



MARTINELLI GINETTO at Heimtextil 2019.

A central location for a unique one-stop shopping opportunity.

The new location in Hall 4.2 creates great expectations for MARTINELLI GINETTO: being in the "Interior.Architecture.Hospitality" area means being alongside the most important manufactures of decorative and upholstery fabrics, fibers and yarns. "We understand that in high-end markets, home furnishings and bedding are becoming close concepts of home interior decoration. Therefore our presence in Hall 4 is extremely important, because it is a very central location where we can meet the needs of many customers - converters but also interior designers, hoteliers and project planners - who are interested in sourcing double-width high-end fabrics for bedding and home decoration," states Alberto Paccanelli, Martinelli Ginetto's CEO. Martinelli Ginetto's offer is actually very wide. A brilliant, ample, structured and reliable answer to the needs of a wide target of professionals and segments in the market, presenting three collections:

EXCLUSIVE DESIGN: More than 200 new jacquard fabrics for bed linens and duvet covers, this year expanded and made even more precious with fabrics in 140/2 counts, and innovative finishings for an even softer and more supple touch;

DIMORA: A large selection of fabrics for upholstery, curtains and decorative accessories designed for textile editors, this year featuring a wide choice of fabrics for curtains that leverage know-how both in fabric engineering and finishing, and translate it into lightweight items. As a new entry, a choice of digitally printed velvets.

I PRONTI: More than 2.700 fabrics ready to ship with a minimum order of 25 meters. The widest selection of items for bedding, table and bath for residential, as well as hospitality projects, providing choices and quick turnaround.

The three collections are conceived as "bridges" from one to the other, in order to support the client in coordinating fabrics to create unique home and bedroom environments, and to compose complete/fully rounded collections. This is why Martinelli Ginetto is a unique one-stop shopping opportunity for brands, interior decorators, hospitality buyers and project planners. Top quality fabrics created with the best raw materials, creativity supported by cutting-edge innovation, and an outstanding service, are key factors to the Company's success.

Focus on EXCLUSIVE DESIGNS and DIMORA collections

Among the EXCLUSIVE DESIGNS collection offerings, this year features an interesting selection of fabrics with irregular flares and elegant mélange effects, alternating in warm and cold tones. New textures for a bold statement, with clever glossy and matte effects enhance the use of precious weaves. With about 80 unique patterns, a wider choice of colors and an innovative finishing that gives softness to the fabric, this collection is poised to bring tangible value to those looking to create exclusive products.

Among the novelties in the DIMORA collection, double-width fabrics are the result of a clever mix of precious natural raw materials - linen, wool and cotton - with polyester and lurex to create original combinations and textures with a strong 3D feel. Special attention goes to velvet knit fabrics, printed with digital technology. Soft and enveloping, they are perfect for decorative accessories, as well as for innovative bed sets: shiny and iridescent in appearance, soft to the touch. DIMORA also includes fabrics for quilts, curtains, upholstery and accessories, a total look that helps create classy interiors.

MARTINELLI GINETTO Hall 4.2 Stand F15

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