



KARL MAYER

Kettenwirk

Textilinformationen

Praxis



Trendy outdoor shoes – also for lazy snails

- ▶ Lingerie trends for autumn/winter 2015/16, presented at Interfilière Paris
- ▶ Outdoor shoes – trends and award-winning styles of OutDoor 2014
- ▶ KARL MAYER's new Multibar lace patterns made from cotton
- ▶ Portal weft-insertion machine and Biaxtronic® CO – two innovations for producing reinforcement textiles

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High-quality design made in Italy

The Italian knitwear specialist SITIP is Beachwear Designer 2014

Once again Italy has proven to be a country where good taste comes off as winner. SITIP, an internationally successful fabric manufacturer with its head office in Bergamo, was elected Beachwear Designer of the Year during Interfilière Paris 2014. This expert in the field of elastic knitwear and circular knitted goods operates in different sectors. The company's textiles are used to produce the pink jersey worn by the lead cyclist in the Giro d'Italia, and it also

sponsors the American triathlete Jenny Fletcher.

SITIP entered the beachwear market in 2007. Seven years later the company received an award for its collection of printed beachwear fabrics for the 2016 summer season in Paris.

The collection for winners from winners

With its beachwear SITIP promises a lot of freedom for all those who love water and water sports – with fabrics that are not only trendy but also really good. The manufacturer provides his beach- and swimwear articles with specific functions and different labels. Special mention should be made of „Acqua Zero“ standing for high-stretch and water-repellent features, „Microsense“ for marking fabrics made from microfibers that combine softness with fast-drying properties, breathing activity and high comfort, or „Acquatic“ as a quality rating for textiles with optimum values in terms of chlorine resistance, sun protection (UPF 50+) and elastane durability. Besides, the company also offers a series of ultrafine elastic articles under the Cosmopolitan trademark.

Single pieces of the successful winner collection for the 2016 summer season had already been shown during this year's Interfilière in Hong Kong. But the complete presentation followed at the trade fair in Paris. The textiles are exclusively made in Italy, being designed with trendy prints and colours. Some articles

are chlorine-resistant and are made from recycled microfibers.

With innovations, high-tech machines and vertical integration on the road to success

SITIP is a leading company in production of synthetic warpknitted and circular knitted fabrics for a wide range of applications. SITIP's fabrics are used for making sportswear, beachwear and lingerie, but they can also be found in laminates for the automotive and medical sectors as well as for shoe and helmet production. Moreover, other important application fields are backing materials for artificial leather and Velcro® fasteners. In order to be able to meet its customers' demands in a most flexible way by means of sophisticated, first-class textiles, SITIP relies on market proximity, up-to-date machine technology – supplied by KARL MAYER for the warp-knitting sector – as well as on continuous product development and vertical integration. The company based in Cene, Bergamo, has a finishing plant in the same town, a warp-knitting factory in neighbouring Albino and a spinning and knitting mill in Malta. This strategy of business under one roof is SITIP's key to success.

The enterprise was set up in 1970 as Società Italiana Tessuti Indemagiabili Pezzoli-Sitip by the founder and President Luigi Pezzoli.

Fig. right (f. l. t. r.): Laurence Nérée, Exhibition Manager of Interfilière Paris, Silvana Pezzoli and Sergio Alibrandi from SITIP, Melissa Odabash from MELISSA ODABASH and Taya de Reyniès, Division Director of Eurovet, und Marie-Laure Bellon, CEO of Eurovet

