



**TRADITION
DESIGN
ECOLOGY**

A story of excellence and innovation

PLASTIC SPECIALISTS SINCE 1967

DEM was founded in the 1950s as a small metal parts company, in 1967 it specializes in the production of plastic items for the home and garden.

The company's goal is to bring quality and color into homes: cheerful product lines with bright colors are appreciated for their originality combined with functionality.

"A constant research path to innovate the accessories of our daily life"



Soler Group

DEM JOINS THE GROUP FROM 2020

Since 1974, the SOLER family has specialized in providing complete support in wholesale distribution for categories such as table, kitchen and for all possible marketing channels.

SOLER HISPANIA is currently one of the largest European companies in the distribution of non-food products thanks to its current logistics capacity and important agreements with both its own and exclusive recognized brands.



50
Paesi



85,000
m2 di Impianti



15,000
Prodotti

The objectives

DEM is oriented towards the search for new opportunities, new projects and new business:

- Develop all the potential deriving from belonging to an international Group.
- Develop strategic synergies both at the production level (production of ranges for companies of national and international importance) and at the commercial level (development of dedicated ranges for customers of national and international large distribution)
- Conquer new market segments, including in innovative channels.



Ethical Business

- DEM applies a careful policy eco-sustainable, respecting the environment.
- We worked with Fater to create a material derived from their post-consumer product from which our production of recycled plastic derives.
- Since 1988 we have been implementing a recycling policy and processes for our own



waste materials: second choice products are in fact shredded and re-introduced into the production cycle for the production of cleaning and garden lines.

- All this has allowed us to obtain the EuCertPlast Certification, which aims to encourage an environmentally friendly recycling process of plastic materials, based on the European standard EN 15343: 2007



At the service of the customer

- In addition to the 85,000 square meters fully automated in Valencia, DEM logistics has 2500 pallet spaces ready in Italy to ensure coverage of 85% of the products in the catalog.
- The production flexibility and the marketing feeling we have with customers allows us to build private label lines with the main international distributors



Palazzolo sull'Oglio logistics quarter

Products

Made in DEM

From the kitchen to cleaning, from the pantry to the table, from the balcony to the garden, the needs are many and DEM's proposals are just as numerous!

All DEM products are conceived, designed and manufactured in Italy.

First quality thermoplastic materials are always used, guaranteeing safety for the final consumer.

The synergies of the Group have made it possible to add 250 products of Spanish production including 50 products in the Greentime line.



DEM products for sale to customer shops

Arabesque

The latest novelty is the "Arabesque" line: we were inspired by 4 different shades of marble to obtain a truly innovative decoration, created thanks to a unique technology tested in our laboratories. The result is that each product is unique and different from another just like marble, recalling the effect of a white carrara, portugal pink, azul macaubas and onyx green. The colored ones are offered with a unique and assorted ean code in the packaging, the white carrara mono color in the packaging with a dedicated ean code.



Picasso

Using the "coinjection" production technique, a technique that exploits our international patent, and taking inspiration from the "candid" effect of ceramics, we have created this new assortment consisting of about twenty products for the table and kitchen. The peculiarity of the line is certainly the "brushstroke" of color in the upper part of the product, indelible and different from one another, created during the injection process. The 6 lively and trendy colors, combined with a natural white, create a remarkable visual impact on the table.



Progetto Eco

The goal of this project is to focus the attention and sensitivity of the consumer on the correct use of plastic.

For some strategic products we have studied a new packaging deriving from recycled paper with which we explain how our products allow them to be used over and over again and are 100% recyclable so as to make us promoters of the ethics of recycling and reuse and the reduction of waste. Packaging gives products greater perceived value.



Crystal way

Crystal Way is the real innovation in the market thanks to the production technique called coinjection, covered by an international patent, which allows the product to be molded in two different colors at the same time, thus creating enveloping shades that make it similar to Murano glass. Available in four different transparent colors, a synthesis of brightness and liveliness, it allows you to set up your table with a delicate fantasy





The Frosty line stands out both for the variety of items, designed for everyday use, and for the assortment of colors. Practical, versatile and cheerful, Frosty is characterized by the particular effect of the translucent color, given by the contrast between the exterior of the satin object and the mirror-polished interior, veiled by a slight transparency. The complete range of accessories by DEM is a valid choice to color your everyday life.



