

DINOLE®



VELLUTO



Manifattura Tessile Di Nole S.p.A.

Press Kit

WE SERVE THE BEST BECAUSE WE ARE ABLE TO SATISFY THEIR REQUIREMENTS

*All our products are 100% manufactured in the DINOLE®
historic 33,000 m² production building.*

*Our service covers all aspects of production, from A to Z:
from the creative stage, to the warping, the weaving, the dyeing
and, in the end, the most sophisticated finishing.*

IT HAS BEEN THIS WAY AT DINOLE® FOR OVER 110 YEARS.

DINOLE® preserves an ancient textile tradition capable
of giving life to prestigious velvets and fabrics intended
for interior design.

Creations dedicated to the best international
Luxury Design Brands, due to a production process entirely
carried-out in-house through working techniques which
combine the craft and the technology of the most
technically advanced machines.

Since the beginning of the last century, more than 4,400 people
have worked in the factory, representing
the main driving force of the economy of the Nole area.



**MORE THAN 110 YEARS OF EXPERIENCE MAKE US
ONE OF THE MAIN EUROPEAN TEXTILE MANUFACTURERS**



Whole generations of families worked for DINOLE® and even nowadays there are many who represent the third and fourth generation of people employed in the manufacturing.





DINOLE®, THE ART OF VELVET SINCE 1913

More than 110 years of Italian excellence.

DINOLE® has been manufacturing for over 110 years silk, cotton, linen, viscose, kid mohair, cashmere, wool, trevira® cs and acrylic fine velvets and fine jacquard fabrics, include modern brocades, brocatelle, damask fabric, and modern tapestries.

Founded on 27 September 1913 in Nole (Piedmont, Turin, Italy), textile manufacturing DINOLE® is an excellence of Made in Italy which, in balance between history and innovation, has been able to maintain over time the very high quality of the product which has always distinguished it. Protagonist of Italian style and design in the world, DINOLE® is one of the main European producers of velvet and supplies exclusive products to the most important and prestigious Worldwide Luxury Design Brands.

More than 110 years of productions and collaborations with established world designers allow the DINOLE® style and design centre to offer exclusive services: from the reproduction of a personalized color, starting from any reference color sample, to the possibility of being inspired or reproducing ancient designs and colors taken from the DINOLE® historical archive, a precious casket with thousands of thousands of fabrics, color samples and meticulously crafted decorative motifs classified, cataloged and managed.

DINOLE® means production capacity and speed, environmental sustainability, services and product reproducibility over time, also because the entire production cycle is managed in the historic and renovated 33,000 m² production building. Behind the rust-colored bricks, between the wooden doors and under the rounded roofs of the departments, the magic of weaving comes to life every day in a complete production process, in which each velvet is born starting from its design and creation in the style and design centre, to then move on to the warping, weaving, dyeing, finishing, testing, quality control and shipping phases.

DINOLE® above all means respect and valorization of people, their knowledge and skills, together with the deep attention for the well-being of the surrounding natural environment.

DINOLE® has always used knowledge and experience to build a better future for people, the planet and the local community.

Attention is a value that has guided DINOLE® for more than 110 years, natural materials and products have always been used that do not release dangerous substances into the environment, both in the production process and in the use of velvets; DINOLE® is sustainability, because each stage of production takes place

within the Nole site (Piedmont, Turin, Italy) allowing for a reduction in consumption for transport and consequently avoiding CO₂ emissions into the atmosphere; DINOLE® is also responsibility, because economic and territorial responsibility, the enhancement of human resources, respect for the environment and product culture are the pillars on which the company's sustainable development is based.

Our industrial site: *33,000 m²*

A SPACE WHICH HOUSES THE PRODUCTION,
THE HISTORICAL ARCHIVES,
THE WAREHOUSES AND THE SHOWROOM.

DINOLE®

SINCE 1913

TODAY JUST LIKE YESTERDAY, TRADITION HAS BEEN INTERPRETED BY INNOVATION

*Manufacturing techniques that have remained un-changed
since time immemorial.*

The centuries-old colors and patterns originally produced are faithfully reproduced thanks to sophisticated machinery and cutting-edge DINOLE® technologies to obtain a finished product of exceptional excellence.

