

# MAGIS

## Magis Spa Code of Ethics

**Pushing the boundaries of design since 1976**

## About

For over 40 years we have been creating design products for the home, office and contract industry. Magis was established in 1976 in northern Italy. Since then we have become a global player in the design world, whilst always remaining faithful to our core values – redefining the horizons of design. We are always on the lookout for new ideas, new design languages and innovative production methods. Our portfolio ranges from the most purist to the most expressive styles. Some may say that Magis is eclectic. We reply that yes, in effect, we are. Because uncompromising design requires freedom.

Every single one of our projects must comply with the highest standards. A Magis product must satisfy both aesthetic and functional requirements. And must embody a great idea. Otherwise it would be normal, trivial, simply not Magis. We are a family run business and we believe in strong family values. We help each other so that we can grow together. We are interested in building long-lasting, positive relations with our employees, customers and partners. As a means of strengthening our community, we manufacture in Italy. In this way we contribute to preserving the outstanding craftsmanship for which our region has been renowned for centuries. Every Magis product is created to the highest possible quality and reflects the extraordinary skills and competences of the people we work with.

Faithful to our vision, we are always on the lookout for exceptional design talents. Many of these talents have become famous worldwide during our journey: designers like Jasper Morrison, Konstantin Grcic, Philippe Starck, Ronan & Erwan Bouroullec and Jerszy Seymour have been with us for a long time and today are to us more than just collaborators. They are part of the Magis family.

## Responsibilities

Magis is a family business in the truest sense of the word: run by the Perazza family and steered by solid values.

We believe that respect, honesty and loyalty are important qualities in life and in our work. This is why growing together and being responsible for each other are concepts on which our company philosophy is based. Our intention is to create lasting, fruitful relations with all our employees, designers, suppliers and partners.

Even though Magis is a global brand in the design industry, we are firmly rooted in the Veneto, a region now long famed for its excellent industrial manufacturing and traditional craftsmanship. We wish to give back to our community in return for what we have received: which is why we work with partners who are close to us, both in terms of geography and the values we share.

Almost all our suppliers are based in Italy and the effect of this is highly positive: our production has a fairly limited ecological and logistical footprint.

A design and furniture brand like ours must be aware of its responsibilities towards the environment. All our products are made to last. Timeless design, durable materials and excellent workmanship make them objects to be used and admired for a long time to come, making them stand out in a society where the concept of using then throwing away prevails.

For over a decade we have been actively researching alternatives to the usual plastics.

Over the years we have experimented with various materials, such as jute, hemp, recycled plastic, recyclable plastic and even biodegradable plastic. One of our main objectives for the future is to further reduce the environmental impact of our manufacturing and logistics.

## **Code of Ethics**

This Code of Ethics incorporates and formalises the values and lines of conduct inherent in Magis carrying out its business activities since its inception. In other words, the Magis Code of Ethics formalises in a document the Company's business culture, which is not unchanged over time but can, in pursuit of continuous improvement, adapt to new, higher standards.

The indications set out in this Code of Ethics must be followed by all collaborators, managers and administrators and have always been an integral part of the Company's DNA.

This Code of Ethics applies to all Magis Spa stakeholders and affiliates and/or subsidiaries in Italy and abroad.

## **Magis' stakeholders are:**

- employees
- customers
- suppliers
- consultants and other external partners
- associations with which the Company comes into contact
- public administration
- local communities
- press

## **Magis' values and principles are:**

- honesty
- respect for the law
- respect for and protection of the environment
- respect for fundamental labour rights
- safety in the workplace
- inclusivity and equal opportunities
- sustainability
- transparency and orientation towards the quality of information
- innovation
- customer orientation
- product orientation
- orientation towards quality of the product
- orientation towards excellence
- made in Italy
- respect for design

## **Employees**

The recruitment of new employees or partners at Magis is based, at the same level of competence, on the principles of equal opportunity and transparency. All information requested from candidates, in compliance with the law, serves to provide as exhaustive a picture as possible in order to verify their professionalism.

