

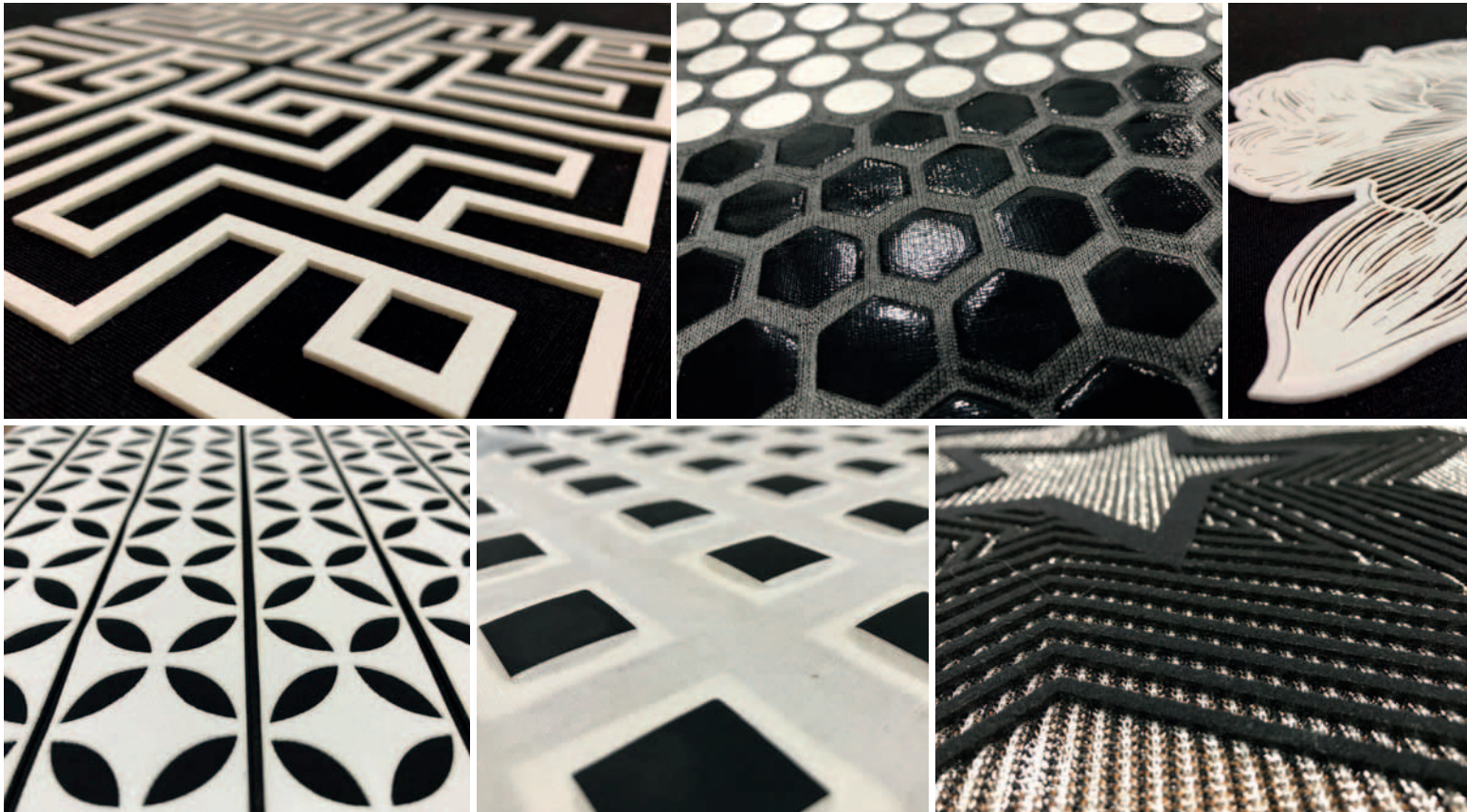
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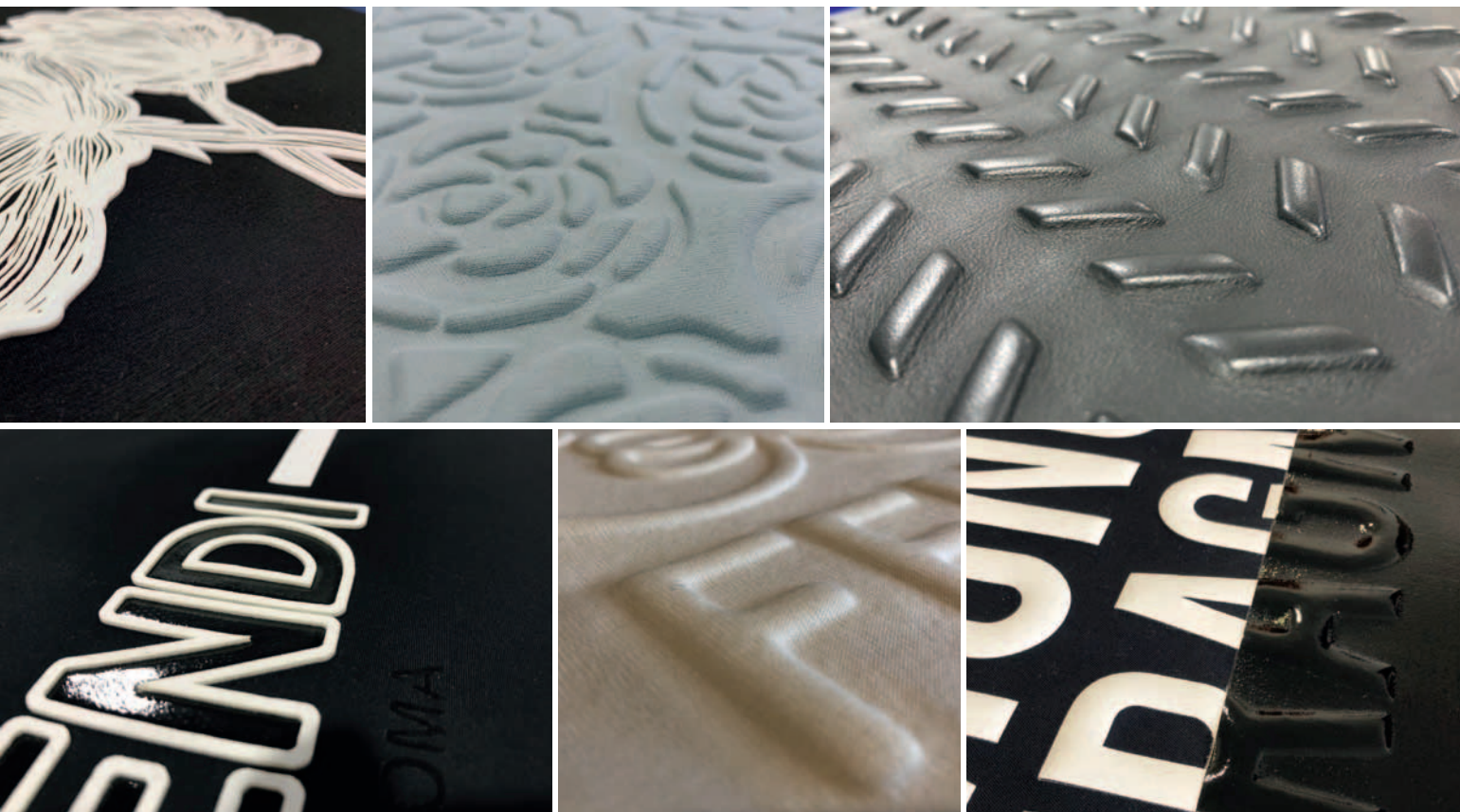
THE BLUEITALY GROUP EXPANDS WITH BRAND NEW BLUEPALACE

