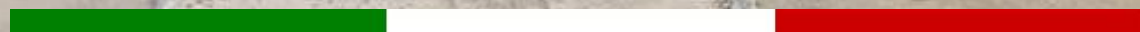




Vision, Mission & Core Values



Natural Stone Tiles Made in Italy

VISION - *Shaping the Future of Natural Stone?*



SENINI STONE aims to become a benchmark in the natural stone industry, recognised for the exceptional quality of its tumbled and antiqued natural stone tiles and flooring, and for a distinctive product offering that embodies authentic, timeless beauty. We aspire to contribute to a more responsible approach to architecture and construction by enhancing the intrinsic value of natural stone and our local heritage, while promoting a **sustainable, ethical and forward-looking production model**.

Our vision is to bring together the enduring beauty of Italian natural stone, specialist craftsmanship and continuous innovation to create surfaces that stand the test of time.



MISSION – *Our Purpose and Shared Ambition*



SENINI STONE creates high-quality tumbled and antiqued natural stone tiles and surfaces, combining generations of craftsmanship with continuous technological development. We integrate **traditional craftsmanship, technological innovation and environmental responsibility** to deliver natural stone solutions that are distinctive, durable and sustainable, meeting the evolving requirements of contemporary architecture, interior design and construction.

From the careful selection of natural stone to processing, finishing and packaging, we preserve the authentic character of the material while ensuring the consistency, precision and reliability required by professional B2B customers.



Traditional
Craftsmanship



Technological
Innovation



Environmental
Responsibility



**Durable Natural Stone Solutions
for Contemporary Architecture**



CORE VALUES – *The Five Pillars of Our Commitment*

At SENINI STONE, our business is guided by a clear set of values and a long-term commitment to creating value for our customers, partners, employees, community and the natural stone industry. We pursue this commitment through **concrete, sustainable and reliable solutions** designed to meet the needs of our stakeholders and build lasting relationships.

1. Value – CUSTOMER FOCUS & B2B PARTNERSHIP



Customer Satisfaction · Reliability · Active Listening

SENINI STONE is more than a supplier: we are a trusted technical partner for professionals working with natural stone.

Our direct and personal approach, rooted in our family-owned business culture and specialist expertise, enables us to provide tailored technical and commercial support to customers and partners throughout the entire supply process.

- Dedicated technical and commercial consultancy for **retailers, distributors, wholesalers, architects, designers and architectural firms.**
- Tailored support throughout the entire process, from **material selection and processing to finishing and packaging.**
- **Stock availability** to support fast and continuous supply, with batch control and detailed packing lists.
- An established commercial network in Italy and international markets.
- Direct participation in leading **international trade fairs dedicated to natural stone, architecture and building materials.**

Our approach is based on responsiveness, technical expertise and long-term partnership — providing our customers with the support they need to specify, source and deliver natural stone successfully.

2. Value – CRAFTSMANSHIP & INNOVATION



Craft Expertise · Innovation · Precision

SENINI STONE creates authentic Italian natural stone products — genuine stone expertly crafted, never an imitation of stone. Our strength lies in combining traditional craftsmanship with advanced technologies, allowing us to preserve the natural character of marble and travertine while delivering the **consistency, precision and repeatability required for professional projects.**

We believe innovation should enhance the natural material — **not replace its identity.**

- In-house management of the entire production cycle, from **careful quarry block selection to the finished product.**
- Traditional mechanical tumbling techniques for our antiqued finishes, creating **softened edges, a matt surface and an authentic naturally aged appearance.**
- A broad range of **Italian marble and travertine tiles**, available in coordinated finishes, sizes and patterns, both standard and bespoke.
- A wide selection of finishes and formats, including **Tumbled, Patinated, Bush-Hammered and other bespoke finishes.**
- Coordinated patterns and decorative solutions including **French Pattern, Opus Romanum, mosaics, strips and borders.**
- Specialist technical know-how continuously developed through the combination of **craftsmanship, production expertise and advanced technologies.**

