

The network that gathers 19 companies valued 218 million euros. Increasing the employment and export to 60 countries worldwide

Exclusive Brands Torino: the network of l'Unione Industriale di Torino celebrates 8 years participating to Maison & Objet Paris

An ideal journey among the excellences of the Italian lifestyle Made in Piedmont

Unione Industriale Torino Mission Partner of the initiatives

Turin, July 2019.

Maison&Objet Paris, the worldwide-accredited exhibition of lifestyle, at the September edition welcomes EBT Exclusive Brands Torino, the Unione Industriale Torino network of Piedmont brands and products of excellence, for the development and promotion on the international markets.

EBT exhibition area is divided in six thematic areas: Food, Jewellery | Aesthetic | Fashion, Design and Architecture, Sartorial Textile, Technology and Hospitality. An ideal path through the complex world of the Italian Lifestyle, epitome of attention to detail and impeccable quality, enriched by a gourmand tasting, to create a more immersive experience.

The six thematic areas have been anticipated by the new website of Exclusive Brands Torino www.exclusivebrandstorino.com, centre of a digital strategy that aims to promote online the EBT brand and the ones of each company part of the network.

Recently, three new participants have been welcomed to EBT, reaching the number of 19 companies that express the excellences of Turin.

Paola Pininfarina, president of the network can't hide his satisfaction "the EBT network celebrates 8 years welcoming three new companies and 5 partners of great prestige" he goes on saying "nowadays we can say that the network represents an example of excellence of promoting product and services of our territory on the international markets".

Same satisfaction also among the companies of the network that are increasing their employment, turnover and volume of export all over the world.

THE NETWORK COMPANIES

Sartorial Textiles: l'Opificio and Quagliotti

l'Opificio – l'Opificio collections of jacquard fabrics, velvets, bedspreads, cushions and home accents are representatives of the Italian lifestyle all over the world and proof of quality, family heritage and much passion. Established in 1998 by the brothers Paola, Barbara and Federico Bertoldo, the company is Italian through and through as all collections are designed and produced entirely in Piedmont. The production process, is vertically integrated, from the design to the finishing process, it is respectful of the environment

therefore it does not use formaldehyde, toxic colours and has an up to date water cleaning system. l'Opificio is distributed in more than 40 countries through showrooms, distributors, collaborations with international companies and offices and it is a reference point for those who look for a product 100% Made in Italy with a quality without compromise.

Quagliotti - The spirit of tailored couture, high quality and attention to detail live in the most refined bed linens, the softest terry towel and the most elegant tablecloths, exclusively created with handmade trims and finishing. Now in its fourth generation, Quagliotti keeps its values and philosophy intact linked to the quality of raw materials, the wisdom of master weavers, intelligence of a family business, from which collections are created for an international clientele. With a significant increase in exports to the United States in the 80's, the first turning point in development of the foreign market, which now includes 52 countries. Since then the tailoring workmanship of Quagliotti fabrics are created for interior designers, architects, stylists, Royal Homes, institutions, luxury hotels, yachts and restaurants all over the world.

Jewelry | Aesthetic | Fashion: Mattioli, Estetica Allure e Tonatto, KristinaT e Oscalito

Mattioli – A refined ambassador of the Made in Italy style throughout the world, the Mattioli brand has built its own current successes on the foundations of a noble past, associated with the most famous and masterful goldsmithing tradition of Torino. An interpreter of contemporary luxury, Mattioli stands out for its original style, which is classic and at the same time modern: particularly soft and enveloping are the lines of its famous necklaces. The crafting of the jewelry is still today entrusted to the talent of over 100 expert master jewellers. Moreover, the attention we give to the raw materials, selected from among the most precious, guarantee the exclusivity and excellent quality of all the models created. To testify the quality of management and production, Mattioli S.p.A. has achieved the following international certifications over the years: ISO9001 (product traceability), RJC - Responsible Jewellery Council (Code of Practices & Chain of Custody) and SA8000 (Social Accountability).

Estetica Allure – Allure and Estetica represent the value of cosmetic and hairdressing sector information worldwide. This is a unique way of talking about Italian style and international trends in all corners of the globe: a highly sophisticated point of reference in publishing since the birth of Edizioni Esav in 1946. From its first international launch, in an Italian-English edition in 1977, Estetica has continued to grow rapidly worldwide, offering its readers fashion news and updates, reporting, and round-ups, becoming the world leader in the sector with a network that today counts 22 editions in 60 countries with an overall circulation of more than 300 thousand copies

Tonatto – Tonatto Profumi, Turin-based perfume maison, represents the excellence of Italian perfumery in the world. Born in 2000, today the brand expresses the excellence of perfume craftsmanship: a perfect combination of tradition and innovation that results in a variety of products able to touch the deepest chords of the soul. Led by Diletta Tonatto, the Maison's best expression finds its place in the Olfactory Galleries of Rome and Turin. All products in the collection are made using the oldest and most traditional techniques of haute perfumery. Alcoholic processes are filtered by hand, drop-by-drop, into lots that never exceed 50 litres, a refined balance between craftsmanship and innovation, adopting the best raw materials. All this translates into a real ritual, which makes Tomato Perfume's fragrances, extremely wearable scents that follow the movements and the passage of the hours without ever becoming intrusive.

