



## Packaging business is people's business

### Case Cart-One, Italy

Creativity, a change of perspective, interdisciplinary collaboration – customer-centric innovation has long become much more than a purely technical topic. Against this background, Sada promotes diversity amongst its staff and is particularly committed to integrating women into its team. And it's certainly reaping success. The workforce at our partner's Salerno-based holding, which controls the company's six production facilities, is now made up of more than 50 % women. They occupy positions in a wide range of areas, including executive management. This development was not only made possible through the provision of part-time work models, but also the excellent reputation of the company throughout the region.

In addition to this, Sada already has its eyes on the next generation of specialists and managers. Just recently, the University of Salerno established the country's first Master of Packaging. Every year, Cart-One offers one student a scholarship for a six-month in-house training programme, which is currently

being undertaken by a young woman studying chemical engineering. Alongside some colleagues, one of the teachers includes Valentina Sada, daughter of the company's founder and Head of Research and Development and Marketing.

However, Sada doesn't just open up perspectives for academics. As part of the "Educational Tour" summer programme for the children of production staff, five children every year are given the opportunity to accompany their parents to work for one month. For Roberta De Vivo, now 28 years old, the experience was a huge opportunity. Her superiors were so impressed by her talent that she went on to complete an apprenticeship at Sada. Today, she is the youngest employee in the technical department and is responsible, among other things, for the paint systems used in production. It's a success story that Valentina Sada is particularly pleased about. After all, the business graduate is well-experienced in breaking new ground in a traditional environment herself. Amongst other feats, she completely redesigned the

company's marketing, since this area had long been neglected in the B2B sector. As the president of the marketing commission for the Italian Group of Corrugated Cardboard Manufacturers (GIFCO), she is also involved in close collaboration with the Legambiente environmental association. Through this, Sada aims to encourage other women – whilst simultaneously promoting her industry. 'For anyone who wants to develop further, the sky is the limit here.'

#### Diversity & Employer Branding at Sada:

- More than 50% of employees in the holding company are women
- Offer of part-time models to align personal and professional life
- Active support of first "Master of Packaging" Scholarships for a in-house training program
- Summer program "educational tour" for children of production workers
- Active engagement at Italian corrugated board association GIFCO