No discrimination whatsoever is permitted in the choice of candidates.

All Magis personnel are employed under a regular employment contract established by law.

The workplace is bright, clean and pleasant.

The Company seeks to establish a positive climate in order to build lasting, fruitful working relations for both parties.

Efforts are made to consistently encourage dialogue and exchange between the different departments of the company.

Internal relations must be based as far as possible on esteem, respect and education.

Leave and absences from work are granted to help employees as much as possible.

Management is constantly open to considering improvements of all kinds.

Remote working is permitted if compatible with the job description.

Employee privacy is guaranteed as far as is possible and in all cases working relations comply with legal provisions and the provisions of Law Decree 196/03 and Regulation (EU) 679/2012 (GDPR).

As part of its staff management, Magis promotes training courses on safety and refresher training courses for employees on an on-going basis.

## **Customers**

Customer relations are maintained by people trained to the standards set by Magis. A product is not just simply sold, effort is always made to promote the culture of the Company.

Company/customer relations are founded on courtesy, professionalism, respect and fairness. Customers not aligned with Magis' principles are not served.

Magis promotes an extremely high level of pre- and after-sales, striving to do its utmost to meet the requirements and expectations of customers.

The quality of the product and service is constantly monitored with a view to on-going improvement.

## **Suppliers**

Relations with suppliers are based on professionalism and fairness.

The basic criteria for the selection of suppliers are solidity, punctuality in fulfilling orders and openness to innovation.

Long-term relationships are favoured in order to promote friendships that benefit the quality of the product and the service.

Relations with suppliers are founded on the values of integrity, loyalty and transparency, on the understanding that nowadays attention towards the environment and sustainability are pre-requisites.

Checks on the working conditions inside suppliers' factories are carried out periodically by specially trained staff.

When evaluating suppliers, the quality of the product being equal, the economic factor is considered in addition to:

- compliance with the law
- compliance and punctuality in the fulfilment of orders
- standard of service provided
- propensity for improvement
- propensity for innovation
- financial solidity
- technical know-how
- flexibility
- distance of the Company
- attention paid to the environment and sustainability

## **Consultants and other external partners**

All relations with external consultants are governed by special contracts that specify the competences and nature of the service provided.

Such relations are based primarily on professionalism and skills (otherwise there would be no need for them) but also on esteem and mutual respect without which value cannot be built.



## **Associations with which the Company comes into contact**

Magis maintains on-going relations with a number of associations by actively participating in association bodies and promoting their supported activities. Magis believes in dialogue between different settings and within associations as centres for the furthering of knowledge and culture both for itself and for its employees.

## **Public Administration**

Magis maintains relations with the Public Administration in order to carry on normal business activities.

All relations are conducted in compliance with the law in force in the country where the business is carried out and are based on mutual esteem.

All relations are maintained by dedicated persons and no activities outside of the normal Public Administration/Company relationship are permitted.

## **Local communities**

Magis, geographically located in a small town in the province of Venice, is perfectly integrated into the local area and supports local activities. The Company is rooted in its territory and produces no negative impacts on the surrounding environment.

The design of the company headquarters provided plenty of space for greenery thereby allowing staff to work in close contact with the outdoor environment.

## **Press**

Magis maintains relations with the press, in particular with the trade press through which it normally promotes its activities. Most information is included in the specific area of the website and so is already made public, while other information is formalised during specific events.

Press releases and, more in general, information for the press is provided by dedicated staff and in all cases is supervised by Management. All communications are truthful, transparent and easily verifiable.

## **Values and principles**

### **Honesty**

Magis and all those who come into contact with the Company are required to act in accordance with the principles of honesty, rectitude and moral integrity.

### **Respect for the law**

Magis and all those who come into contact with the Company are required to comply with laws in force in Italy and/or in the country where the service is rendered.

No violations for any reason whatsoever are permitted.

### **Respect for and protection of the environment**

All company activities are carried out with respect for the environment. All resources included in running the company and in the planning and designing of new products are used responsibly.

