



**PRESENTING THE *REDA SUSTAINABILITY AWARD*,
A REDA GROUP INITIATIVE IN SUPPORT OF THE MOST
ECO-FRIENDLY GROWER IN AUSTRALIA**

Biella, October 28th, 2018 – Reda Group, an Italian industrial company and leading manufacturer of entirely Made in Italy merino wool textiles, presents the ***REDA SUSTAINABILITY AWARD***, supporting growers from **Australia** that have distinguished themselves in advancing sustainability within their farms.

The initiative – now in its first edition – was created from a desire to officially recognize and reward the farm that has demonstrated an exceptional and growing sensitivity with regards to animals and the entire ecosystem. The Winning grower will be recognized with a monetary reward that can be utilized towards additional *green* initiatives.

Eligibility for the award requires several fundamental elements in addition to compliance with national regulations, including the *abstention from mulesing practices, high environmental awareness, traceability of raw materials* and naturally, *compliance with the high qualitative standards* that characterize Reda manufacturing.

Lanificio Reda, which has always been committed to environmental protection and fair treatment of animals, has invested significantly over the past 25 years in innovation in order to render the luxury fashion sector completely sustainable. In fact, Reda is the **only EMAS-certified vertical textile mill in Europe** as well as a benchmark for other mills that want to achieve the certification. EMAS, which stands for Eco-Management and Audit Scheme, is a voluntary instrument created by the European Commission that enables companies and organizations to assess, manage and **continuously improve** their environmental performance with public reports on their initiatives for increased **transparency** throughout the process. The scheme's main objective is to contribute to the creation of a **sustainable economy**.

“We are very pleased to have created this award – said Francesco Botto Paola, Chief Operating Officer and family member – that offers us the opportunity to increase awareness among our growers in order to ensure that the quality of our wool is always compatible with the utmost respect for animals and the environment. This initiative will bring us ever closer to our consumers, who share our passion for the advancement of sustainability.”

The winner of the first edition of the Reda Sustainability Award is Cdf / New Eng, owned by Peter & Rosemary McNeil.

1865 marks the start of a wonderful story, a tale of authentic passion for wool. It all began with a winning hunch by enterprising businessman Carlo Reda, who took control of an old mill to lay the foundation for his own first wool mill that was subsequently expanded over the years by his son Giovanni until 1919, the year that Albino and Francesco Botto Paola acquired the entire complex. From that moment on, REDA would never stop growing, while also keeping its roots deep in tradition and enriching the specialised handcraftsmanship skills of its workers in the Biella area at the same time.

Successori Reda spa

Via Robiolio, 25 – 13825 Valle Mosso (Bi) - Italy