DEM offers a complete line of everything that can be useful in the home. From the kitchen to cleaning, from the pantry to the table, the needs are many and DEM's proposals are just as numerous. Available in nine different colors, they combine bright and cheerful colors with warm and elegant shades.



FrescoClip

We are pleased to announce the new line of FRESCOCLIP containers consisting of 4 square containers and 5 rectangular containers with four flaps closure. Products in transparent polypropylene with silicone gasket that guarantees airtightness, they are suitable for use in microwaves, freezers and dishwashers. Thanks to the practical space-saving shape, they are stackable and closable one inside the other.



In Fresco Line containers, a simple pressure on the center of the lid is enough to obtain the effect of the vacuum, a guarantee of perfect food preservation. Distinctive features are: the edge of the blue rubber lid for uniform ventilation and the date window to remember the month in which the food is stored. Thanks to the exclusive patent, the Fresco Line containers are the only ones on the market that can pass from the freezer to the microwave without having to remove the lid. As the temperature rises, the lid rises and the air comes out of the small vent holes on the sides under the edges of the lid, thus eliminating the risk of the container bursting or creating a vacuum effect.





A wide variety of containers that stands out for its versatility and practicality. Designed for the countless possibilities of everyday use, they are made in a single color: the transparency of the various containers is combined with the blue lid to facilitate the verification of the contents. Lightweight and resistant, they are indispensable for the kitchen. They are suitable both in the fridge and in the freezer, resisting from -40 ° C to + 110 ° C.



COSE DI CASA

The Cose di Casa line perfectly combines the performance of the products with their practicality and functionality. The pleasant colors, always in tune with the newest and most modern tastes, make this wide range a solution in search of the right product at the right time. The constantly evolving products offer their use in all rooms of the house. The sturdiness and the materials with which they are produced guarantee long-lasting use and the complete recyclability of all components at the end of their life.



Wine Up

With the products of the Wine Up line, transporting wine has never been so convenient. The indestructible polypropylene of the body blends with the soft rubber that allows you to lock and protect the bottles during transport, avoiding possible breakages and annoying jingles. Make up the Wine Up line: two elegant 6 and 3-seater bottle cases and a nice strap to lock the bottles in the car.



ELIO

Composed of 100% resin, it is functional and robust and compared to traditional aluminum drying racks it never rusts. But its main feature, which makes it an unmissable object, is its practicality: Elio opens and closes it with one hand and with a simple gesture, it stands alone and takes up very little space. Your laundry room's best friend is ready to enter your home.





We are pleased to present the new ECOIDEA line, a range of products dedicated to cleaning and replenishment with raw material entirely coming from 100% post-consumer and post-industrial recycled material. The issue of recycling and disposal of plastic today puts us into question a lot, which is why we have put all our experience into play to achieve a goal that makes us truly proud.

We have dedicated a lot of attention to this project, it is an ambitious goal but above all a strong step towards a reduction in plastic consumption and an increase in its recycling.

The ECO IDEA assortment includes 15 cleaning and storage products in three shades that recall the colors of nature, blue, dove gray and green.



GREENTIME ECO

vasi **riciclati**
belli & sostenibili



Greentime is the complete line that DEM has designed for the garden. Pots, planters, boxes and pot holders are made with materials resistant to summer and winter thermal variations, shocks and even sunlight, since an anti-UV is inserted into the material which compresses the color and does not allow it to change over time. the hue. Most of the items that make up Greentime are available both with and without reserve so to meet the various needs of customers.



Thanks to the collaboration with Fater, our excellent customer, manufacturer of the well-known Pampers diapers, we have participated in the creation of a material derived from their post-consumer product, with which we produce our vases.

The raw material, completely recycled, is reintroduced into the environment without wasting additional resources, contributing in a concrete way to respect for people, returning a more ecological message to the plastic product.





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