginning.**



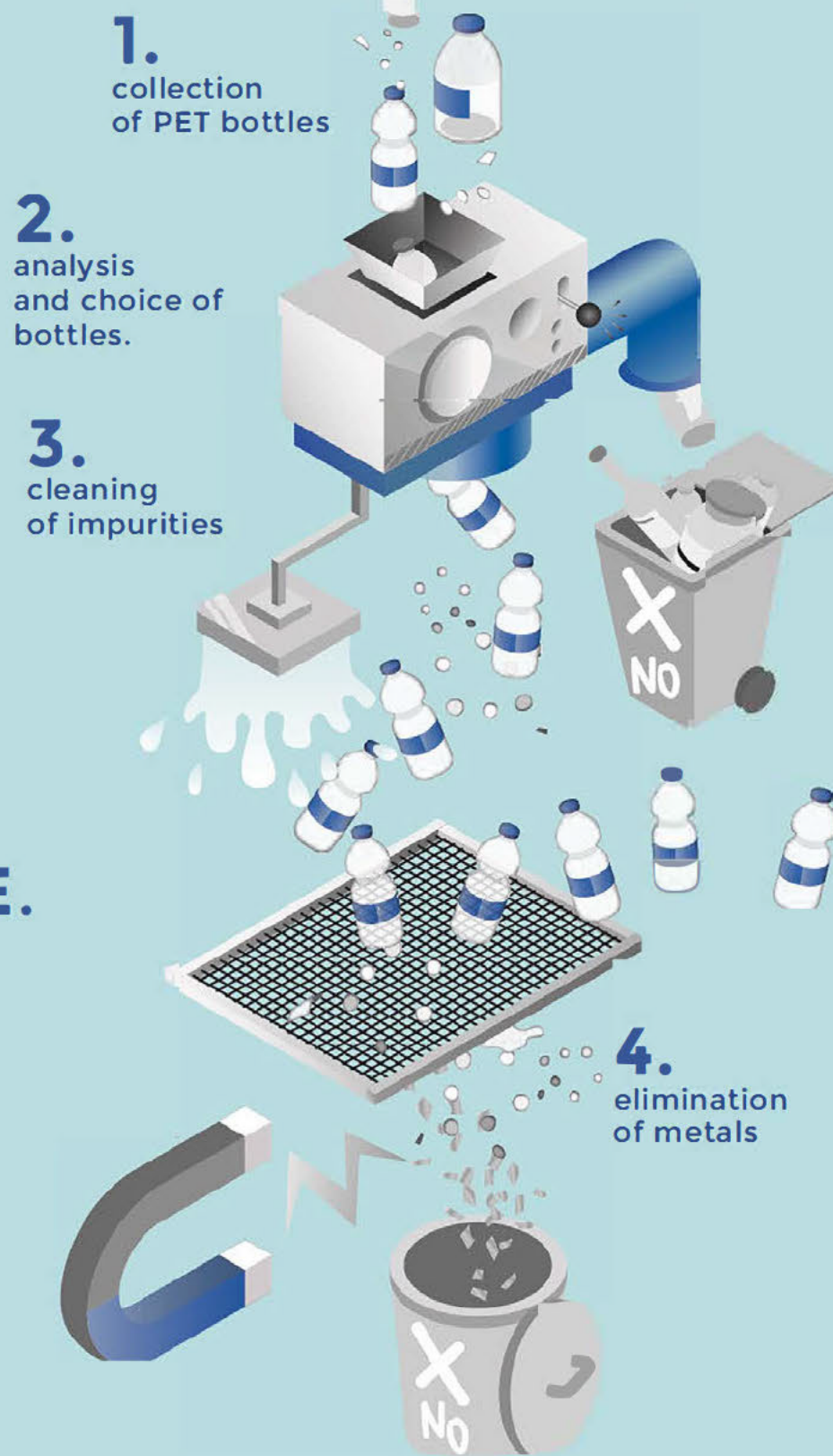
CARE FOR THE PLANET. THE FIRST PANEL MADE WITH 100% RECYCLED PET.

