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ITALIDEA
THE ITALIAN TASTE
FOR WORLDWIDE HOTELS



THE IDEA

Italidea, a company founded on the typical Italian quality of textile craftsmanship and sustainable economy, is strongly committed in bestowing "italianità" on the international industry of Hospitality.

Italianità is the peculiar capability of:

- creating linens and other textile products ad hoc to the customer needs;
- combining design, manufacturing know-how and competitiveness through a highly integrated process;
- selecting from any part of the world product and service excellences matching the specific project requirements in an unequalled connotation of style and innovation.
- providing cutting-edge service.

A unique worldwide network of experts, contacts and acquaintances is ready to provide customers with consultancy or support services, even the most elementary.

The Company stands for contributing to make the most of the Customer's brand as well as to support him in the realization, development and penetration of his new brands.





THE HOSPITALITY MARKET

Italidea aims to supply linens and textile products to luxury Hotels and Hotel Chains, Restaurants, Spas and Resorts, Cruise Ships, Airlines, Palaces of Representation, Residences of Governments, Monarchies, Sultanates, Princedoms, Embassies as well as Hotel Designers, Interior Decorators, Architects, and turn-key organizations.

This market enjoyed a steady global growth in the recent years. Most qualified analysts indicate that this trend is bound to continue in the coming years.

At the light of this evolutionary market scenario, the competition on price, quality of products and services is due to become fiercer and fiercer. Hoteliers must win the challenge to guarantee unique, bespoke products and services to each Customer.

A mix of requirements that in essence is the heritage and the spirit of "italianità": a warranty of excellence for each product, a combination of tradition and innovation, and an environmentally conscious approach.

Italidea is there to help win this challenge by making available to the hospitality industry professionals its vast experience, manufacturing know-how, and streamlined processes supported by state-of-the-art digitalization.





THE PRODUCTS

In line with the Company's vision, Italidea designs, manufactures and sells all the textile products requested by the Hospitality market: Bed, Bath and Table Linens, Furnishing and Interior Decoration Textile Articles, made of conventional and noble fibres or of innovative natural or man-made raw materials always ensuring the respect of our planet.

Deliveries are ensured by punctual logistic routes - digitally controlled - that combine the best transit times with customs entry points which are the most effective under the import duty viewpoint, by virtue of a database constantly updated.

All Italidea products are certified to conform to the international standard regulations and, where necessary, integrated with local certifications.

The sales programme covers also pillows and duvets, mattresses and sleeping systems, recycled PVC placemats, textile accessories, and amenities for hotel bathrooms and spas.

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OUTSTANDING FEATURES

A - BEDDING

ELS combed cotton, percale and sateen from 200 to 1000 Thread Count.

ECO Polyester (Recycled PET)

B - TOWELLING

Conventional, Aero, Hydro and Recycled cotton.

C - TABLE LINEN

ELS combed double twisted cotton damasks and flanders white and vat dyed colours.



THE EXPERIENCE AND THE FOUNDING PARTNERS

Italidea is run by 3 founding partners who boast a total of over 120 years of experience in the textile sector, over 80 of which dedicated to top range hospitality linens internationally.

In the past 20 years they have managed extensive sales relations worldwide for renowned brands in the luxury linens and apparel sectors. The combined experiences of these individuals allows the brand to position itself on the top as only long-established enterprises can afford.

They have proven experience of Customer Care achieved in many years of work serving the most exacting Customers in the world.

In particular, their extensive experience allows Italidea to understand domestic and international markets, know the inside outs of the production cycle of raw materials and finished products, achieve the best logistics and carry out thorough quality controls.



THE DIFFUSION

The streamlining of the process is guaranteed by one and only interface between Customer and Italicea who will manage on its exclusive care the whole supply chain from production / supply up to the final delivery to the end Customer at the highest quality and service levels.

Italicea develops its activity by means of an innovative organizational process based on tight and accurate key performance indicators per each process phase.

Multicultural sales persons headquartered in the various regions of the world and the progressive formation of a network of subsidiaries owned by Italicea (Europe, Middle East, Asia and Pacific, North America), will manage the development of sales and the local Customer assistance.

THE INNOVATION AND THE ENVIRONMENT

Beside the classic offer based on cotton, Italidea makes available to the Deluxe Hospitality market some innovative products based on flax linen as well as items made of new vegetable or technical yarns fit for the comfort and wellness of the upper end of the market hotel guests.

To this aim Italidea identified an exclusive network of industrial partners specializing in the manufacture but also devoted to Research & Development.

The production sites of these Partners - who operate in the respect of all the regulations relating to pollution and social impact - will be illustrated appropriately to the Customers as for capabilities and installations in the objective of promoting the quality and the transparency of the production processes.





