



## GRUPPO BOERO PRESENTS THE EVOLUTION OF THE YACHTING DIVISION'S STRATEGY AT THE 62nd GENOVA BOAT SHOW And the latest news from the Boero YachtCoatings and Veneziani Yachting brands

**Gruppo Boero**, with the brands **Boero YachtCoatings** and **Veneziani Yachting**, confirms its attendance at the **Genoa Boat Show - Salone Nautico**, the most representative appointment of the excellence of made in Italy in the nautical sector, which from September 22nd to 27th will welcome insiders and lovers of the sea.

Once again this year the Group will be protagonist of the event proposing a new range of products and a vision strongly oriented toward sustainable innovation: the same vision that in more than 190 years of history has led the company to set its sights on more than three generations and 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, will be 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 also the goals set by the group in **the short, medium and long term**. The document will be available by scanning the QR code at the Boat Show stand and in the dedicated section of the [Group's website](#).

In addition to the projects and initiatives promoted by Gruppo Boero, there will be news from the yachting brands.

The **Yachting division** of Gruppo Boero with its brands **Boero YachtCoatings** and **Veneziani Yachting**, - international benchmarks in the production of paint solutions for yachting and **superyacht markets** - following the evolution of the strategy undertaken by the team, is strongly proposing itself as a **unique global supplier** for the full paint system and for a **wide range of services** to support partners and clients.

**Veneziani Yachting**, a brand that for more than 150 years has been constantly researching new technologies to satisfy sailing enthusiasts sailors, will present its new **Wood Line**, consisting of **four different categories: paints, impregnants, resins and teak care products**. A highly qualitative range that is formed by **19 products: 14 solvent-based and 5 water-based**.

In addition, will be shared the extensive and articulated **Veneziani Program**, the program created **to support the business of retailers** through multiple tools such as tutorials, the new website and **the innovative e-shop**, the first branded marketplace in Italy in the yachting sector, further improved with the aim of ensuring a high-level **user experience** and fostering the relationship with retailers and customers.

With its participation in the largest event in the Mediterranean dedicated to yachting, **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.



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



Beyond the Boat Show:

- On Saturday 24th, will be held in Genoa the traditional **Millevele**, the Genoese sailing race organized by the **Yacht Club Italiano**, of which Gruppo Boero is the **technical sponsor** with the **Veneziani Yachting** brand. An unmissable event for sportsmen and enthusiasts that the Group has decided to support in order to promote **the image of the city** and underline the **strong connection with the territory**.

**INFO:**

**Gruppo Boero**

**Salone Nautico**

**Genoa, September 22nd – 27th, 2022, h 10 a.m. – 6.30 p.m.**

**Stand: SM06 in ACCESSORI VELA - SAILING WORLD PAVILION**

**Communication Team:**

Gabriella Bisio: tel. +39 344 2067016; Sebastian Cares Peralta tel. +39 338 8538983; Emanuele Frisino tel. +39 346 8864368;  
e-mail: [comunicazione@Boero.it](mailto: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



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](mailto:boerobartolomeo@pec.collabra.it) - [www.gruppoboero.it](http://www.gruppoboero.it)

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



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](http://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](mailto:boerobartolomeo@pec.collabra.it) - [www.gruppoboero.it](http://www.gruppoboero.it)

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