

Pontetorto pioneering not only function, but also sustainability

## **Eco 2.0: Sustainability and ecology at Pontetorto – from fiber to production**

*Fleece pioneer Pontetorto overlooks nothing when it comes to the environment. It starts with the selection of raw materials: sustainable options with recycled fibers or brand new degradable variants are always considered first for processing. Then, in the area of energy consumption, cyclic thinking takes precedence – the firm's in-house solar plant generates up to 50% of the required power. In a word, sustainable – from fiber to production!*

Environmentally conscious management is called for now more than ever. The retail trade and consumers are increasingly conscious of goods obtained by environmentally friendly methods with little or no negative impact on our habitat. This trend has been evident for some time in the automobile branch, but now the textile industry is also demanding sustainability.

While some companies draft long-range plans to initiate an "eco-transition", the Italian fleece specialist Pontetorto implements sustainable solutions quickly and easily wherever possible. For quite some time, Pontetorto has made a name for itself with fleece fabrics made of 100% recycled fibers. What makes it special: The choice of recycled products not only helps to reduce the size of trash dumps by using the polyester fibers obtained from old PET bottles, but the recycled bottles come from Europe (mainly Italy), so the long transport routes are avoided and the carbon footprint is smaller. Besides recycled polyester and polyamide, the company also uses recycled wool. The pioneering company located in Prato, Italy began to produce high quality, recycled woolen yarns from so called "shoddy wool" early in its history. This extensive know-how in the manufacture of fabrics from raw or recycled materials is what allows customers at Pontetorto to choose from a large range of fibers, yarns, and blends to produce customized functional fabrics. Whether polyester, wool, or blends, the selection is huge.

The use of renewable raw materials is another part of the Pontetorto eco-story. The techno-stretch fabric, for example, is a grid-article with polyester fibers obtained from the Ricinus plant (castor oil plant). The advantage: Ricinus plants grow in soil that is not suited for the cultivation of agricultural products because of its poor quality. The Ricinus components are a by-product of cosmetic production and the plants grow quickly and require very little water. Ricinus – in contrast to corn – is an absolutely sustainable option for the production of synthetic fibers.

Pontetorto is starting the next season with another eco highlight: They are the first to succeed in processing a polyamide fiber that is up to 100% bio-degradable and takes just three years to decompose. The degradable fibers are processed exclusively by Pontetorto and can be used pure or as blend with merino. The hybrid fabric "ECO HYBRID", which has just been awarded the ECO PERFORMANCE AWARD by PERFORMANCE DAYS November 2016 is also made from these sustainable fibers.



It is also particularly important to mention that all of these ecological variants are in no way inferior in function to variants made from other raw materials. Whether for heat retention, moisture transport, tear and abrasion resistance, these eco-products perform just as well as “originals” that increase stress on the environment or require increased use of raw materials.

Pontetorto attaches great importance to ecologic concerns, not just for the products themselves, but also for production: On the roof of the Prato plant, 6500 solar collector panels have been installed that generate and provide up to 50% of all required power for the plant. This much is clear: When it comes to functional and stylish fleece fabrics and other attributes, Pontetorto is not only an undisputed pioneer, but also a true leader in the areas of environmental protection and sustainability.

## COMPANY PROFILE

Pontetorto has been producing quality fabrics for over half a century through a commitment to high levels of expertise and innovation. Since its establishment in 1952, the mill has been perceived as a leader both locally and in the fashion industry where it has earned great visibility and standing.


Pontetorto was the first mill in Europe to develop a range of pile fleece fabrics for active wear in 1985, a time when product diversification was not generally regarded as the correct product strategy to implement. In fact, Tecnopile, the Pontetorto registered trademark for active wear fabrics that helped establish the worldwide reputation of the company, was the result of continuous testing and development of brand new materials and processes.

Pontetorto is also aware of all the environmental issues and the sustainability concept. The company with its typical forward looking attitude is highly engaged in environmental protection: To this end, a photovoltaic panel system installed at the plant will make Pontetorto 95% energy self-sufficient. At the same time, it is now a standard practice to use low-impact chemicals of the latest generation in the production process.

# PONTETORTO SPA



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