



## **For FITT Group, a certified B Corp, value creation is achieved through processes, products and governance**

In September 2024, FITT Group became a certified B Corp - a decisive milestone in an ongoing journey of awareness that began in 2019, when sustainability became an integral part of the corporate vision.

The B Corp Certification, conferred by the non-profit organisation B Lab, attests to compliance with high standards of social and environmental performance. This recognition is the result of a rigorous evaluation process that examines corporate practices and results across five key areas: governance, employees, community, environment, and customers.

Certified B Corp companies join a global community united by a common vision: transforming business into a positive force for people, communities, and the environment. It is precisely through the convergence of shared values, diverse experiences, and cross-disciplinary expertise that authentic dialogue emerges—one that inspires and fuels an ongoing journey of continuous growth, where every exchange becomes an opportunity to generate an increasingly significant impact.

The company's concrete commitment to sustainability is reflected in the development of new solutions and the management of their production process with a single objective: minimizing environmental impact across the entire product life cycle. In 2024, FITT Kiuma took center stage as the PVC-free domestic irrigation hose that combines the lightweight and flexibility of expandable hoses with the durability of traditional ones.

Thanks to advanced technologies and state-of-the-art materials, the FITT Kiuma garden hose is 25% lighter than a conventional one while retaining its flexibility even in extreme conditions. These features, combined with high-pressure resistance and an excellent water flow rate, make the FITT Kiuma hose ideal for both everyday and intensive use—from watering vegetable gardens and lawns to all outdoor cleaning tasks.

FITT Kiuma achieves two important goals: complete industrial recycling and a reduction in CO<sub>2</sub>e emissions. In fact, FITT Kiuma is a single-material solution: this specific formulation makes the hose well suited to industrial recycling. Furthermore, compared to the current expandable hoses in the FITT Ikon range, FITT Kiuma reduces its CO<sub>2</sub>e emissions by 45%.

FITT Kiuma's packaging is plastic-free, and in addition, the accessories included have been manufactured using at least 60% recycled plastic.

These achievements are the result of a journey in the field of sustainability, initiated on the occasion of the company's 50th anniversary, which is becoming increasingly concrete day by day, manifesting itself in individual products, production processes, and corporate governance.



## **FITT**

FITT, a leading global group established in Italy in 1969 - and today a Certified B Corporation - is a pioneer in the production and development of solutions for the transfer of fluids for domestic, professional and industrial applications. For over 50 years, FITT has been developing high-tech solutions that guarantee to our customers reliability, safety, top-level performance and ease of use. With its headquarters in Sandrigo (Vicenza), FITT has a turnover of around 300 million Euro, exports to 100 countries, has 1.150 employees, 14 production sites (9 in Italy, 5 in Europe), 15 logistics sites worldwide and 5 subsidiaries.