The secret of an age-old craft and human tradition lies deep within the folds of a place. Down to the finest detail of the 33,000 m² production building, DINOLE® creates fine velvets with a production process carried out entirely within the company walls.



Hand loom, mid 19th century



More than 28,000 exclusive customer's colour samples

HAVE BEEN ALREADY ARCHIVED FOR OUR VELVETS.

MORE THAN 4,000 ORIGINAL JACQUARD FABRICS.



HAVING CARE OF EACH PRODUCTION STEP IS OUR ESSENCE

*It means respecting our tradition,
our workers and our customers trust.*

Our historic archive of designs, as well as customers own designs, can still be reproduced decades later, as all production is controlled in-house.

This gives continuity and value for our clients and shows the true strength of the company.

One must simply think that since 1913, in velvet alone 28,000 colour samples have been archived.

All of them are reproducible thanks to a completely computerised system.

It means respecting our tradition, our workers and our customers trust.



A TOTALLY VERTICAL COMPANY

a unique human and industrial story.

EXCLUSIVITY

Every collection is like a tailored suit that we produce for our exclusive clients in our 33,000 m² factory site. It is for our customers that we scrupulously preserve the designs and colours in our archives, and guarantee the utmost discretion, as we have been doing for over 110 years.

33,000 M²

production site where the entire manufacturing process takes place.

CONTINUITY

Thanks to the fact that we carry out the entire production cycle in our factory, we are able to reproduce designs and colours with maximum precision, even after several years.

SERVICE

The whole production cycle is carried out in-house. In this way we can guarantee speed, reliability, and punctuality to our clients, who are able to follow their orders on our website.

MORE THAN 110 YEARS

of handcrafted tradition in producing prestigious velvets.



DINOLE®

VELLUTO

Serving The Best Worldwide Luxury Design Brands

— TURIN, PIEDMONT, ITALY —



DESIGN

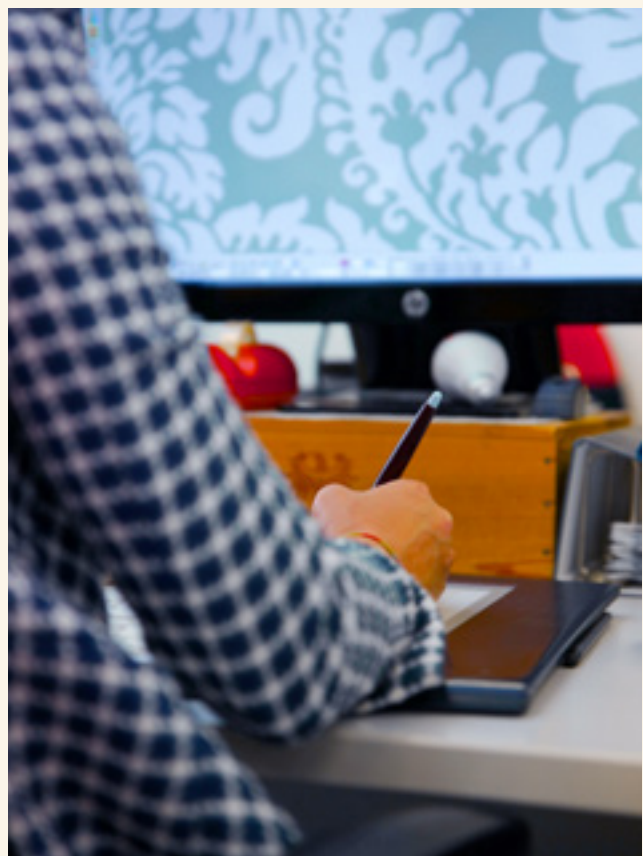


The style and design centre can count on professionals who, through a continuous training programme, merge their creative nature with the technique of the most modern tools.