KristinaT – After the debut with underwear and swimwear, **Kristina Ti** today is a brand that proposes a total look collection. Behind this brand that breathes new life to the Italian fashion is Cristina Tardito, who first experimented in the family company, Tamigi, and then created her own original and unique style, as she explains: " it doesn't exist style or charm without knowledge, without a mix of cultures and a pinch of humour".

Oscalito - Oscalito is the Italian brand that since the '30s has been producing quality underwear and knitwear, throughout an ethically responsible and sustainable production process. Excellence, Naturalness and Made in Italy are the three main elements shaping the philosophy of Oscalito, within a story made "without ever losing the thread" of a great passion. Each of his creations renews every day the Italian sartorial tradition, exclusively made in Turin. Here in Turin Oscalito began in 1936 his production of underwear, lingerie and knitwear for men and women, with an unmistakable style, entirely made in the company's premises, where all the phases of the production process take place; from the thread to the finished garment.

Design and Architecture: Pininfarina, Building, Quercetti

Pininfarina – A leading player in the luxury industry, the Pininfarina Group has been moving dreams since 1930. Icon of the Italian design in the world, it has contributed to write the history of the global automotive industry. Pininfarina is a design house of international repute, a symbol of Italian style in the world. With almost 90 years of experience, it is a flexible partner able to offer competitive products and services based on the values of the brand: purity, elegance and innovation. Its activities focus on design, engineering services, conception and production of unique cars or in very small series. With its headquarters in Cambiano, Torino, the Group employs nearly 700 people through its offices in Italy, Germany, China and the United States.

Gruppo Building – Established in Turin in 1983, to design build, imagine and invent cities and homes, industrial and commercial spaces, and civil and private areas for leisure time, Gruppo Building is renowned for the Number6 "The worldwide most beautiful home", the conversion of a baroque gem into a contemporary apartment building just steps from San Carlo square.

Quercetti – Established in 1950, in Turin, Quercetti is the symbol company of the Italian way of intelligent games. Constructions, airplanes, missiles and magnetic games. The company's games, today in the hands of the second Quercetti generation, were companions of the childhood of millions of kids all over the world. The most iconic game, the celebrated coloured pegs, has crossed the decades, also getting over the attraction of the digital competition. One billion and a half pegs produced each year reach 60 countries around the world. In 2017 they enter the design annals. ADI – Association of the Industrial Design – has included Pixel Art, the adult version of the peg game, in the renowned ADI Index, nominating it for the Compasso d'Oro award.

Food: Cantine Bava, Costadoro, Guido Gobino, Lauretana, Pastificio De Filippis, Pepino

Cantine Bava – The Bava Family has grown grape vines in this territory since 1600. The best Bava Barberas are renowned in the world thanks to their high quality. Today, the family estate extends in Monferrato and Langa, with fifty hectares of vineyards and twenty hectares of natural fields and woods, cultivated with the same awareness, care and attention of the olden times resulting in a sustainable agriculture with a reduced environmental impact.

Costadoro – A lot goes into each cup of coffee we produce. And behind it all is a long process beginning with the selection of the finest raw materials, followed by sophisticated roasting processes and culminating in the best equipment and training we can offer our baristas. Because behind every cup are 125 years of history and love for coffee. And a single purpose: ensuring that every cup of coffee at the Costadoro coffee offers a unique, pleasant and memorable experience

Guido Gobino - Guido Gobino is a craftsman who combines respect for tradition with a drive for innovation, using creativity, taste and passion for high quality artisan Chocolate. An innovation made of a careful selection of the raw materials, of a cutting-edge processing, of an uninterrupted experimentation whose aim is the achievement of an absolute quality that is reflected in every detail, even in the design of the packages.

Lauretana – Lauretana water is the firm from Biella that has been producing mineral water for more than 50 years: a way that has allowed turning from a small local reality into a successful brand in the international context of food&beverage. Lauretana is a wellness water, healthy by virtue of its characteristics and its values, perfect for adults and children, ideal for daily use thanks to its qualities. Available in diversified packaging and devoted production lines, from half litre PET to Pininfarina glass line, chosen by the finest restaurants and added value on the menu of the best restaurants in the world.