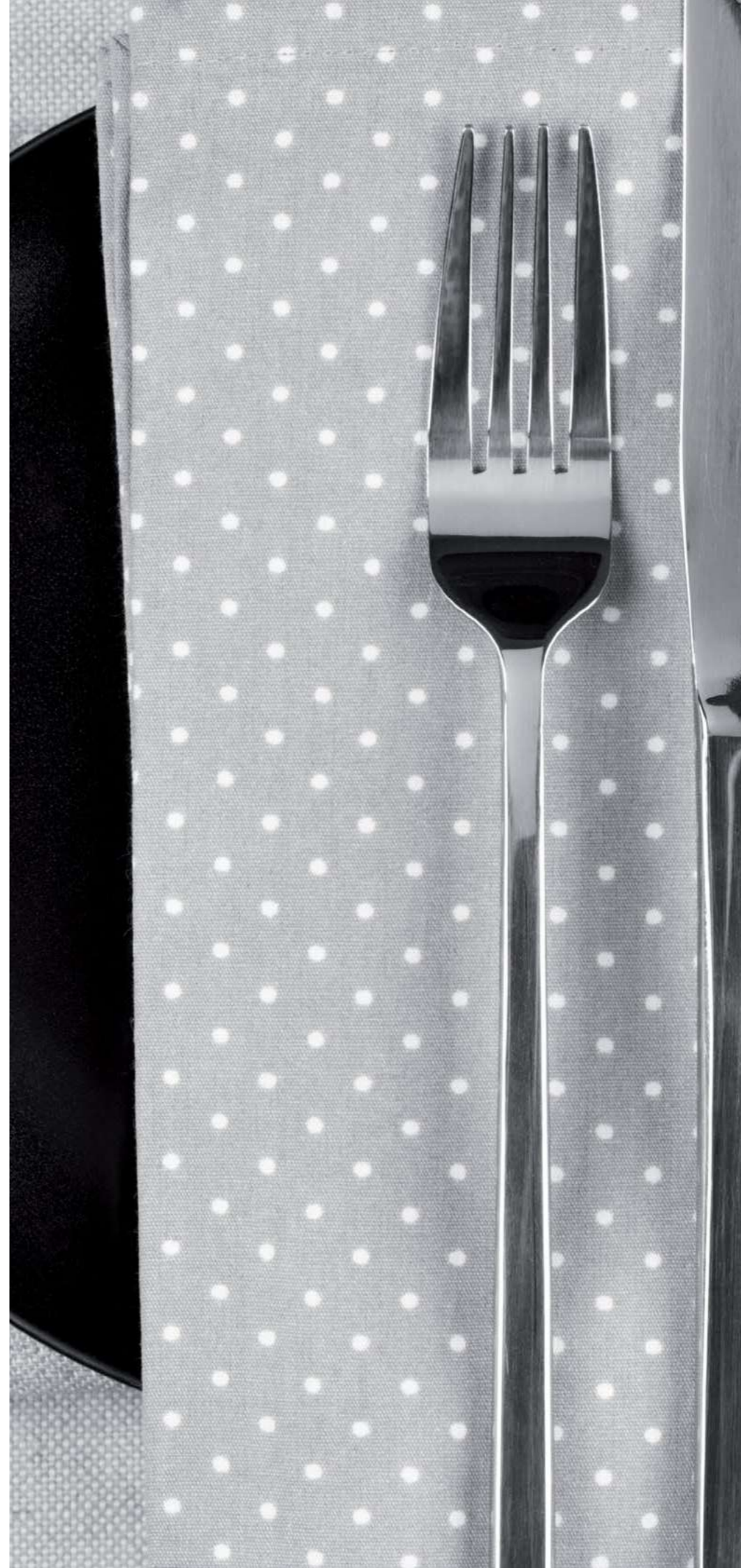
ITALIDEA IS LINEN 2.0 - DIGITAL TECHNOLOGIES

Italidea operates on a platform of generation 2.0: the website and the e-commerce structures are designed and planned to support all Italidea's activities, both internal and of connection with production Partners and Customers.

To achieve the benefits of 2.0 platform in full, RFID electronic tags are affixed to all Italidea products. Each individual product becomes a fully integrated part of Italidea's IT infrastructure thus easily allowing the management of:

- the supply chain up to the delivery of the products;
- the products life cycle and the phases of utilization by the Customer, e.g. product performance, laundry treatments, inventory level.

The use of independent laboratories and of the most advanced control technologies will provide the quality warranty both of process and product.





PRODUCTION STRATEGY: THE APPROACH

Italidea established and governs a proprietary long term exclusive production partnership with some of the major Textile manufacturers in Italy, Europe, Turkey, China and India.

The production capacities and the fully integrated approach of the selected Textile producers, particularly the quality of the manufacture, the cutting-edge technologies, the research and development, the ethical policies, are the key-factors that determine the unicity of Italidea's products.

This network affords a large production basis, both in terms of volumes and type of products, for Italidea Customers as well as for those who want to have their own private label created by Italidea.

PRODUCTION STRATEGY: THE CAPABILITIES

CATEGORIES	EUROPE (*)	ROW (*)	TOTAL (*)
BED	2,5	3,5	6
BATH	1,7	0,8	2,5
TABLE	0,6	0,4	1
ACCESSORIES	0,4	0,1	0,5
TOTAL	5,2	4,8	10

(*) MILLIONS OF SQUARE METERS

GEOGRAPHIC SALES NETWORK

The head office of Italidea is located in Como, the beautiful city on the homonymous Lake, a textile district of worldwide renown for the design, manufacture and distribution of refined fabrics.

The leading Italian and international Maisons have their collections created in this area, the top-notch territorial focal point for the design of the "made in Italy" fabrics.

Not least, the vast communication network that connects Como with the main transportation intersections of northern Italy allows Italidea to work with leading international logistics operators which makes it possible to provide the best transit times in the management and shipment of products.