The fabrics and velvets are designed according to the indication of the client or to the creative interpretations of the style and design centre itself. Subsequently, the designs are translated into programs which will be interpreted and carried out by the software coupled with the single looms.

One of the most important and exclusive resource of the style and design centre is represented by the possibility of being inspired or of reproducing designs and colours deriving from the age-old custom of the company, all rigorously catalogued and classified.

Finally, important Stylists and International Luxury Design Brands hand their ideas over to the style and design centre, which turns it into the fabrics and velvet of DINOLE®.



WARPING



The possibility of having this process in-house, implies high versatility and a swift response.



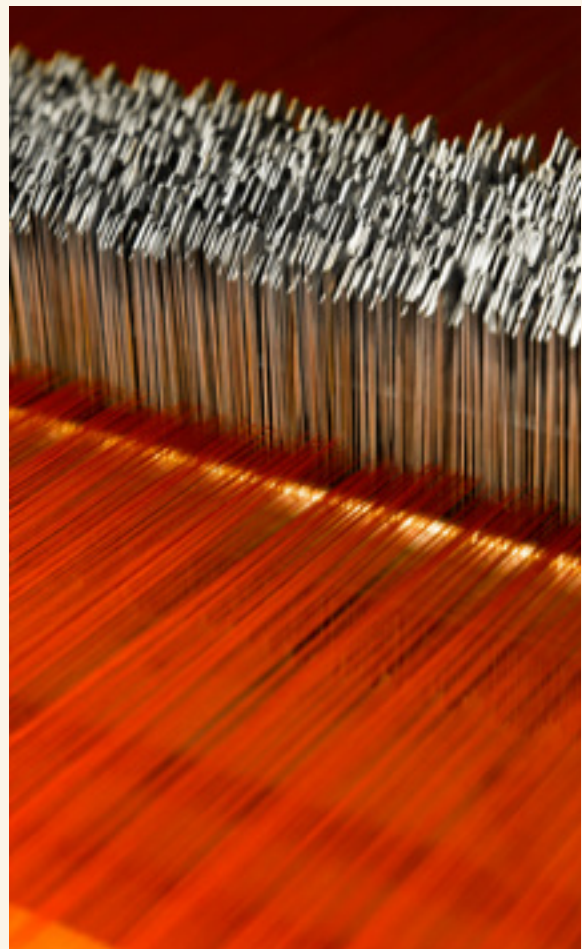
WEAVING

Two very wide departments, important both for their dimensions and production capacity.



VELVET WEAVING

department, able to offer the highest versatility according to the type of fibre, structure and composition. The temperature and the degree of humidity of the departments are continuously controlled in order to guarantee optimum environmental conditions for production and quality.



JACQUARD FABRICS WEAVING

department where the production is carried with the most modern looms, and are able to supply fabrics at both 140 cm and 290 cm wide.

DYEING



Dyeing of the fabric is a very delicate and important process to determine the quality and durability of the product. All fabrics are dyed in-house allowing our customers to have the confidence in consistent colour continuity and quality. A powerful purification system, continuously monitored through periodical controls, allows the water and the residue of the dyeing process to be filtered and purified.



FINISHING & QUALITY CONTROL



In DINOLE®, every single meter of velvet and fabric is checked by the expert eyes of highly trained staff together with the help of automatized and computerized processes. This is the only way to guarantee a top quality product.

