

# MAGIS

## Sustainability

“End the Dictatorship of Plastic”. It sounds like a slogan of the present day. It’s actually a declared mission that Magis has been pursuing since the early 2000s.

Experimentation, wellbeing and sustainability: these are the tenets of our innovation, in which design is about complete respect of the person and the environment.

This mindfulness is also reflected in our research into recyclable, biodegradable and non-toxic materials. But above all it is seen in the effort to choose new technologies that reduce waste and material use and focus on greener design that transcends time and fashion.

A good product should last.

That’s what we understand by sustainability.

Since our launch back in 1976 we have enjoyed the challenge of exalting the dignity of everyday objects and building relationships with trusted suppliers and collaborators. Because being green is about more than just image. It is by making ethical choices and ensuring continuity that sustainability is promoted throughout the supply chain.

We all have a responsibility towards the environment, and Magis has decided to take on this responsibility by choosing excellent, forward-looking, timeless design. Every product, every collection is designed around the person and the environment, for an increasing, collective well-being. This is why it is important to shun disposable products, and instead create pieces that will accompany us over time before ultimately being recycled.

We were among the first companies to look for real alternatives to plastic, going against the flow when the market was still pushing towards this material. But it’s worth noting that good quality plastic, even if it doesn’t come from post-consumer waste, is not only recyclable but can last for many years, reducing short-term environmental impact.

This is also a part of research and development: experimenting with new materials and rediscovering old ones, in a circular economy perspective that embraces new industrial processes with a low environmental impact, from production to logistics.

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# MAGIS

Promoting a circular economy also means maintaining lasting and trusting relationships with partners, developing together. We have always focused on young talent, and with them we have grown and formed a team that is now part of our family. We like to keep banking on emerging designers. Because we are always looking for new ideas, new languages, new materials and innovative methods. To respond to that “something more” (Magis is a Latin locution meaning “more”) that defines us as a company. Sustainability and wellbeing go hand in hand.

We are an ISO 9001:2000 and ISO 14001:2004 certified company: our products have passed European testing and we have attained several international certifications (e.g. TÜV SÜD quality mark, FSC® C123236 certification and GreenGuard Gold certification).

We set exacting criteria for the quality of our raw materials, production processes and environmental standards.

We ably combine aesthetics, ethics and poetics with pure innovation: Magis quality is a tangible value, as proven by the numerous certifications attained by the company.

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