

# **MARCO BOTTARELLI HIGHLIGHTS**

## **Speaker key**

MB                    Marco Bottarelli

MB    You suddenly walk into a supermarket with a completely different sight [or sense?] of eyes. You start sort of creating almost like a cabinet of trophies of all the products you've actually created in your life in R&D. My first product that hit the shelf was a laundry powder, and although you actually only see a box on a shelf, the fact that you can actually look at it and say, well, I've designed this thing. This is my project, and now it's in the shelf. So that was my first product that I saw on a supermarket shelf, many, many years ago in a supermarket in Italy.