CHEMISTRY LABORATORY

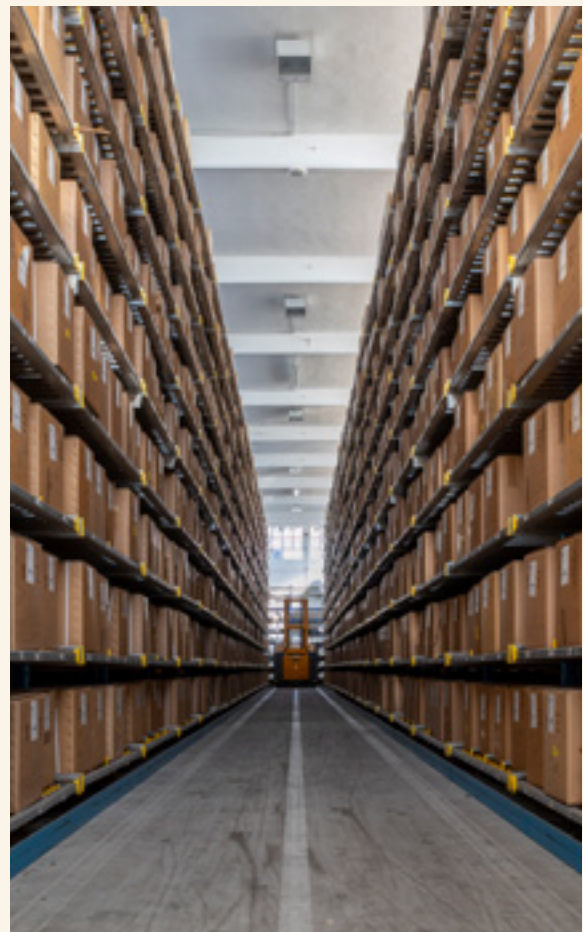
The DINOLE® chemistry laboratory and testing room (pre and post production) represent an additional element to ensure the right quality for the clients.



SHIPPING WAREHOUSE



The warehouse is completely automated and is the final stage of the cycle through the factory. The fundamental data of each production are collected through a coding which allows both their storage and handling.



The modern warehouse allows arational management of the final product, guaranteeing timeliness and precision to the clients.

*We are serving the best
keeping a high quality
bespoke approach.*



VELVETS' GENERATIONS

*Cotton, linen, silk, cashmere, mohair wool
and acrylic velvet.*

The prestigious velvet of DINOLE® is the exceptional result of a production process which combines the craft of an old-age textile culture and the technology of the most sophisticated machines.

Cotton, linen, silk, cashmere, mohair wool and acrylic velvet: no matter if they are plain, striped or printed, each centimetre of fibre is characterized by care and meticulousness which will create an extraordinary final product. Very renowned for their value and celebrated in all the world, the precious mohair wool velvet realized by DINOLE® is present in the most prestigious international theatres and in the world places symbol of sumptuousness and prestige, such as royal courts and papal environments. With the same care reserved to these prestigious creations, the DINOLE® velvet is intended for international refined clients.



