

PRESS RELEASE

CELLULARLINE PRESENTS ITS 100% COMPOSTABLE SMARTPHONE COVERS



- *The launch of the new range falls within a wider strategic review of the Group's environmental footprint.*
- *The eco-friendly range will enable Cellularline to strengthen its position in a more aware user segment, introducing a sustainable alternative.*

Reggio Emilia, 18 February 2020 - The Cellularline Group presents BECOME, its first range of eco-friendly smartphone cases, initiating a process aimed at limiting its products' environmental footprint.

The product's composition is mainly based on polybutyrate (PBAT), a completely biodegradable copolyester which, combined with other plant-based materials such as bamboo fibre and corn starch, enables environmentally friendly disposal of the product at the end of its life, while keeping the smartphone's protection features intact.

BECOME is characterized by packaging that uses recycled and recyclable paper and is also completely plastic-free.

Distribution of the eco cases will begin in the first quarter of 2020 in the markets and channels served by the Group.

This press release is available on the company's website: www.cellularlinegroup.com.

*Founded in Reggio Emilia in 1990, Cellularline S.p.A. has a brand portfolio comprising **Cellularline**, **PLOOS**, **AQL**, **MusicSound** and **Interphone** and is the leading company in the smartphone and tablet accessory sector. The Group is at the technological and creative forefront of the multimedia device accessory industry, striving to deliver products synonymous with outstanding performance, ease of use and a unique user experience. The Group employs approximately 220 members of staff. Cellularline brand products are sold in over 60 countries.*

[CELLULARLINEGROUP]



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