A NEW AREA WHICH COMPLETES THE COMPANY'S PRODUCTION HUB IS NOW ACTIVE. INSPIRED BY AN INCREASINGLY DEEP AND INCISIVE OFFER, COMBINING TECHNOLOGY WITH SUSTAINABILITY CRITERIA COMPLIANCE

Blue as in blue economy, meaning meticulous attention to the environment, guaranteed by a closed-cycle production process. As of today, Blue also stands for Bluepalace, the recently inaugurated facility in addition to two existing ones, completing the Blueitaly group production hub, active in the sector of special finishes for textiles, leathers and plastic materials in general. Thanks to compliance with ethical and social values set forth in blue economy principles - which aim to use

available substances, facilities and work forces by making smaller and targeted investments - sustainability has become an everyday practice. A path which the Pescara (Italy)-based company, founded in 2013, is pursuing with increasing conviction. In this sense, for two seasons running it invested in the Bioproject project, a new range of zero-impact research products: a collection consisting of organic certified products, whose design is a culmination of the very finest of bio research at an in-

ternational level. This is the case, for example, for Gots-Global Organic Textile Standard certification, which distinguishes organic textile products obtained in compliance with stringent environmental and social criteria applied at all production levels, from the harvesting of natural fibres in the field to successive manufacturing steps, up to finished product labelling. Then there's the Wastemark brand, for the recovery of technological waste and its innovative re-use.



Bluepalace: focus on the showroom and prototyping

The new Bluepalace facility extends over a thousand square metres and completes the existing production hub, with a total surface area of 2,600 sqm. It is destined to welcome customers to a showroom capable of showcasing up to 3 thousand items on display. Bluepalace is also home to research and product offices, the graphics and administrative departments, along with a workshop equipped with 20 special machines, exclusively dedicated to prototype production. This new facility comes in addition to Bluelinea, the heart and soul of production,

with 30 machines, the warehouse and logistics area, and Blueaser, where pre-production line activities take place. Here, numerical control machinery is used for laser cutting, bonding and lamination. Thanks to this important investment, which further relaunches the organisation's strategies, focused on an ongoing dialogue between research, design and manuality, today Blueitaly counts on a production facility which makes over a million items per year, with 40 employees and a supply chain supported by over 100 contingent workers. The company's main assets are a state-of-the-art production facility, thanks to con-

tinuous investments and research in order to acquire the most advanced technologies, and invaluable human resources, specialised to the highest degree in the development and control of various production processes. The result is a remarkable ability to fulfil all requests of customer companies, both in terms of textile design development and innovative treatments, such as thermovolume, logohook, hot and cold laser, hand and machine embroidery, needle punching, ultrasound, 3D printing, taping, hot-welding, laminating, waxing, special laundry finishes, serigraphs, digital and sublimation printing.



www.blueitaly.org