*Plain-coloured,
striped, jacquard,
damask, lampas
and brocatelle.*

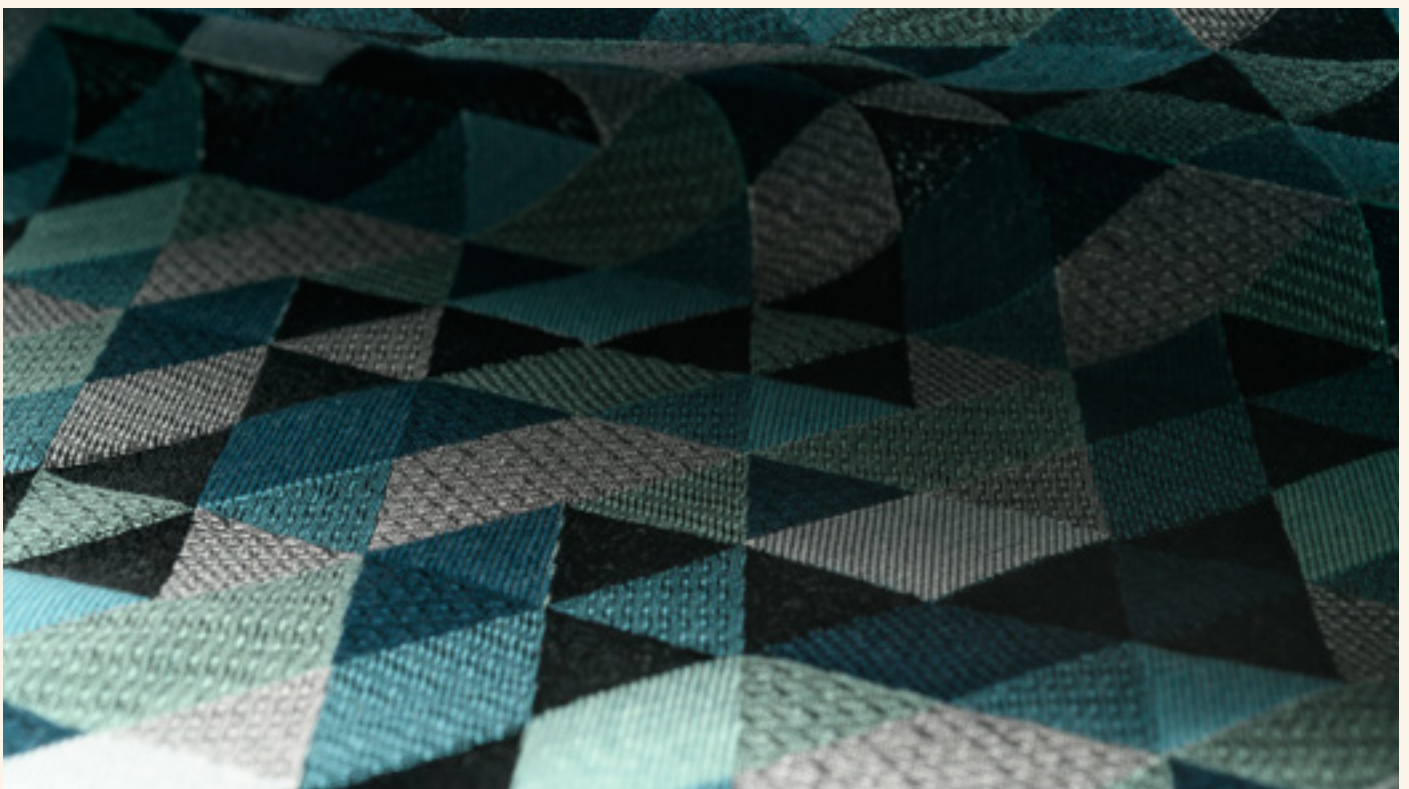


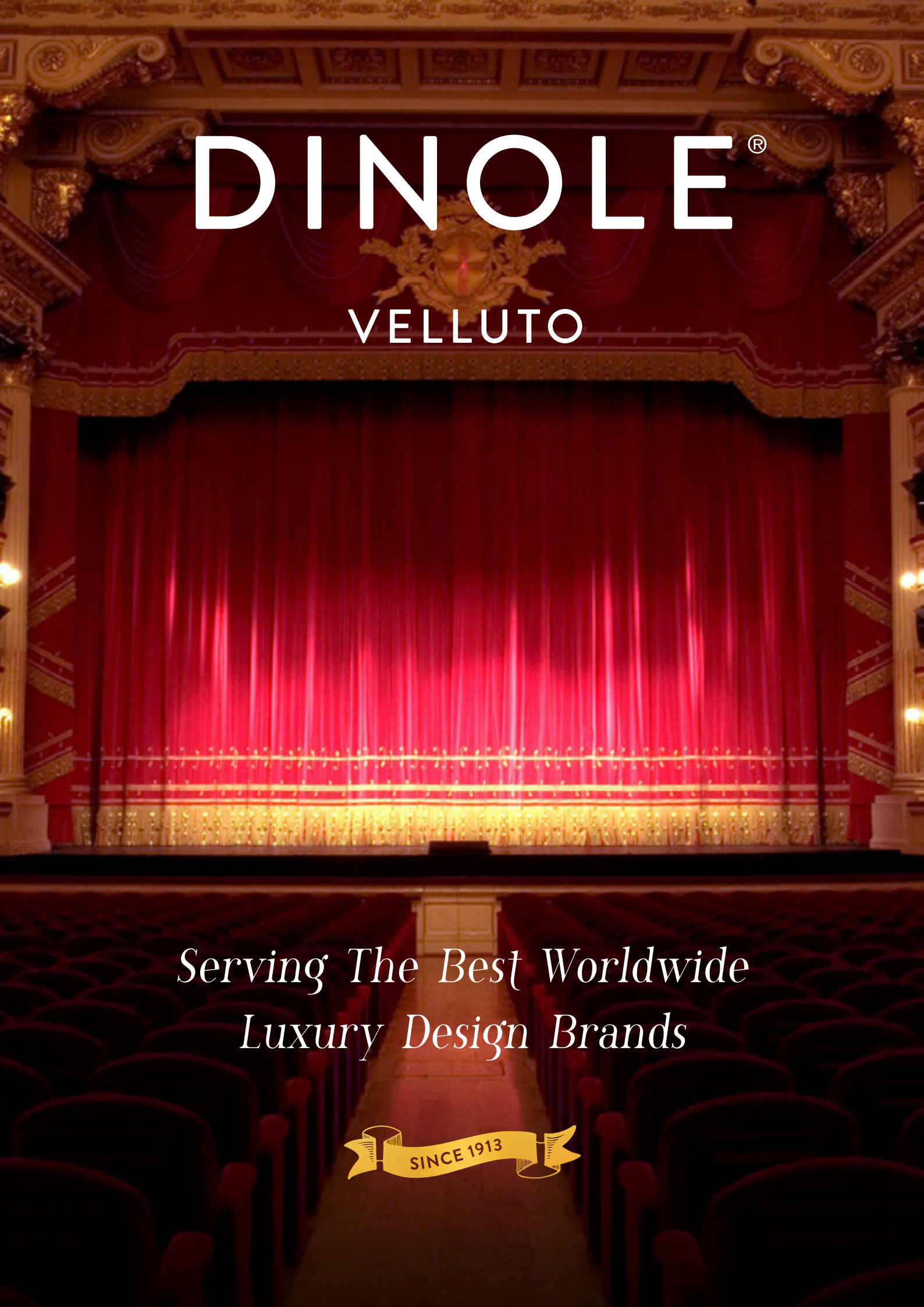
JACQUARD WOVEN FABRICS

FABRICS OF PRECIOUS MANUFACTURE.

The fabrics produced by DINOLE® meet the highest qualitative standards, are intended for international clients and divided into a huge variety of typologies: suitable for many different applications (curtains, furnishings, house, office, precious coverings), DINOLE® produces, through looms, jacquard, damask, lampas, brocade, gobelin, liséré created with original schemes or modified ones according to the modern exigencies.

Plain, striped, tartan, in cotton, linen, viscose and polyester, in coordinated colours for a complete interior decoration.





DINOLE®

VELLUTO

*Serving The Best Worldwide
Luxury Design Brands*



THEATRES

DINOLE® supplies its fabrics and velvet to the best Opera Houses in the World.

DINOLE® can count on important and prestigious realization both in Italy and abroad.

Besides Scala of Milano, we must not leave out the refurnishing of Teatro Regio and Teatro Carignano of Turin and Teatro La Fenice of Venice in Italy and other international realizations such as Opéra of Paris, Metropolitan of New York, Petronas Philharmonic Hall of Kuala Lumpur and Teatro Colón of Buenos Aires which are as important as the first one.

In 2011 in the refurnishing of Teatro dell'Opera of Florence, carried out by Studio Abdr of Rome, instead of the traditional scarlet colour, a grey velvet was used and also this time it was made by DINOLE®.





FOCUSTOP®.
OUR SECURITY GUARANTEE

Created thanks to our extensive know-how and long manufacturing experience, FOCUSStop® is the trademark of our flame retardant velvets. Highly regarded and renowned for its quality, FOCUSStop® has made its star appearance in many prestigious international theatres and high-capacity public venues, to the aggressive wear of mechanical processes and extreme environments.

Our certifications.

CERTIFIED MANAGEMENT SYSTEM

ISO 14001:2015

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ISO 14001
ENVIRONMENTAL MANAGEMENT SYSTEMS

By obtaining the international ISO 14001 certification, DINOLE® strengthens its commitment to preserving the environment for future generations.