Pastificio De Filippis – The Pastificio De Filippis is an Italian excellence in the production of pasta tradition, craftsmanship and passion for cooking are the values handed down over time. Thanks to continuous innovation food, the Pastificio De Filippis has become one of the reference points for gourmets. The Pastificio De Filippis is located in a historic restaurant in Turin located in the city centre. The Pastificio is recognized as the excellence of handmade pasta and a reference point for the people of Turin and for the many tourists who flock to the city.

Pepino - Gelati Pepino company has produced high quality *gelato* in Turin since 1884. During more than a century of operation, the company has established itself as an ambassador of great cold pastries in Europe. In 1939, the company invented and patented the famous "*Pinguino*"[®] the world's first chocolate covered gelato on a stick (Patent No. 58033). It is still produced with the same passion, in 5 different flavours. The flagship location for Gelati Pepino is the historic "Gelateria Pepino" in Piazza Carignano - the location that saw the birth of Italy - in the baroque heart of Turin. The restaurant has established itself not only for the sale of artisan *gelato*, but also for dining, cocktails, breakfast and catering. At the helm of the company is now Edoardo Cavagnino whose charisma and enthusiasm has led to a renewal of the brand and re-emergence in the market.

Hospitality: Relais San Maurizio

Relais San Maurizio - Relais San Maurizio, member of Relais&Chateaux offering hospitality in unique places, lies in a unique and enchanting place, the ancient XVII century monastery, where people and nature have always lived together in peace and harmony. We'll accompany you on a journey in search for the roots and origins; you'll admire the slow flow of time and enjoy the experience that will caress your mind for a long time.

Technology: Altec e Nimbus

Altec - ALTEC – Aerospace Logistics Technology Engineering Company – is the Italian centre of excellence for the provision of engineering and logistics services to support operations and utilization of the International Space Station and the development and implementation of planetary exploration missions. ALTEC is a public-private company owned by the major European space company, Thales Alenia Space and the Italian Space Agency, ASI. ALTEC is based in Turin and has liaison offices at NASA and ESA. ALTEC services ranging from engineering and logistics support, training of astronauts, to support experiments in biomedicine in particular, the processing of scientific data, the development and management of the ground segment of space programs and the promotion of space culture.

Nimbus - Nimbus srl is an aeronautical company, specialised in the production of innovative Made in Italy Remote Control Aircraft Systems (Sistemi Aeromobili a Pilotaggio Remoto: SAPR).

This great Made in Italy excellence is also an authorized operator by the Italian Civil Aviation Authority (Ente Nazionale per Aviazione Civile: ENAC) and is member of the Italian Federation of Aerospace, Defence and Security Companies (Federazione Aziende Italiane per l'Aerospazio, la Difesa e la Sicurezza: AIAD).

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Gold Partners

Unicredit

UniCredit, the Pan-European commercial bank, with a CIB division perfectly integrated and an unique network in western and central-eastern Europe, continues to support the EBT network and confirms its interest for the EBT activities in support of the member companies, and more in general for the development of the excellencies of our territory in the world. Fabrizio Simonini, regional manager of north-west Italia, underlines that “ for us it is important to support and promote the strengths of the Made in Italy, as we believe that the added value that a bank can offer to its own country nowadays pass by its capacity of boosting growth of the companies in the territories they operate”.

Silver Partners

In 2019 EBT network debut with a number of novelties: the first one being EBT Tour, with **Yeg Ventana Group** – silver partner of EBT as well as **Grandi Schermi**, a company specialized in the technical support for major events - who has defined three different package tours dedicated to three different themes: Food & Wine, Design & Technology and Lifestyle & Entertainment. So EBT brands become important lever to promote Hospitality in Turin and in Piedmont territory, three package tours that have in common the high quality of the cultural, tourist and experiential offer.

EBT Charity Partners

EBT excellence and the inherent vocation for the promotion of the social and economic contest of Turin and Piedmont, is reflected by the two charity partners of the network: **Casa Oz**, which since 2005 takes care of children and their families who are confronted with the illness giving support, assistance and helping the families in difficulty; **Fondazione Ricerca Molinette Onlus**, no profit institution that since 2001 creates a bridge between science and medicine supporting the research so called “ translational”, which means the specific sector of research devoted to translate results obtained in the laboratory into the clinical field, through the development of new pharmaceutical, new treatments and new therapies for the patients.

EBT growth in numbers

A brand in strong growth, as the data of the 19 companies confirm: the network shows an increase in the employees, from 652 to 783; an increase in the turnover that shows a growth of 37% form 159,5 to 218,1 million of euros with respect to 2018. A growth is shown also in the volume of business in the 60 countries worldwide where the companies are present, with a value of export that shows a rise of 16% from 81,7 to 94,9 million of euro, a testimony of the international vocation of the Turin entrepreneurship.

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