



VELVET FINISHING TECHNOLOGY

imperfix[®]

MARCHIO STORICO DI INTERESSE NAZIONALE*



*HISTORIC TRADEMARK OF NATIONAL INTEREST

IMPERFIX[®] IN THE EXCLUSIVE CLUB OF HISTORICAL TRADEMARKS OF NATIONAL INTEREST

Today, as for more than 80 years, DINOLE[®] uses a special velvet finishing technology to keep the beauty of cotton velvet unchanged over time: imperfix[®]. imperfix[®] is a trademark and brand of DINOLE[®] and has joined the Special Register of Historical Trademarks of National Interest by appointment of the Ministry of Economic Development. DINOLE[®] is proud to have been recognized by the Italian Government as an excellence of the Italian industry, one of the few textile companies that have a long history behind them, that produce truly Made in Italy and that carry on a tradition that becomes technological and product innovation.

Engineered and patented in DINOLE[®] laboratories, imperfix[®] is a velvet finishing technology designed to enhance the beautiful aspect and physical performance of all DINOLE[®] combed cotton velvets. imperfix[®] significantly improves the overall appearance and resistance to use of velvet, allowing it to perform to its best. Developed since 1940, imperfix[®] helps the fabric recover from pressure marks and is considered an essential finish for all DINOLE[®] cotton velvets.

110 years of history, experience and deep knowledge of raw materials have led DINOLE[®] to optimally define various finishing operations to be applied to fabrics in order to ensure their high quality over time. imperfix[®] helps cotton velvet withstand the most demanding of uses for both the domestic and contract markets, giving a better durability to crushes and helping the fabric recover from pressure marks.

IMPERFIX[®] A CONCRETE AND VERIFIABLE VELVET FINISHING TECHNOLOGY.

DINOLE[®] cotton velvets are not afraid of shocks, crushing, pressure because they carry within them an invisible secret that guarantees high resilience: imperfix[®] finishing technology.

In fact, imperfix[®] helps DINOLE[®] cotton velvets: to be suitable for both curtains and upholstery, with a Martindale higher than 100,000 rubs; to withstand the heaviest uses giving a better durability to crushing; to recover from pressure marks.

IMPERFIX[®] RESPECTS THE ENVIRONMENT.

Constantly being upgraded to comply with the new severe European directives relating to the safety of products and protection of the environment, imperfix[®] is a 100% eco-friendly finishing technology and allows all DINOLE[®] cotton velvets to be free from Formaldehyde and any dangerous products that are classified as toxic substances included in the Candidate List of SVHC issued by the ECHA.

imperfix[®] is a velvet finishing technology that was born, developed and integrated with the historical DINOLE[®] philosophy that focuses on the values and uniqueness of the territory, together with respect for the environment. During the manufacturing cycle, all DINOLE[®] cotton velvets treated with imperfix[®] are kept for several hours suspended, not rolled, and exposed to air so that the environment's natural humidity promotes polymerization, allowing the pile to breathe and rise up again. The water, coming from the nearby mountains, is the precious uniqueness of the territory that DINOLE[®] uses for this slow and natural process that will make the velvet ready to express its qualities, harmony and beauty over time, getting better and better with time, like a great aging wine.

DINOLE[®]



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