

Press Release

The “green” path of Master Group continues with the new eco-packaging with QRCode

Master Group follows its commitment to protect the environment and to constantly improve its products and processes. The company, a global leader in the design and manufacture of high-tech accessories and parts in aluminium for doors and windows, has embarked on a new project to **rationalize the packaging** with the aim of optimizing the size thereof, and eliminating some internal packaging made of paper or plastic.

The decision to **eliminate instruction manuals** enclosed in the boxes of many products, meets the Master’s objective to reduce the environmental impact of the products: **the transition from paper to digital version** is, in fact, made using a simple **QR Code**.

By scanning with the smartphone the QR Code affixed to the inside of the new packaging, the user is directed to the online catalogue <https://catalogo.masteritaly.com/> where the assembly diagram and other useful information about the product (videos with assembly steps, brochures, product data sheets, technical drawing certificates) and catalogue details are available for consultation. According to **Lorenzo Lafronza, Chief Technical & Marketing Officer** of the company *“the new digital mode of consulting the assembly diagrams will help users to discover the opportunities that the catalogue details can offer”*.

This new project for the development of *green packaging*, represents a new step taken on the path of environmental awareness that establishes Master as a role model in the circular economy.

Actually, the company has always been focusing on sustainability and it has been the first company operating in the field of door and window accessories, to have signed a voluntary agreement with the **The Ministry for Environment, Land and Sea Protection**, by which it undertakes to define a methodology for calculating CO₂ emissions in order to plan and implement actions for improvement and reduction thereof within its production chain. The green policy of the company is very advanced and certified by the **Green Building Certification Institute (GBCI)** for the products belonging to **WEEN line**, which contribute to earning **LEED credits**.

Master, an **ISO 140001 certified** company, has also implemented the **Life Cycle Assessment (LCA)** method for the assessment of all interactions a product has with the environment throughout its entire service life.

«The measurement of consumption and impacts, which allows us to continuously improve our products and processes, not only from a technological standpoint, but also from the environmental one, is, therefore, a responsibility undertaken towards all stakeholders», states **Michele Loperfido, CEO of Master Italy**.