The environment and the local territory are the most important resources for our manufacturing activity but also, and more importantly, for people.

### **Respect for fundamental labour rights**

Magis have always been committed to implementing all actions aimed at:

- preventing the use of child labour;
- abolishing all forms of forced and compulsory labour;
- ensuring there is no discrimination with regard to employment and profession;
- respecting the freedom of association and the effective right to collective bargaining.

### **Safety in the workplace**

In addition to legal requirements, any requests or suggestions to make the workplace safe, healthy and pleasant are always taken into consideration.

### **Inclusivity and equal opportunities**

All personnel are employed under the normal contracts provided for by law.

All personnel have equal employment opportunities and equal opportunities for growth.

No discrimination of any kind is permitted.

Company tools for the on-going improvement of resources are made available to everyone.

### **Sustainability**

Without product the company would not exist and without “long-sellers” there would be no product at Magis. Magis’ product is not tied to fashion but is designed, planned and industrialised to last over time.

Creating long-lasting, quality products is the first and most important factor in limiting the impact of these on the environment.

Although Magis started out using plastics, in 2002 it declared in its press kit at the time “the end of the dictatorship of plastics at Magis” precisely at the time the Chair\_One chair produced from die-cast aluminium was launched.

The first ISO 14001 environmental certification dates back to 2007.

Over the following years, Greenguard and FSC were added.

### **Transparency and orientation towards the quality of information**

Everyone at Magis is expected to provide correct, complete and transparent information. Decisions must be the result of certain, understandable data.

### **Innovation**

Magis has always been a company intent on innovation.

Magis does not do what others do and has often been a first mover.

Magis was a first mover when it introduced:

- Bombo, the first adjustable-height design stool in 1996
- Air-Chair, the first chair worldwide designed to be manufactured using air-moulding technology in 1999
- Chair\_One, and declared the end of the dictatorship of plastics in 2002
- Officina, the first design collection made of forged iron in 2015

For Magis, being a first mover *means discovering a solution that not only resolves the single problem but also adds new know-how to the discipline.*

(Eugenio Perazza)

### **Customer orientation**

Customer satisfaction is a source of great pride at Magis.

A Magis piece in the home or a public environment must bring quality, pleasure and positivity to the environment. All this occurs when the customer is satisfied and appreciates Magis.

### **Product orientation**

A Magis product must be impeccable in accordance with the Company's standards and the bar must be continuously raised.

### **Orientation towards product quality**

The product created must be to "Magis" standards, not only with regard to design and but also in terms of quality.

High quality and durability are essential aspects of the design process.

### **Orientation towards excellence**

Excellence is never achieved but striving towards it means improving and getting better every day.

### **Made in Italy**

*Made in Italy* has always been a value that is stamped like a trademark on our products.

All Magis products have always carried wording that contains the Magis logo, the name of the product, the name of the designer and *Made in Italy*.

Magis has always manufactured in Italy and as close to the Company as possible in order to maintain the heritage of craftsmanship and know-how of the local area.

### **Respect for design**

Design culture at Magis is a vocation we foster on a daily basis and is expressed not only through product design but embraces all the departments of the Company.

It is a culture that promotes innovation, experimentation, know-how and intellectual property.

Magis rejects any form of counterfeiting, copying and disrespect for intellectual property rights.

Magis consistently promotes respect for the authenticity of design.

## **Compliance with and violations of the Code of Ethics**

This Code of Ethics has been approved by the Board of Directors of Magis Spa. The Code of Ethics will be brought to the attention of all addressees and will be published on the company website.

Every addressee is expected to comply with it and is responsible for ensuring its observation.

Any kind of violation and/or alleged violation must be reported by e-mail to:

[audit@magisdesign.com](mailto:audit@magisdesign.com)

Violation of the principles of the Code of Ethics shall result in warning and sanctions procedures.

When necessary, appropriate modifications shall be made to this version of the Code of Ethics.