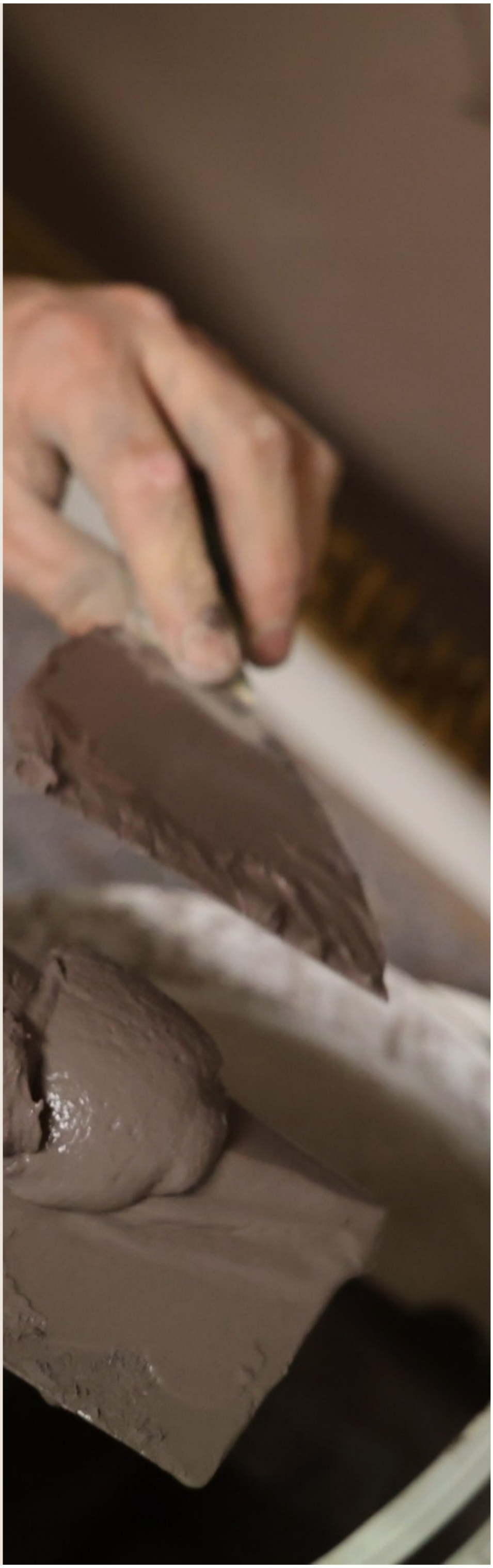
MATTEOBRIONI

BENEFIT COMPANY · IMPACT REPORT

2025

A year of material, research and responsibility. Earth as origin, innovation as method, positive impact as direction.



Document

Impact Report

Period

Year 2025

Vision

Raw Earth. Italian Design.

Timeless Italian elegance meets raw materiality.

MATTEOBRIONI was born from earth and continues to grow through research. The 2025 Impact Report describes a concrete path: more measurable products, more efficient processes, more engaged people and stronger relationships.

2025 was a year of industrial and cultural consolidation. The company invested in quality, certifications, circular economy, welfare, training and new production tools. Not as a formal exercise, but as a daily choice of responsibility.

Material remains the starting point. Sustainability becomes a method. Beauty, a form of impact.

01 Our journey

MATTEOBRIONI's sustainable growth is driven by measurable industrial choices: new skills, new plants, greater control, more data and deeper attention to the product's environmental quality.

RAW EARTH PRODUCTS	WELFARE	SATISFACTION	DONATIONS
55%	**€2K**	**75%**	**€1.5K**
Share of raw-earth products out of total sold in 2025.	Value introduced per employee in the company welfare programme.	Result of quarterly internal questionnaires dedicated to the company climate.	Contribution to ASD Pallacanestro e Pallavolo Reggiolo.

02

Sustainability, innovation and quality

In 2025 MATTEOBRIONI strengthened its technical infrastructure, introducing new skills and new tools to make sustainability a verifiable production practice.

AREA	RESULTS ACHIEVED IN 2025	2026 OBJECTIVES
Quality and system	Hiring of a new Quality Assurance Specialist, responsible for drafting procedures and managing system, product and production quality.	Implementation of ISO 9001, ISO 14001 and ISO 45001 certifications.
Recycled raw materials	Introduction into formulations of a new raw material from recycled sources, validated through tests and used in 3 products.	Further increase raw materials from recycled and renewable sources.
Binders and packaging	50% reduction in the amount of liquid binders used and development of more sustainable, functional packaging.	Further reduce the binder percentage in products, increasing the sustainability of formulations.
LCA and EPD	Completion of LCA studies and achievement of EPD certifications for MB MATERIA SMOOTH and MB TERRA NATURAL SMOOTH.	Complete the LCA study and obtain EPDs for all products in the range.
Production	Purchase and commissioning of a new low-impact powder-mixing system with integrated abatement and recovery of waste dust.	Monitor energy consumption of the new Transition 5.0 system and optimise production to reduce consumption.
Logistics and emissions	Expansion of the production hub with two new sites, greater storage capacity and reduced transport to the company. DHL GoGreen Plus certification to reduce Scope 3 emissions through Sustainable Aviation Fuel.	Introduce advanced methods to control pollutants and emissions.

03 People, welfare and work culture

Sustainability is also measured in the quality of daily work: safety, listening, training, inclusion and better tools to work better.

