

Mirage Is Now ISO 14001:2015 Certified

By **Daniel Feldman** - May 18, 2023



Jessica Rossetti, Mirage's Chief Sustainability Officer, with the certification, between Cristiano Milone (on her right) and Matteo Milone (on her left) – both CEOs at Mirage – and all the team involved in the Environmental Management System (EMS).

At the end of a rigorous process lasting nearly three years, **Mirage** announces with great pride that it has completed the certification cycle for the creation and implementation of an Environmental Management System (EMS), and obtained ISO 14001:2015 certification.

ISO 14001:2015 certification requires compliance with the most important environmental standards and represents a particularly significant milestone for the Italian company specializing in the production of injection molded eyewear.

"Mirage has evolved in accordance with its own DNA, confirming that aptitude for change that has always characterized it since the 1980s. Thanks to intensive teamwork and efforts, we have completed the certification cycle and set the course for precise and ecologically responsible actions," says Jessica Rossetti, Mirage's Chief Sustainability Officer.

Since 1985, when the company was set up, Mirage has stood out for its manufacturing capabilities. Moreover, the quality of its products has been accompanied by a commitment to sustainable production in compliance with the highest standards: investment in state-of-the-art facilities and energy-efficient processes that contribute to a more responsible use of resources, and a reduced impact on the environment; continuous research and development of new materials to produce sustainable, recycled and recyclable eyewear; and staff training for an orientation towards ethical behavior in the workplace.

"For Mirage, the decision to certify the EMS came naturally, as only an analytical and transparent approach, in accordance with a standardized process, guarantees a credible and responsible commitment not only to the environment but also to our customers. The audits and certification carried out by an independent third party (SQS) has demonstrated to our partners and also to team members that our actions truly and concretely support our vision," says Cristiano Milone, CEO of Mirage.

But what does obtaining ISO 14001:2015 certification mean? It means that Mirage's Environmental Management System (EMS) takes into account all environmental aspects and risks related to: energy and water consumption, air pollution and emissions, the choice of raw materials, waste management, investments in environmental responsibility, the use of chemicals, maintenance procedures, and training and education activities. Moreover, thanks to a standardized approach, the company has endowed itself with a strategy for managing these aspects by setting targets ensuring a long-term commitment to reducing environmental impact.

Jessica Rossetti adds: *"This is the first ISO certification we have obtained, and behind this achievement, there has been a great deal of hard work: we have created a working team to manage all the environmental aspects, boosting the skills of internal resources which are supported by the expert team of Univa Servizi, both for the creation of the management system as well as for its implementation".*

The ISO 14001:2015 standard is also, directly and indirectly, consistent with 12 out of 17 Sustainable Development Goals (SDGs) included in the 2030 Agenda for Sustainable Development, adopted by all UN member states in 2015.



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ISO 14001:15**

ABOUT MIRAGE

It all started in the 1960s with a small family optical workshop, fueled by a passion for high-quality, innovative eyewear and the entrepreneurial spirit of Maria Negri and her beloved husband, Carmine Milone. At first, it was all about mounting lenses into frames for a large Italian manufacturer. Less than a decade later, the factory was already buzzing with many more manufacturing processes, and in the late 70' and early 80;s Carmine became the first eyewear factory owner to investigate and bring to the optical market the now well-known revolutionary nylon material, Grilamid TR90.

This innovation was a critical step that spearheaded **Mirage** from a small family business into a global provider of high-quality eyewear, using this lightweight and incredibly resistant Swiss material. From then on, Mirage has captured the attention of numerous renowned brands worldwide and its quality products became a benchmark for the market. Today, the company is run by the 2nd Milone generation, Monica, Matteo, and Cristiano, while the 3rd generation, starting with Jessica, is already being groomed into leadership positions. Possibly exceeding their parent's expectations (or not!), the 3 siblings have taken their parent's company to new heights, becoming a leader in manufacturing and quality for sunglasses and optical frames. Mirage prides itself on its long-term projects and investments such as new technologies, equipment, materials, and a strong emphasis on eco-friendly products, as well as on the caring and family-like culture that defines the company's workforce.