FROM BOTTLE TO FURNITURE.

A pioneer in the field, 3B introduces the market to the first panel obtained by using a 100% RECYCLED PET resin.

From plastic water bottles, through a process of fragmentation, purification and extrusion, we create laminates of recycled PET that can be reused to manufacture doors and furniture components.

3B



5. elimination of labels

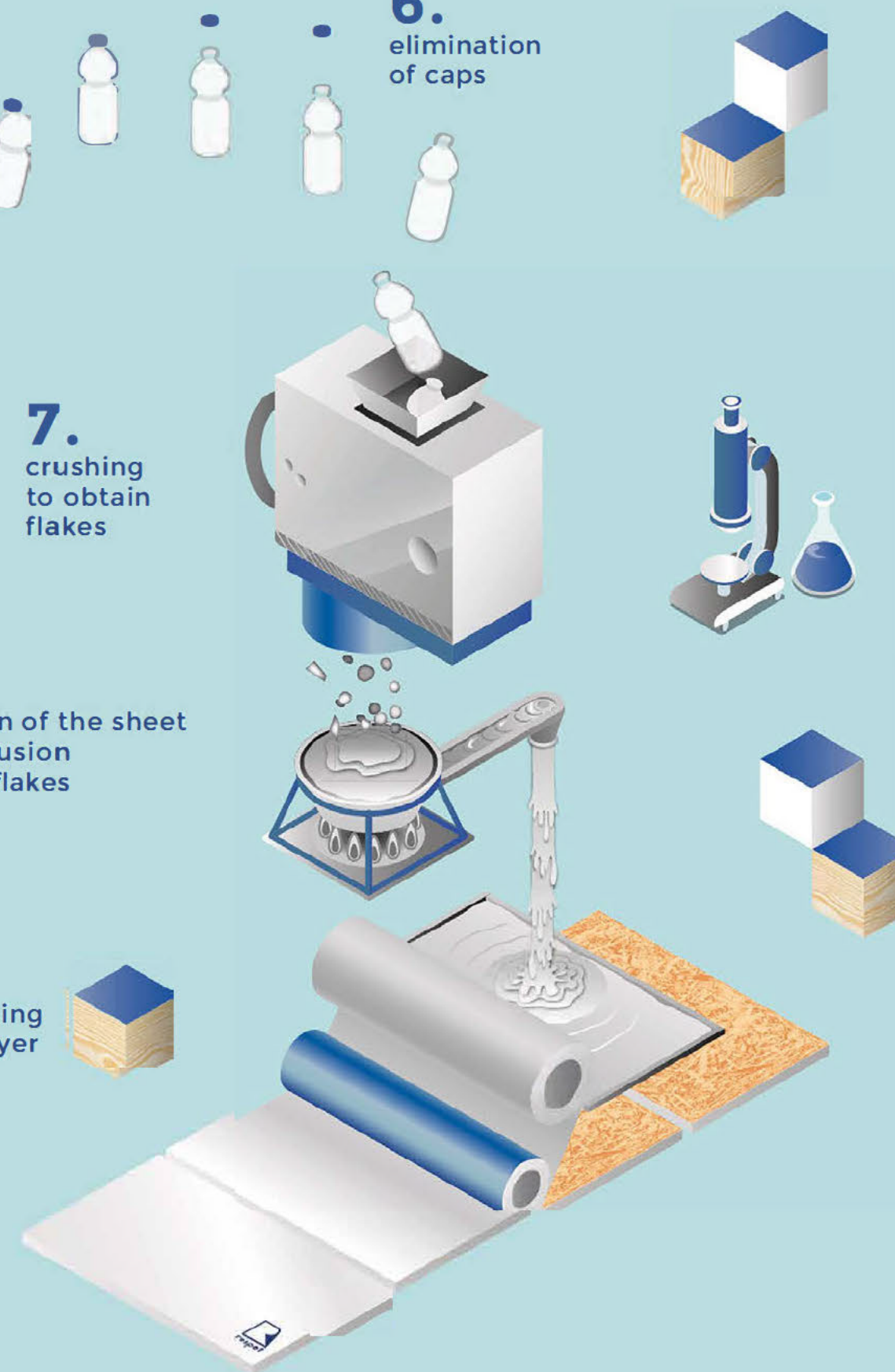
6. elimination of caps

7. crushing to obtain flakes

8. creation of the sheet by extrusion of the flakes

9. lamination or thermoforming of the sheet layer on the panel

10. marking of the door or component to guarantee quality and item traceability



WHERE PET ENDS THE FUTURE BEGINS.



the eco-friendly
technology that

$$x1 = 25 \times$$


Recycling PET helps reduce the overall process of **disposing of plastic**. To create one medium-sized door with **25 half-liter PET bottles** are recycled and reused.

>0,5 lt 

It does not use **fossil fuels**, those non-renewable sources which use compromise their availability for future generations. Compared to conventional technologies, the manufacturing of one door with **saves half a liter of oil**.

-60% 

Compared to newly-manufactured PET, allows a **60% reduction in CO2 emissions**.