AREA	RESULTS ACHIEVED IN 2025	2026 OBJECTIVES
Welfare	Introduction of company welfare equal to €2,000 per employee.	Increase welfare available to employees.
Company climate	Quarterly surveys with positive results and employee satisfaction at 75%.	Ensure well-being at all levels, creating a healthy and proactive work climate.
Equality and inclusion	Achievement of Gender Equality certification UNI/PdR 125:2022.	Consolidate inclusive policies and practices within the organisation.
Operational safety	New production system reducing manual handling of loads. Rental of two new forklift trucks.	Continue implementing tools to improve safety, ergonomics and efficiency.
Training	Around one course per month throughout the year.	Continuous staff training to ensure growth and full operational capacity of the whole team.
Tools	Renewal of technical and IT equipment in offices.	Continue improving work tools and daily operational quality.

04

Territory, culture and social impact

MATTEOBRIONI considers the culture of raw earth a heritage to be shared: with schools, universities, applicators, the sales network and social organisations in the local area.

In 2025 the company supported educational and local activities through donations, seminars, technical courses and local initiatives. The relationship with the territory is not accessory: it is part of corporate responsibility.

Technical training for applicators and installers becomes a tool for cultural dissemination. Transmitting the correct use of the material also means promoting more conscious economic and professional models, capable of generating value over time.

AREA	2025 RESULTS
Schools	Two donations of free material to the Art High School of Mantua and the Art High School of Lucca.
Universities	Seminars at the University of Florence held by Arch. Matteo Brioni on sustainability and raw earth.
Territory	Donation of €1,500 to ASD Pallacanestro e Pallavolo Reggiolo.
Training	Recurring courses for applicators and installers during the year.

05

2026 Objectives

The 2026 objectives translate the benefit vision into an operational programme: certify, measure, reduce, train and involve.

Product and environment

- EPD for the entire product range.
- HPD and Air Comfort Gold VOC certifications.
- More raw materials from recycled sources.
- Reduction in the number of raw materials used.

System and production

- ISO 9001, ISO 14001 and ISO 45001.
- Energy monitoring of the Transition 5.0 plant.
- Advanced control of emissions and pollutants.
- Reduction of production impact.

People and stakeholders

- Increase in employee welfare.
- Periodic all-hands internal meetings.
- Events with sales network and stakeholders.
- Continuous team training.

Culture and territory

- Collaboration with UNIMORE.
- More university seminars on sustainability and raw earth.
- Educational events in schools.
- Donations to local non-profit and sports associations.

Technical training

- Increase in courses for applicators.
- General training for installers and applicators.
- Dissemination of regenerative cultural and economic paradigms.

Circular economy

- Progressive recycling of materials.
- Recovery of waste dust.
- Reduction of production impact.
- Application of circular economy principles.

Raw earth is origin. Responsibility is direction.

The 2025 Impact Report is not an end point, but a stage in a wider journey. MATTEOBRIONI will continue to invest in research, quality, material culture and people engagement.

Beauty is not only aesthetic. It is care for the process, attention to the territory, responsibility towards those who work, design and will inhabit the spaces.

RAW EARTH.
ITALIAN
DESIGN.

MATTEOBRIONI SB

Impact Report 2025

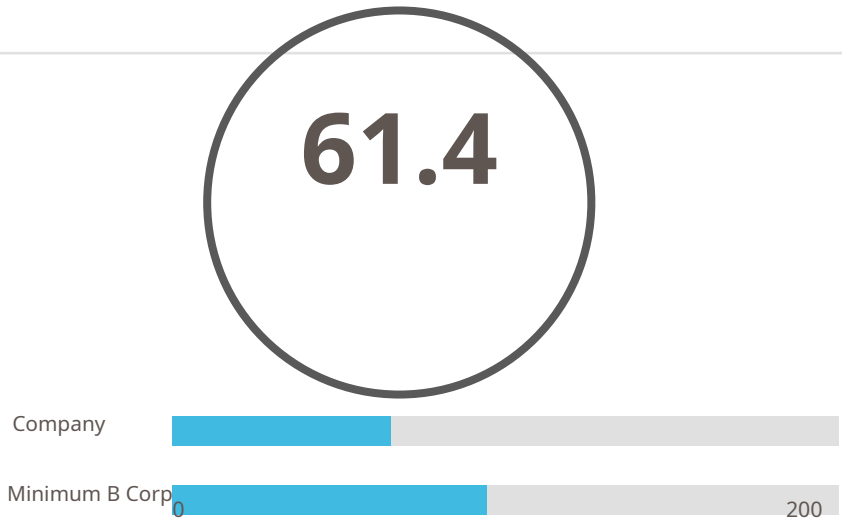
Document prepared to describe results, actions and objectives connected to the company’s common benefit purposes.

The commitment to assess the impact generated by pursuing the common benefit purposes on the basis of the international external assessment standard "B Impact Assessment" (BIA).

Overall score: B Impact Score

Matteo Brioni Srl

Fiscal year end date 31 Dec 2025



Governance

Discover how the company can improve policies and practices relating to its mission, ethics, accountability and transparency.

QUESTIONS ANSWERED	OVERALL SCORE
24/25	**11.9**

Workers

Discover how the company can contribute to the financial, physical, professional and social well-being of its workers.

QUESTIONS ANSWERED	OVERALL SCORE
43/43	**21.4**

Community

Discover how the company can contribute to the economic and social well-being of the communities in which it operates.

QUESTIONS ANSWERED	OVERALL SCORE
37/37	**13.8**

Environment

Discover how the company can improve its overall environmental management.

QUESTIONS ANSWERED	OVERALL SCORE
81/82	**12.5**

Customers

Discover how the company can improve the value it creates for direct consumers of its products and services.

QUESTIONS ANSWERED	OVERALL SCORE
7/7	**1.6**