

COMPANIES. FOR OVER 40 YEARS IT HAS DRESSED THE HOUSES OF THE ITALIANS

Cotonificio Zambaiti: the Quality Made in Italy at Immagine Italia & Co.

Style, innovation and the wide range of the proposal feature the offer of a company committed to defend the great tradition of the Italian textile sector, hit hard by the crisis

Cotonificio Zambaiti is a company leader in the home textile sector. For over 40 years it has dealt with dressing the houses of the Italians, always devoting a great care to the quality of the product, Made in Italy, caring of the productive process.

A troubled market

In the Italian economic picture, the company is one of the last flags of the great tradition of the textile sector, hit hard during the last crisis. It's useless to deny the difficulty and the obstacles that we have to face daily in a worldwide scenario that shows dark and problematic pictures, the last one of which is the increase of the cost of the raw materials.

We must keep into account the exigencies of the market and the request to contain prices which is strongly in contrast with the increasing cost of cotton, which has become unsustainable. Unfortunately, most of the people who buy the materials are not interested in how the

production was done and in what lies behind. To train a consumer, to tell him about the problems of a process kept on the Italian territory is not easy at all and the consumer who find himself in front of a choice between two similar products most of the times decides for the cheapest one, without worrying about the quality and of the rights of the workers.

The aim: keeping up the quality

Lost the battle of the price, the first aim of Cotonificio Zambaiti is the research of quality but faithful to the Made in Italy in a perfect marriage between tradition and innovation. In occasion of Immagine Italia 2011 in Florence it focused on the Italian DNA of its production, showing lots of pictures of the vertical production taking place entirely in the orobic establishments of Cene and Villa D'Ogna: weaving, print works, embroidering and tailoring. A process that involves hundreds of workers as has been well pointed out by the claim which was the background of the Tuscan exposition: "Italianity is not an abstract concept to us but it's the hands of who works with us and the thread, not to be lost, of our history".

An attempt, maybe a proper war, to safeguard the manufacturing vocation of an entire sector, not only of a single firm. Vocation that many people envy and that grew up not by chance. It comes from the devotion of entrepreneurs that, from the postwar period till nowadays allowed the consolidation of their own activity by reacting with doubtless skills and great stubbornness to



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the strong competitive pressure of the emergent countries. To stand the international competitiveness such capability must be sustained when reacting to the radical geographical change of the worldwide industry.

Standing international competitiveness

The entrepreneur can commit himself to increasing the productivity of his firm, but the competitiveness of a nation can improve only if one intervenes on the rules of the system, which must support the Italian manufacturers, real source of added value.

"We need to create favourable conditions – say Angelo Zambaiti, chairman, and Lara Zambaiti, director of R&D and Angelo's wife – so that manufacturing companies can stand international competitiveness, leading the sector of services which they need themselves. It's useless to ask ourselves why foreign enterprises don't invest in Italy, 48th in the competitiveness chart of the World Business Forum... The obstacles to the Italian entrepreneurial class are evident: from the national macroeconomic factors to the excessive tax imposition.

Three are the main items of cost that burden on the balances of the Italian companies: energy, corporate taxation (IRAP and IRES) and labour taxes. Worsening the situation are also the onerous bureaucratic fulfilments that stop the tempestivity of reactions, the red tape of justice (just think about how much money and time you have to spend to recover a credit or to have a contract respected) and last but not least the credit market, that doesn't

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