Scientists predict that, in 2050, the sea will contain a ratio of 1 kg of plastic for every kg of fish.

data: World Economic Forum

CONSERVES NATURAL RESOURCES

preserving the environment for future generations.

REDUCES THE NEED FOR LANDFILLS

and incinerators because when materials are recycled, less waste is sent to disposal facilities.

PREVENTS POLLUTION

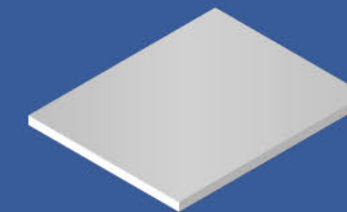
and reduces greenhouse gas emissions caused by the extraction and processing of raw materials.

SAVES ENERGY

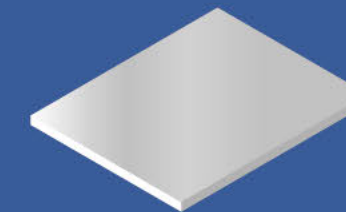
eliminating the need to extract and process raw materials.

THE SAME QUALITY OF A NEW MATERIAL, MORE POSSIBILITIES OF APPLICATIONS AND EFFECTS.

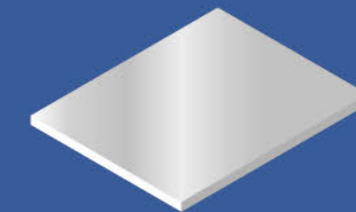
AVAILABLE IN ALL COLOUR VARIATIONS, IN GLOSS AND MATT FINISHES,
CUSTOMIZABLE WITH WOOD PRINTS AND ABSTRACT PATTERNS,
HIGH PERFORMANCE ON SMOOTH SURFACES AS WELL AS SHAPED SURFACES
AND UNDERCUT PROFILES.



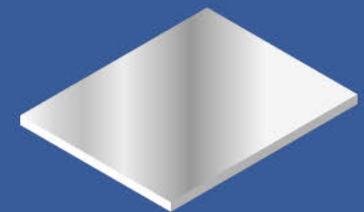
supermatt
5 gloss



satin
15 gloss



semigloss
35 gloss



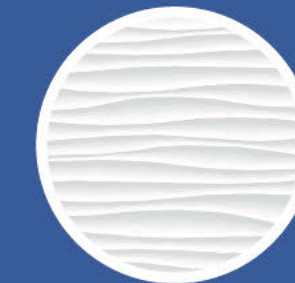
high gloss
over 90 gloss



colour
variations



wood
prints



abstract
patterns



shaped
surfaces

Proper recycling reaps benefits
for the environment and health.

