

Best Sustainable Passive Road Safety Systems Manufacturer 2023 – Europe

Based in Travagliato, Brescia, Italy, VITA International endeavours to ‘sow sustainable safety’ through the research, development, design and production of wood clad guardrails. Spotlighted in the awards programme, we took a closer look at the firm and its products to see how it has revolutionised the industry for the better.

There is a significant appetite for sustainable practices and products across all industries, regions, and sectors. After all, if we want to make a real, achievable difference, innovation needs to come from all corners of the world, and any change for the better needs innovators and creatives thinking outside of the box. That’s where VITA International comes in, and where the company has flourished.

Of particular note are the company’s road safety guardrails which aim to reinvent and revolutionise the common road guardrail – often an unsightly, metal design – into something more visually appealing, and more importantly, sustainable. As a result, VITA International’s customers and partners are road and motorway operators, companies and designers. Among its cornerstones, in line with the guidelines given by the CEO Irina Mella Burlacu (pictured on the right), include innovation, environmental sustainability, attention to quality and the ability to transfer its products to international markets seamlessly.



Among the challenges that VITA International often faces is that of combining high levels of safety to protect all road users, with a deep attention to detail and the protection of the environment.

When it comes to the

latter the company compensates for all emissions generated by investing in ethical and environmental projects. This also includes the traceability, and, above all, the recyclability of the materials used - especially wood and Corten steel - and the fact that the product families of VITA International are designed to integrate harmoniously with the environment and at the same time, to “work” optimally. Not only that, but to last the test of time, being certified both with the wooden cladding, solid or laminated, and in the simpler configuration in Corten steel, according to the European standard EN 1317.

By all regards, the driving force behind every VITA International project is innovation, which stems from research into materials,

technologies and design. Indeed, from 2023, VITA International participates as a partner in an important project of the European Horizon programme (“LIAISON”), in collaboration with universities, laboratories and road operators, which aims at reducing the emissions of transport infrastructure on the one hand through a holistic vision of the same and, on the other, developing new “eco-technological” products.

Other factors that characterise VITA International’s goals and processes are those related to the training of staff and collaborations all aspects related to company’s strong focus on research and ongoing development with other players in the field of road technology (Roadlink), noise barriers (Wood Solutions), product engineering (Techspertise), communication and events (Vision) and also in the road&rail sector (partnership with AstepON).



In Italy, as well as throughout Europe, there is increasing attention being given to road safety to solve prevalent problems that have plagued the industry since, well, its creation. Hence, for example, the close collaboration between VITA International and Roadlink, developer of GuardLED technology, a grazing lighting system to be applied to safety barriers of any type. GuardLED, already applied to VITA International barriers, for example in an important Italian historic center (Monza, near Milan), distributes light on the road without damaging the surrounding vegetation, proving to be a perfect example of environmentally friendly technology.

VITA International

Website: <https://vitainternational.it>

Telephone: + 39 030 777 7949

Email: info@vitainternational.it

Address: Via Averolda 28-30-32 25039 Travagliato (BS) ITALY