



GUARDINI

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Bon Ton



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For the past nineteen years, the **Brands Award** has been the one and only initiative that rewards annual brand performance through objective and verifiable criteria that involve sales data, final consumer choices, the judgment of large-scale distribution managers and social media performance.

The **2018 Brands Award**, the prize dedicated to the best brands of consumer goods, promoted and organised by **GDOWEEK**, was held in the splendid setting of Palazzo Parigi at the beginning of July.



The **Brands Award**, which has reached its 19th edition this year, was created in collaboration with: IRI, a leading company in the consumer goods sector that offers a unique combination of innovative solutions based on predictive analytical models, integrated market information and consumer information; GFK, a leading international group in market and consumer research; Toluna, digital market research agency, leader in Italy and worldwide in the provision of online panels, consulting services to support research and technological solutions to carry out market research on consumers in real time; and Blogmeter, leading company in social media intelligence since 2007, specialized in providing social media monitoring and analytics solutions to agencies and companies.



La passione prende Forma.

Bon Ton Line:



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The numerous shapes are made of Hi-Top steel with a single layer non-stick Xylan coating. The baking trays of the Bon Ton line guarantee perfect cooking and non-stick results. Thanks to the special thermal conductivity of the steel used and to its low thickness, cooking in the oven of all foods, sweet and savoury, is rapid and uniform.

The quality non-stick coating ensures excellent results in the removal of cakes and in the cooking of salty dishes, also ensuring an easy cleaning of the mould after use.

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