



Turin, October 20th, 2020

Press release – Entry into force of Decree 68/2020

Dear Client,

the aim of the present communication is to inform you that, after many years of campaigns made by tanneries, on October 24th, 2020, Decree 68/2020 will entry into force. This new Decree will govern the use of terms like “leather”, including synonymous and derivates, pursuant to Art. 7 l. n. 37/2019, “2018 European law”.

Due to these provisions, **the terms “pelle” or “cuoio” referred to any products not originated from animals will be forbidden**, either as adjective or as substantive, even as prefix or suffix, or in combination with other names, and also in languages other than Italian.

In other words, and as an example, **nobody will have the right to use expressions like “finta pelle”, “ecopelle” or “vegan leather” to identify synthetic products.**

In particular, aim of this Decree is to **defend the tanning sector** and, moreover, **to raise awareness in the final consumer** about fake materials.

The use of leather, then, will obtain further value, since there will not be “competitors” anymore allowed to use – not appropriately – the name, and link it to synthetic materials.

Mario Levi S.p.A. is finally happy to see its product granted by Italian legislation, in terms of product origins.

We also would like to underline a very important information related to the bovine leather, which used for automotive industries:

The leather is as a by-product of the food industry which is recycled and ennobled, through the tanning process,

It is then given a new life to a waste material otherwise to be disposed, with a consequent environmental impact.

Moreover, our Company offers to its clients a special product, for which has obtained a Trademark, named **Feeltek™**. This material is finished with the same production process of the leather, but **does not use any term, either in the name or in the description, that could confuse the final consumer about the origin of the product.** Indeed, **Feeltek™** is a synthetic material, with no animal content.

Following the new provisions contained in the Decree, we deem even more that **Feeltek™** could be a winning option for our Clients, by giving the opportunity to use a product which is acquiring a growing specificity and fully respects all the legislative requirements.

Therefore, we hope that this new Decree could give back to leather the dignity that in the past has always had. Furthermore, we are also confident that the general opinion and the market will follow this good trend.

Best regards.

Mario Levi S.p.A.

Sede Legale

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