



Better Stands Case Study CPHI Frankfurt Brevetti Angela – SYFPAC

Brevetti Angela is a family-owned Italian company specialising in the production of Blow Fill Seal BFS machinery for the aseptic packaging of liquids.

Founded in 1977 in Arzignano, Italy, Brevetti Angela has since designed and provided SYFPAC BFS machines to pharmaceutical companies all around the world.

This case study will explore their sustainability journey with CPHI from space-only exhibitors to Gold standard Better Stands exhibitors. We spoke to Carlotta Tesolin, Sales and Marketing Specialist from Brevetti Angela to get her insights and perspective on the company's Better Stands journey.

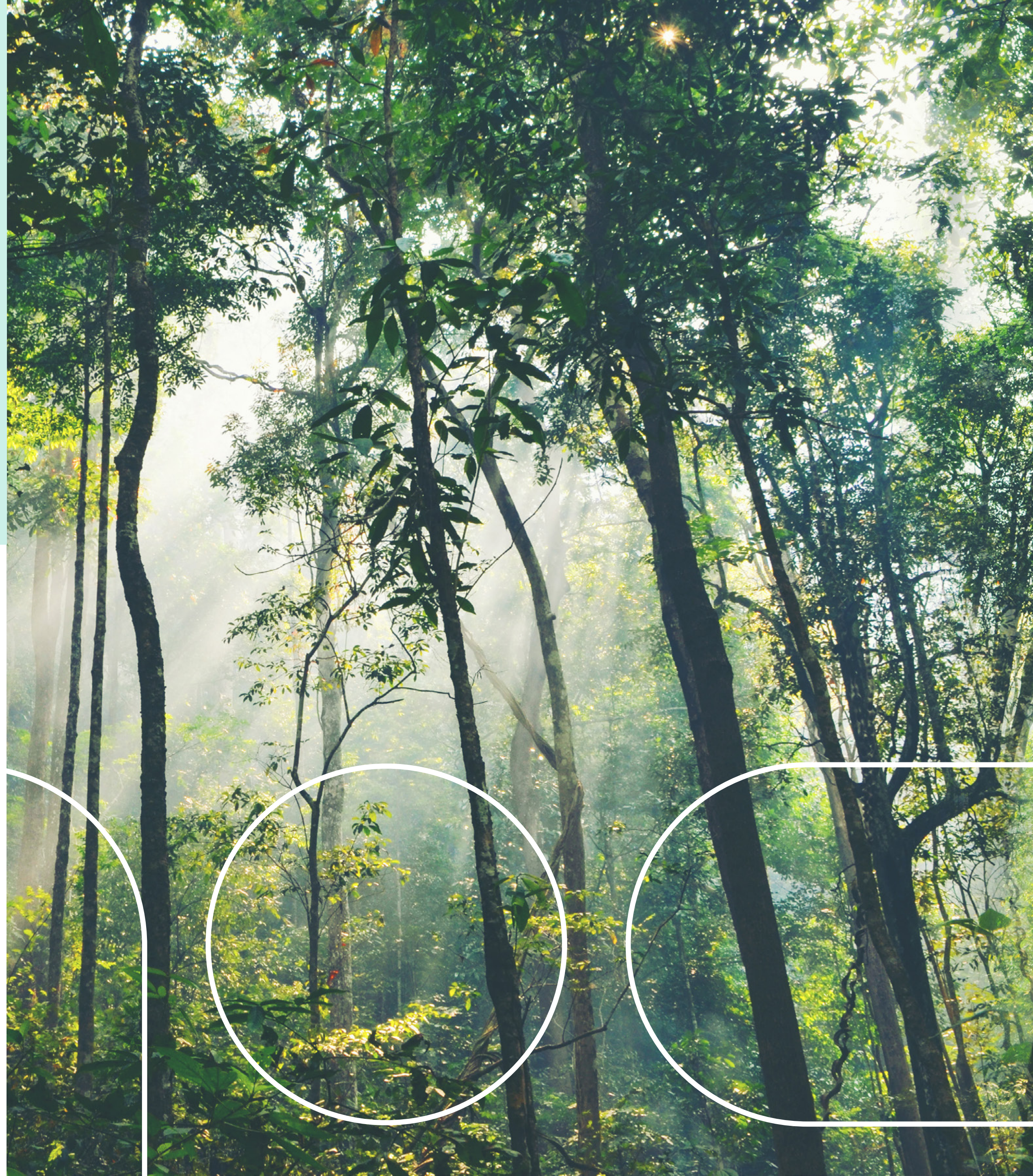


Sustainable exhibition strategy: a three-time gold award winner's journey

Company profile

A medium-sized, family-owned pharma equipment manufacturer with approximately 60 employees has established itself as a sustainability leader at CPHI events. Currently in its third generation of family ownership, this company has achieved Gold status in the Better Stands programme for three consecutive years: CPHI Frankfurt 2022, CPHI Barcelona 2023, and CPHI Milan 2024.

Better Stands is our programme to encourage and inspire sustainable innovation by promoting the use of recyclable and reusable materials, ensuring our events leave a smaller environmental footprint.



The exhibition evolution



“CPHI is our main focus of the year,” explains Carlotta. Their exhibition journey began with modest shell scheme booths before transitioning to space-only stands to accommodate their machinery, which typically occupies two-thirds of their exhibition space.

Over time, their presence has grown significantly from 30 to 90 square metres, reflecting their expanding market position and commitment to creating meaningful industry connections.



“CPHI is our main focus of the year”

Building sustainability through partnership

Central to their success is a **15+ year partnership** with a trusted designer and stand builder. “Working with partners you trust is essential,” Carlotta advises newer exhibitors.

This long-term relationship has enabled them to develop a sustainable exhibition strategy focused on:

- **Creating** open, adaptable layouts that can be repurposed across multiple events
- **Designing** modular showcases that can be reconfigured for different booth sections
- **Consistently reusing** logos, flooring and structural elements
- **Storing** materials between exhibitions at their Italian stand builder’s facility



“Working with partners you trust is essential”

Balancing costs with sustainability

The company faces several challenges in maintaining their gold-standard approach:

- **Adapting** reusable elements to varying booth dimensions and configurations
- **Creating** fresh, engaging designs while maximising material reuse
- **Managing** budget constraints that limit participation in additional sustainability initiatives

Despite these challenges, they've found that sustainable practices yield significant benefits, including **cost savings over time** and **alignment with their broader corporate values**.



Beyond the exhibition floor

Their commitment to sustainability extends beyond CPHI events. The company is implementing comprehensive environmental initiatives, including:

- **Transitioning** to electric vehicles for employee use
- **Installing** solar panels across their facilities
- **Developing** a new website that will highlight their sustainability credentials
- **Designing** new SYFPAC machinery with lowest plastic use and reduced utilities consumption

“We’re working to integrate our sustainable practices more prominently into our marketing and communications.”



Looking ahead

“Each exhibition is part of a continuous journey where sustainability and effective presentation work hand in hand.”

As the company continues its sustainability journey, they're exploring new opportunities to engage with the wider CPHI community, including potential participation in the Sustainability Centre Networking Event and the CPHI Sustainability Collective.

Their experience demonstrates how medium-sized companies can achieve gold-standard sustainability at major international exhibitions through thoughtful design, trusted partnerships, and a long-term commitment to material reuse and adaptation.

This approach not only reduces environmental impact but also delivers significant cost savings by minimising waste and maximising the lifespan of materials.



“At the heart of our approach is thinking beyond a single event”



Find out more

About CPHI

About Better Stands