The 14001 standard establishes the general requirements of an environmental management system. This standard is based on humanity's concern for sustainable development of the planet. The standard focuses on enabling organizations to identify, monitor and manage the environmental impacts of their activities, reducing them within the limit values thanks to maintaining and constantly improving the implementation of the Environmental Management System.

Through annual maintenance audits, the responsibilities, discipline and traceability of company operations are verified to confirm and certify the effective environmental commitment of a company.



DINOLE®



VELLUTO

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 “Ministero delle Imprese e del Made in Italy”. 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 through 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.

More than 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® finishing technology 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®



VELLUTO



OEKO-TEX® STANDARD 100. DINOLE® VELVETS ARE SAFE AND GREEN.

DINOLE® has obtained the international OEKO-TEX® STANDARD 100 certification which certifies, through strict standards and tests and verifications, that DINOLE® velvets do not contain harmful substances and are harmless to people's health.

From yarn to finished product, every item bearing the OEKO-TEX® STANDARD 100 label is certified as having passed safety tests for the presence of harmful substances.

The strict tests for harmful substances and the criteria catalogue of OEKO-TEX® STANDARD 100 includes:

- Important legal regulations such as banned azo colorants, pentachlorophenol, perfluorinated substances (PFAS, PFCs), cadmium, lead, etc.
- Numerous harmful chemicals, even if they are not yet regulated legally.
- Numerous substance classes that are relevant to the environment.
- Compliance to several regulations worldwide including REACH Annex XIV and XVII, US CPSIA (lead), EU POPs regulation.
- All textile relevant substances of the ECHA SVHC candidate list are covered.

You can be certain that every component of DINOLE® velvets, i.e. every thread, has been tested for harmful substances and that the article therefore is harmless for human health.



STANDARD
100

23CX00004
CENTROCOT

www.oeko-tex.com

0% *formaldehyde*

**IMPERFIX® A CONCRETE AND VERIFIABLE
VELVET FINISHING TECHNOLOGY.**

We would to state that all colourants and chemical products used in the fabrics and velvets we produce meet the requirements of EU Directive 2002/61 and directive 2004/21/EC. In addition to this, in the fabrics and velvets we produce we don't use formaldehyde at all, the dangerous product that in 2004 has been classified in the group 1 of toxic substance.

The environment has always been our top priority. Also in the past before specific laws were enforced, Manifattura Tessile was equipped with all the necessary technologies to factually reduce to zero the impact on our surrounding natural heritage.



DINOLE®



VELLUTO

is now proud partner of



*The network of textile companies that represent
the future with their sustainable production processes*

WHAT THE SLOWFIBER PROJECT MEANS FOR DINOLE®

The identification with the values of the SlowFiber Project was immediate, because they precisely reflect the values and philosophy that have always guided DINOLE®, a textile manufacture founded in 1913 in Nole, near Turin, in Piedmont, Italy.

DINOLE® is one of the founders of the SlowFiber Project because it has always dedicated commitment, attention, research and investments to safeguard the natural environment and to help build a better and sustainable future for people, the planet and the local community.

In fact, for more than 110 years DINOLE® has been creating **beautiful** velvets for furnishings, because it has always exported elegance and beauty around the world; **healthy** for those who use them, because DINOLE® does not use aggressive or carcinogenic substances such as formaldehyde; **clean**, because the environmental impact is reduced to a minimum, all the dyeing waters are filtered and purified and CO₂ emissions have been reduced to a minimum by carrying out all the processes of the production cycle “in house”; **right**, because people are always at the centre, more than 4,400 have worked in DINOLE® and knowledge, tradition and craftsmanship continue to be handed down from generation to generation: today there are workers who represent the third and fourth generation. And all DINOLE® velvets are **durable**, because the finishing techniques extend the life of the fabrics, protecting them from wear and tear over time, thus limiting waste and waste.

DINOLE®



VELLUTO

Serving The Best Worldwide Luxury Design Brands



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