

Lanificio Luigi Zanieri Spa has been producing high quality fancy fabrics since 1952. All the fabrics sold are produced in the Prato factory, where there is a complete internal production cycle (dyeing, spinning and weaving). For this reason, the company is able to guarantee a high quality level and a punctual service to quickly satisfy every customer request.

Lanificio Luigi Zanieri Spa is internationally recognized as a leader in the production of yarn-dyed fabrics and usually presents a winter and summer collection, both with a very wide range of items. All processes are carried out in compliance with ethical and environmental principles. Recovered raw materials are used to produce most of the excellence fabrics, including 100% regenerated cashmere qualities. By-products from combed spinning, fabric scraps from used clothing and packages are recovered, selected and prepared for reuse. These materials are subjected to specific processes, which make their spinning possible again. This production cycle allows to obtain excellent quality fabrics and to significantly reduce the waste introduced into the environment by the textile cycle. Since 2018 the spinning department has been GRS (Global Recycle Standard) certified.

In addition, the company concretizes its commitment to the environment, not only through the reduction of the raw materials used, but also through a reduction in the waste of energy and water. Since 2007, an integrated 90 kW photovoltaic system has been installed on the roof of the plant, for the production of energy from renewable sources. In addition, the company is part of the industrial water purification consortium, thanks to which the waste water from the various processes is treated and again released into the environment completely free of polluting substances

LANIFICIO ZANIERI S.P.A. following in-depth strategic analyzes, identified the markets of AMERICA and CANADA the target ones to attack to propose the medium / high range products made by the company. Consequently, various interventions were initiated by the company to be able to open new markets and expand commercial penetration in the American and Canadian markets.

Thanks to the concession obtained through the participation in the call "INCENTIVES TO PURCHASE SERVICES IN SUPPORT OF INTERNATIONALIZATION IN FAVOR OF SMEs" - REOPENING DECEMBER 2019 (POR CREO FESR 2014-2020 - ACTION 3.4.2), through which the Tuscany Region thanks to EU funds intends to promote the realization of investment projects aimed at the internationalization in countries outside the European Union of SMEs, LANIFICIO LUIGI ZANIERI SPA was able to carry out the project "**LANIFICIO ZANIERI AMERICA**" aimed at the commercial penetration of the American and Canadian markets. In particular, the "**LANIFICIO ZANIERI AMERICA**" project is characterized by participation in the most important fairs in the textile sector (PREMIERE VISON - ed. September 2019 and February 2020) and promotion on the website in English language, in order to obtain greater visibility on the USA and CANADA markets where the company aims to open new markets and widen its sales of innovative products.