

# Hands on the future

*Nettuno: quality and sustainable development for hand care and hygiene*

Run by the Fratus family, today on its third generation of family members, for almost fifty years Nettuno has been making products for the washing and care of working hands. It started off with the traditional wash paste of the sixties, and thanks to the experimentation that the founder of the company carried out in his garage at home, today Nettuno makes creams, gels, liquid soap for daily use, barrier creams and anti-bacterial sprays. “The experiments served to fine-tune products giving them an ever higher performance, and this is a part of our genes. We focus not just on developing solutions to prevent hand problems and

to remove many different types of dirt, but we also carry out research on the packaging, to make it ever more eco-compatible. Sustainability for us is a modus operandi based on a series of good production practices and a Social Responsibility policy, and also adhering to projects for the circular economy tied to reducing waste and pollution.” This is how Marina Fratus, the Ceo of Nettuno, begins. According to her, adopting models of sustainable production means reducing the use of natural resources, saving energy, and using ever greener prime materials with a reduced environmental impact, along with reducing traditional plastics and introducing bio-

degradable ones. With regards to sustainable packaging, one of the latest products developed by Nettuno is T-Duck, a new wall-support for hand-washers which unites design and simplicity. “With respect to a normal wall dispenser, it takes up less space and reduces the quantity of plastic in the environment”, explains Fratus. Nettuno is the Italian leader in the Skin Care sector, and has conquered major European and non-European markets facing off high level competitors. This is also due to its service, which includes the study and proposal of different kinds of products and packaging, both for big industries and for small ones. “Up till 2012, all of our products had been principally intended for industry, then we opened up to a new segment of the market in channel cleaning.” In line with the company’s sustainability policy, Nettuno is active in educational and cultural conservation projects. “We believe in the value of art. Supporting it means giving these riches back to the land they belong to, a form of social responsibility which creates value for the whole community and beyond.” ■



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