



FILATORI PER PASSIONE DAL 1962
SPINNERS WITH PASSION SINCE 1962

Filatura C4 is a Re.Verso™ partner of excellence: for the first time at Heimtextil

Heimtextil, Messe Frankfurt, Hall 4.0 Booth E55

“Thanks to C.L.A.S.S.’s support and to a thorough sharing based on philosophy and commitment in the field of business and responsible industry, today we are witnessing the presentation of a new dimension of Re.Verso™ smart-wool yarns by Filatura C4, which can be used in the contract market” says Alessio Catani – Managing Director at Filatura C4.

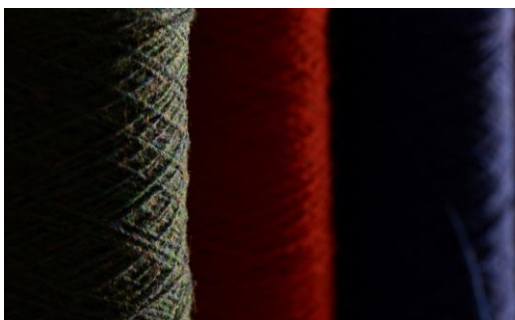
Since 1962, **Filatura C4** has been known for smart innovation in furnishing contract markets and is now specializing in the recovery of both technical and natural fibers. The company offers a wide range of styles and typologies of yarns for the Technical, Natural and Classic categories. From the choice of raw materials up until the final packaging, Filatura C4 develops and proposes, together with its partners, tailored solutions apt to satisfy a diversified demand. Thanks to its background and its grounding, Filatura C4 is a unique partner for **Re.Verso™** in the contract sector.

The collection was planned to satisfy the market’s increasingly more specific needs, which require increased specialization and responsibility in the recovery of textile fabrics. Thanks to the **Re.Verso™** system, the company **offers quality products with low environmental impact** through the use of pre-consumer wool packaging cuts which are **collected, selected and processed** in an accredited, fully transparent and traceable way. The **Re.Verso™** collection is mainly employed in contract and home furnishing. The **Re.Verso™** product is available in a range of counts going from 5,000 to 9,500 Nm and it can be supplied both in singles and in twisted plies.

As to show the strong significance of this project within the new realm of circular economy, this innovative collection was chosen by Heimtextil for two particularly prominent initiatives:



Re.Verso™ yarn by Filatura C4



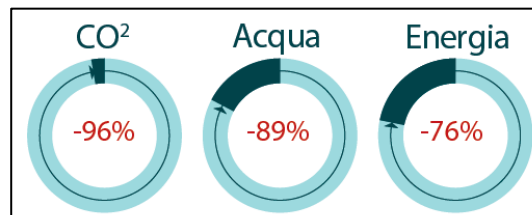
A Re.Verso™ selection by Filatura C4

1. **Green Tour:** a voyage across the smartest solutions presented at the exhibition, led by Max Gilgenmann (Consultant for Sustainability in the textile industry and fashion). Heimtextil’s organization selected the premium producers in the field of responsible innovation to take part in two separate tours, which will respectively take place on January 11th and 12th at 3:30pm. Both tours will start from the “Upcycling Award”, Hall 4.2.
2. **Green Directory 2017:** an exclusive selection of sustainable products for home décor and furnishing, presented at the Theme Park in Hall 6. Here, the visitors are provided with a platform of products that unveils new textile trends. Messe Frankfurt, Carlin International Group and Exalis GmbH chose the Re.Verso™ products: this is an important acknowledgement of the values and the quality of Filatura C4 products.



The selection of pre-consumer cuts

Re.Verso™ is the brand of a new, fully transparent, certified and traceable Italian textile system intended for wool and cashmere. The integrated supply chain can boast incredible savings in terms of energy (-76%), water (-89%) and CO₂ emissions (-96%), as certified by the **LCA (Life Cycle Assessment)** study led by PRIMA Q (the figures below refer to wool).



A Global Recycling Standard (GRS), ISO 9001 and SA8000-certified system.

This supply chain of excellence is based on the collaboration of 5 premium Italian textile producers: **Green Line**, **Nuova Fratelli Boretti** for raw materials, **A. Stelloni Collection by Mapel** for fashion textiles, **Filpucci** for hi-end knitwear yarns and **Filatura C4** for design contract textile and for woven fabrics in general.

For further information, please contact:

C.L.A.S.S. press@classecohub.org
Tel. +39 02 7601840

Re.Verso™ (www.re-verso.com)

Re.Verso™ is a new textile platform that works together with its textile partners to produce a fully integrated, 100% 'Made in Italy' textile collection with a dynamic brand new approach to production that makes Re.Verso™ products unique in look, feel and responsibility, with fully traceable materials and processes used throughout its whole supply chain that are also 100% Made in Italy. Re.Verso™ works with a wide variety of supply chain partners to deliver smart, new, eco-responsible materials for fashion and lifestyle. Its unique supply chain is based on:

***Green Line** is a leading company in the selection, collection and waste management of scraps of pre-consumer textile materials from all over Europe.*

***Nuova Fratelli Boretti** is a unique company, always aiming to produce the highest quality products through excellence. They pay great attention to manually selecting and transforming pre-consumer textile left overs, especially high-quality wools, making them ready for spinning.*

***A. Stelloni Collection by Mapel** is a renowned textile company with a vast experience in the production of fabrics of the highest quality, engaged since its foundation in converting recuperated materials into high-quality textiles for the fashion industry.*

***Filpucci.** A company whose mission is to find new ways to practice innovation by reducing exploitation of natural resources. The company cares deeply about energy savings and clean water management and eschews unnecessary waste of valuable resources, and the use of pollutants wherever possible.*

*Now with **Filatura C4** it is possible to have highly innovative Re.Verso™ yarns for contract, furniture design and generally woven fabrics. Since 1962, Filatura C4 is known for smart innovation in the contract and furnishing and is achieving specialization in the recuperation of technical and natural fibers. The philosophy is the customized collaboration with the clients, personalizing innovations to create ad hoc applications. From the concept to the final product optimizing processes, dyeing and test to achieve the best results.*

***C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy)** Leading the way since 2007, we are a unique multi-platform HUB based in Milan specialized in integrating a new generation of eco values into your fashion and home product and company. These new values are needed to speak to a new, smarter and contemporary conscience consumer. C.L.A.S.S., founded by Giusy Bettoni, introduces a new way of design thinking that represents a shift in culture, which enables your business to be competitive and socially innovative.*

Re.Verso™ is a registered trademark of Nuova Fratelli Boretti. (www.re-verso.com)