Faced with these scenarios, the possible solution strategies are those that involve the behaviour of every person.

Everyone can help to safeguard the health of the planet by trying to lengthen the life-cycle of plastic, avoiding discarding it in the environment after a single use, and correctly recycling the waste. And by businesses, by experimenting with innovative technologies that can optimize processes or create alternatives.

We have done this.



RESPECT
COMES
FROM AFAR.

3B:
A COMPANY
AWARE OF
THE VALUE OF
PROTECTING.

ALWAYS ABLE
TO CREATE
INNOVATION.

ALWAYS
ABLE TO
UNDERSTAND
MARKETS
AND TRENDS.



ITALIAN ENERGY, INTERNATIONAL VISION.

Since 1945, 3B has put all its energy into research to develop new technology, engineer new operational procedures, and create new aesthetic solutions. So, we can maintain our position as a worldwide leader in the furniture door-and-components sector. This is our competitive advantage, and we know we must devote all our energy to it.

ENTIRELY MADE IN ITALY. REACHING OUT THE WORLD OVER.

Our entire production is made in Italy, at two facilities that cover 200,000 square meters; 130,000 of which are covered. 800 employees work in shifts to maintain a 24-hour production cycle, seven days a week. Our highest standards keep the production time of our customers' requests to a minimum, by providing reliable products that match Italian quality with cost effectiveness. Our goal is to translate quality into fast delivery worldwide.

SAFETY FOR HUMANS AND THE ENVIRONMENT.

3B has always paid particular attention to scrupulously meeting all the safety standards required to create a safe and healthy work environment. We dedicate the same attention to the environment in which we live, by adopting corporate policies to reduce the wastage of raw materials and to handle waste disposal. 3B collaborates with important customers worldwide to guarantee 100% recyclable packaging. We have obtained ISO 14001 certification for our efforts.



SINCE 1945, 3B HAS BEEN PURSUING ONE PATH: THE PATH OF EVOLUTION.

- 1945** The small carpenter's workshop opened by **Giovanni Bergamo** in San Biagio di Callata in the province of Treviso rapidly developed into a large-scale company through the spirit of innovation and the intuition of the Bergamo brothers.
- 1969** The Salgareda plant was opened specializing in doors and wardrobes.
- 1982** 3B was the market leader producing MDF panels using **2Sides** technology.
- 1987** Evolution took the form of **3B Round** with four rounded sides for modelling alternative shapes.
- 1995** The production of five-piece doors began, followed by the creation of a **3B Style Centre**.
- 1996** Showroom and a creative workshop which today showcases over 4,200 doors in different settings: kitchens, bathrooms, living rooms...
- 1999** Saw the advent of flat-pack furniture from design to production and packaging.
- 2001** 3B was in the lead of the field again in 2001 with RT technology for the production of 3B Acrilux and 3B Lux. The winning features of these new products were their luminosity, aesthetic appeal, durability and low environmental impact.
- 2008** Saw the birth of the exclusive 3B Graphic technology for precision printing on a wide range of materials with different color solutions, followed by 3B Touch for the creation of raised patterns in all shapes from textured finishes to graphic designs.
- 2011/2013** 3B's research culminated in 3BFluid Technology and the Maxxi-Gloss®, Maxxi-Mat®, Semi-Gloss, Dynamic Decor and Mirror products.
- 2017** 3B wins the RED DOT Award with the patented process



reddot award 2017
honourable mention

The Red Dot jury awarded
the title "Honourable Mention"
for a particularly well executed
aspect of design work .

OUR CERTIFICATIONS SPEAK FOR US.
We are committed to the continuous, consistent development of quality in all its facets.
We have a certified management system **UNI EN ISO 9001 - 2008** and **UNI EN ISO 14000**,
as well as other different certifications proving respect for the environment with our quality
products and in all the production phases. This is something to be proud of but, above all,
it is a guarantee for our customers.





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