



THE READY-TO-SHIP “I PRONTI” COLLECTION 20-25 IS READY!

We're there! MARTINELLI GINETTO S.p.A. launches the new collection of furnishing fabrics and home linens at Heimtextil 2020. More than 2,000 items always available in stock for five years, guaranteeing quality and creativity, continuity and service.

Timely and desirable with a wide range of new offerings. **The new I PRONTI collection that will be presented in Frankfurt has over 2,000 coordinated items**, which are always available in stock for five years and can be delivered very quickly, within two to five days, also for online orders. Once again, the collection uses **textile innovation to enrich the inexhaustible creativity of its style team with new weaves and finishes**. Thanks to the company's ability to carefully select and accurately use the **best raw materials in the world**, the fabrics offer **new designs and a completely renewed colour palette**, with **extremely fine warp and weft pieces with very high thread counts, even over 1,000**.

I PRONTI remains an important reference point for all operators in the sector, to create collections for the bed, the table and the bathroom, but also textile decoration accessories, curtains and cushions for the **home, contract and hospitality sectors. There has been a particular focus on the hotel and yachting sector** with the inclusion of numerous variants containing INDANTHRENE, the class of dyes that have a high resistance and solidity to light, atmospheric agents and chlorine and bleach-based washes. In the collection, the products dedicated to these areas combine refined taste and high performance. In addition to the beautiful satins and jacquard damask that have always characterised the production of fine cotton (Giza and Sea Island) by MARTINELLI GINETTO with *Supima* certified items, there are fine wools in the collection, and pieces made of silk, cashmere and linen offered with the distinctive textile knowledge and creative flair of substantial expertise. Easy care fabrics have also been added.

The Frankfurt fair will also be an opportunity to present **two important innovations**.

The Organic Cotton capsule, composed of pieces made with organic cotton, which reflects the Group's attention to the market and an increasingly green entrepreneurial vision.

The company's awareness about raw materials takes shape in the **new FIBRAFINA brand**, which is the registered trademark that comes from the expertise of the MARTINELLI GINETTO team to select and combine the best raw materials from different parts of the world to create fine fabrics with superior quality. FIBRAFINA guarantees to be synonymous with excellent raw materials and product quality, offering the possibility of co-branding through the sharing of dedicated marketing tools.

The collection has a **new logo**, resulting from the study of design and communication that aims to convey both the solidity of the industrial group as well as a modernity that challenges fashion. It befits a five-year collection that is first and foremost a valid working tool for those who choose it as it offers great reliability through the continuity of its service, as well as in the quality of the product. The new logo accompanies a **complete review of the sample materials**, which is closer to the world of editors and manufacturers with “smart” tools integrated with the company’s digital platforms.

With investments of 6 million euros, the Martinelli Ginetto Group has fully accepted the challenges and opportunities offered by Industry 4.0 to implement the digitalisation of its processes and workflows. The new I PRONTI collection will therefore benefit from the advantages offered by this corporate evolution, in particular the further efficiency of the logistics, sales area and CRM. A new team dedicated to 3D rendering and modelling development is enhancing the style office, design and prototyping.

I PRONTI means “ready-made” in Italian, both by name and by nature. The collection and the service offered are an unequivocal expression of the Group’s ability to remain closely linked to the market, always ready to seize future opportunities and challenges.

HEIMTEXTIL 2020: Frankfurt (Germany) from 7 to 10 January 2020 - HALL 4.2 STAND F.15

HOMI: Milano (Italy) from 24 to 27 January 2020 - PAVILLION 1 STAND N09 P10