



## MARTINELLI GINETTO I T A L Y

**Press Release**  
May 24/25, 2019

### **MARTINELLI GINETTO and LINEN from ASTINO**

MARTINELLI GINETTO Group is an active participant and strong supporter of a project aimed at reintroducing the cultivation of flax in the Astino valley thanks to “Linificio e Canapificio Nazionale”. The Group's involvement is two-fold:

supplying linen fabric and digital printing of 60 reproductions of works held at Accademia Carrara and exhibited along Sentierone in Bergamo;

limited production of 150 exclusive bed sets made with Astino-grown linen.

### **MARTINELLI GINETTO AND THE SUPPLY CHAIN**

MARTINELLI GINETTO is a Manufacturing Group located outside Bergamo, holding a leadership position in various areas of the textile industry:

Production and finishing of jacquard and solid-color fabrics in wide width for linen and home decor;

Production of woolen yarn for high-quality rugs and carpeting;

Production of chenille yarns for upholstery and soft home furnishings.

The Company Mission is to create precious and original home textiles.

Since 1947, the entrepreneurial spirit of MARTINELLI GINETTO has relied on technical skills, the adoption of the most advanced textile technologies, and the ability to stimulate professional and creative energies in order to innovate their product at all levels.

Today, direct control over the entire production & logistic supply chain, managed by the most advanced technologies, ensures constant quality, product excellence, timely delivery and ability to handle complex projects.

Linen and linen blend yarns used in the collections are featured in a wide range of fabrics, from very fine ones for curtains and linens to textured ones for decorative and upholstered accessories.

Each collection, each and every item, is the expression of our expertise and passion.

### **Press Contact**

Paola Suardi - ALTEREGO  
Comunicazione e Progetti editoriali  
paola.suardi@alteregocomunicazione.it  
+39 347 0538 4440



## MARTINELLI GINETTO I T A L Y

**Press Release**  
May 24/25, 2019

### **SELECTION OF RAW MATERIALS: LONG-STAPLE EUROPEAN LINEN**

An advanced quality control system and a consolidated network of partner suppliers allow the Group to exercise total control over the selection of all raw materials, and to ensure a superior product quality.

For linen in particular, using a precious fiber - 100% long-staple European linen from the best French and Belgian farmers, scutchers and combers - and cutting-edge technologies allow for higher resistance, elasticity and performance, that give the fabrics great versatility and a comfort that increases over time.

MARTINELLI GINETTO, a long-standing member of MASTERS OF LINEN CLUB - the organism that brings together the best European companies involved in transforming flax fiber into high quality innovative products sold all over the world - manufactures the finest fabrics to address the needs of many market segments, from bed linens to home furnishings, from hospitality to contract.

### **DIGITAL PRINTING IN MARTINELLI GINETTO**

60 art panels are a testament to the know-how and finesse that go into the digital printing process employed by MARTINELLI GINETTO. State-of-the-art digital printing is mainly applied to fabrics for linens and furnishings, and for original wall textiles in The Grand Design collection by KOHRO, a Group's brand for interior decoration catered to architects, interior designers, and end users.

#### **Press Contact**

Paola Suardi - ALTEREGO  
Comunicazione e Progetti editoriali  
paola.suardi@alteregocomunicazione.it  
+39 347 0538 4440