

ELITEX, AN ENTREPRENEURIAL ADVENTURE THAT OVER 60 YEARS HAS BECOME AN INDUSTRY BENCHMARK

Quality and passion in the service of brides

A cutting-edge manufacturing business that has retained its principles of craftsmanship, and which now faces the challenge of sustainability for raw materials and productions at the highest level

Structured like a manufacturer yet caring of the products like a typical artisanal business. After sixty years, Elitex's strength above all lies herein: its ability to optimise complex production dynamics without losing sight of an obsessive care of the product. Its entrepreneurial adventure as a textile converter began in 1961, thanks to the intuition of founder Elisa Livio; from the outset, the target market was that of bridal fabrics. Year after year, the collections expanded and perfected and, alongside them, the company's productive structure also grew, leaving the purely commercial operation

behind and shape itself into a typical manufacturing entity. With the construction of the new factory in Albese Con Cassano, the weaving, warping, sampling and embroidery departments increased with a dyeing workshop to processes the fabrics produced inhouse, thus completing a production cycle aimed at effective verticalization: purchasing raw materials, warping, weaving, dyeing and shipping. History, for sure. But in a market as competitive as the textile one, clinging to one's history may not be enough. The latest, demanding but also stimulating challenge, is that of sustainability. The objective is clear; only by directly managing all the

production stages can one gain systematic control over quality and traceability, especially for the raw materials employed, among which obviously silk is noteworthy, and which in the case of Elitex, is defined by products of the highest quality originating mostly from Brazil. A quality raw material, produced with the utmost care for the environment and the workforce involved in all stages of production. An environmental awareness that is also present with the other main fibres utilised by the company, which for the most part are sourced from recycled plastics, cotton offcuts or cellulose obtained from sustainable forests. As for its own manufacturing



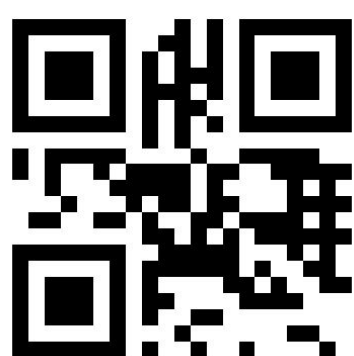
sustainability, Elitex has firmly resolved to embark on this path by investing intellectual, organisational and financial resources to support its production with renewable energy sources. Thanks to a modern, recently installed photovoltaic system and through certification for the use of renewable energy in the areas not serviced by so-

lar power, Elitex can assert that the energy used to manufacture its fabrics produces minimal amounts of CO₂ emissions. An environmental conscientiousness that is also present in the dyeing process, which has reduced water consumption and utilises chemicals and dyes compliant with EU regulations. That Elisa Livio's

entrepreneurial adventure would set the benchmark for manufacturing in the bridal industry, may have never occurred to her; however, these days the numbers speak for themselves: 70% of Elitex's production is exported to the main foreign markets interested in producing bridal wear.

www.elitex.it

Mani che lavorano



Creare



Ordire



Tessere



Tingere



Ricamare



Controllare



Proporre



Scegliere



...in opera!