paving our sustainable present



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Europe, the Americas, Asia

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A message from Giuseppe Ambroggio

CEO of the AWAX Group



'We constantly reinvent ourselves to the changing needs of the coming generations. We constantly reinvest in technology and R&D to supply sustainable waxes to all industries. At AWAX we practice respect, honesty and transparency and believe in empowering our people for a better today and tomorrow. '



About Us

Each company of the AWAX group is 100% focused on waxes and leader in its market. The AWAX Group is focused on sustainable and environmentally friendly waxes and follows a solution based, customer focused approach, avoiding all unnecessary wastes.

We believe diversity is richness, flexibility is strength and transparency is key.





A thriving international group

The **AWAX Group** has 40 years of experience in developing and distributing unique wax products for all industrial applications, with a leadership in sustainable and environmentally friendly waxes.

Our Evolution



1988 Giuseppe.

Piergiorgio and Domenico Ambroggio found SER (Synthesis & Research). The two words encapsulate the vision and paradigm of the company



2003

SER acquires 100% of Price's Patent Candles

2004

HM the Queen awards Piergiorgio Ambroggio as Royal Warrant Holder



2010

SER starts its "Green Transition" to focus on sustainability



1982

Giuseppe &
Piergiorgio
Ambroggio
start working at
wax blender
Piacentini SpA

1994

SER acquires 100% of Piacentini SpA and launches "Santena 2000" aiming at developing a fully automated production of tailor-made waxes



2008

A fully automated logistics system for solid waxes integrates SER's fully automated wax production



2012

The President of the Italian Republic nominates Domenico Ambroggio Cavaliere della Repubblica

2012-2022

SER acquires Chauvin Agro. Parafinas Quintanar, Ceresine, Alpha Wax and Sasol Wax Natural and synthetic waxes for COSMETICS























Waxes for all applications



- Santena Italy
- Marseille France
- Quintanar Spain
- Birkenhead -UK

- Linz Austria
- Hamburg Germany
- Rotterdam Netherlands
- Houston Texas

Our locations

02

What Sets Us Apart?





Our manufacturing processes are completely automated providing constant product quality and minimizing waste



Self-generated energy

We cogenerate up to 80% of the electricity we use



Sustainable raw materials

We sustainably source raw materials worldwide



A better future starts today



'Green' technologies

state of the art production technologies to minimize environmental impact

Sustainable waxes

we design, produce and supply sustainable waxes for all applications

Care for this and the next generations

we support our local communities

What Do We Do?



Environment

We produce very low levels of GHG and we are committed to continue minimizing our environmental impact



Social

We believe diversity is richness. We cultivate an inclusive environment for all our employees



Governance

We comply with applicable standards and regulations relating to protecting the environment and preventing pollution



'Green' technologies

We are continuously investing in 'green' technologies to minimize GHG emissions and waste



Renewable Energy

We self- produce 80% of the electricity we use. We also recycle 100% of the production byproducts

How Do We Do It?

Uniqueness of our team

We believe and support the internationality of our team.
We support proactive thinkers who are willing to take ownership. We reward out-of-the box mindsets



We provide for our communities

We believe in a safe, caring and developed community. The AWAX group is bringing facilities, family events and commodities to the local communities

How Do We Do It?

Business ethic

We believe in honesty, respect, transparency and healthy competition.

We believe in setting and raising the bar to inspire all our partners and clients.



Business continuity

We believe in the power of planning for the future by maintaining a flexible mindset. For 30+ years we have achieved and surpassed our goals by creating opportunities in an ever changing world.

Our promise

'green' technologies

we will continue minimizing
waste while improving
working conditions

zero waste

we will continue recycling 100% of the production byproducts

sustainable waxes

we will continue designing, producing and supplying sustainable products worldwide

caring for the community

we will continue investing in our communities by bringing facilities, commodities and initiatives

400.000

MT of wax delivered to customers in 2021

5000

active customers

400%

vs 2016

fastest growing wax producer in the world