3. Value – ENVIRONMENTAL RESPONSIBILITY & CIRCULAR ECONOMY



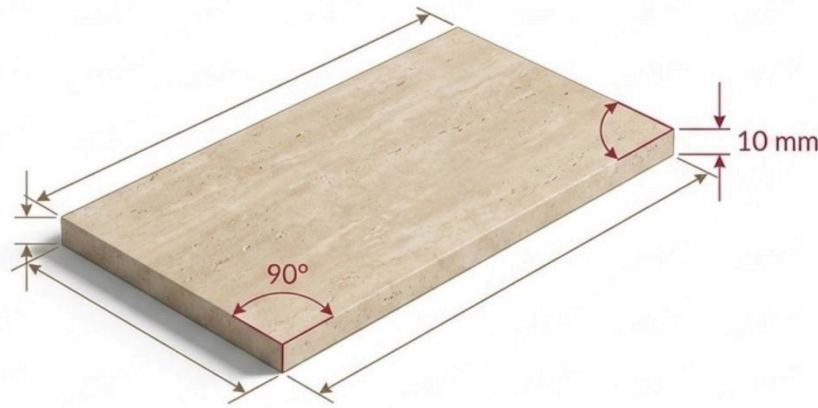
Environmental Sustainability · Circular Economy · Waste Reduction

For SENINI STONE, sustainability is a **concrete, measurable and documented commitment**, embedded in our products, production processes and supply chain. Natural stone is inherently durable and long-lasting. By responsibly processing and maximising the value of this natural material, we seek to reduce waste and support a more circular approach to the stone industry.

Our commitment includes:

- **100% natural stone products**, free from synthetic components and designed for a long service life, with opportunities for reuse and recycling at the end of their original application.
- **Full recovery of processing by-products**, including stone-processing sludge and stone fragments, which are recovered as secondary raw materials through our long-standing collaboration with a cement manufacturer within the framework of the **Consorzio Marmisti Bresciani**.
- Completion in 2025 of an **energy-efficiency programme at our Montichiari headquarters**, including heat pumps and LED lighting, with certified reductions in energy consumption measured in tonnes of oil equivalent (TOE), within the **PR FESR 2021-2027**
- Participation in a **circular-economy project for the natural stone supply chain**, in collaboration with Unioncamere and the Lombardy Region, supporting the reuse of quarry by-products in sustainable cycle-path construction and contributing to the regeneration and

4. Value – QUALITY & ATTENTION TO DETAIL



Quality · Precision · Continuous Improvement

For B2B customers, quality means much more than the appearance of an individual tile or batch. It means **batch-to-batch consistency, dimensional accuracy, reliable finishing and dependable performance over time.** SENINI STONE monitors every stage of production to maintain high and repeatable standards — **order after order and project after project.** Our quality commitment includes:

- Careful selection of raw materials directly at the quarry, including block inspection and approval.
- Quality control throughout the production cycle, covering processing, surface finishes, edges, thicknesses and surface texture.
- A standard thickness of 10 mm, with alternative thicknesses available for copings and special projects.
- Batch control and labelling for complete traceability.
- Reinforced crate packaging and detailed packing lists to ensure reliable handling and identification of every project batch.

5. Value – PASSION FOR NATURAL STONE, MADE IN ITALY & LOCAL HERITAGE



Passion · Heritage · Made in Italy · Local Roots · Shared Responsibility

Natural stone is at the heart of SENINI STONE. Our passion for natural stone began within our family in the **1990s** and has grown from deep roots in the Brescia area and within Italy's natural stone and construction communities. This heritage is expressed every day through the quality of our products, our involvement in industry organisations and our commitment to supporting the development and international recognition of the Italian natural stone sector.

- A **family-owned company** with specialist expertise developed since the 1990s in the natural stone and construction sectors.
- **Luisa Senini, CEO of SENINI STONE, serves as President of Consorzio Marmisti Bresciani (CMB)**, contributing her expertise and representing the interests of the local natural stone sector.
- CMB is actively involved in the **Botticino Stone District** and in **Confindustria Marmomacchine**, supporting the promotion and protection of quality standards within the Italian natural stone industry.
- Support and sponsorship of **cultural initiatives, exhibitions, conferences and restoration projects** in collaboration with public institutions, professional associations, industry consortia and educational organisations.
- Active participation in **AIM**, with indirect involvement in **AIB, Confapi and CNA**, reflecting our strong connection to the local business community and professional networks.
- International promotion of **Italian natural stone and Made in Italy craftsmanship**, with a direct commercial presence in the **United States, Mexico and other international markets**.



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