

GEMITEX



OUR GROUP



OUR PLACES: WAREHOUSES, PRODUCTION SITE AND OFFICES



A large, leafy tree stands in a field, with a cloudy sky in the background. The tree is the central focus, with its branches spreading out. The field is grassy and there are other trees in the distance.

OUR DNA IS MADE OF

SUSTAINABILITY

QUALITY

ITALIAN KNOW-HOW

DESIGN INNOVATION

PEOPLE

BEST PRICE

SUSTAINABILITY: A PROMISE WE WANT TO RENEW EVERY DAY



OUR MISSION:

ENERGIZE OUR FACTORY

- we use renewable energy in order to feed our manufacturing air much better
- we use our own PVC tablecloth waste to create doormats
- we collaborate with a waste recovery factory in order to use their PVC waste in our doormats



solar panels energize our factory

RESPONSIBLE SOURCING

- 100% of our filling items are made by sanitized fabrics.
- 100% of our plastic waste (PP bag, cotton cones and other packaging) are sanitized in order to make brand new hangers
- Ethical activities are required for all our suppliers
- 100% of raw material we buy is regenerated



regenerated raw materials

SUSTAINABILITY: A PROMISE WE WANT TO RENEW EVERY DAY



PEOPLE DEVELOPMENT

- we take care about our people through fair pay, flexible working timetable, different kind of job contract (full-time, part-time,...)
- we are partner of AMICI PER LA VITA onlus in order to include non-profit programs in our business
- we spread positive values involving our employees in our non-profit programs

CONSTANT UPDATE

- every year we prototype new products and almost 60 % of them become part of our collection. For example in 2019 we launched new products such as a doormat that lights up in the dark, Zanzibar chair-pads, new mats and new tablecloths with treatment



our CEO preparing some of 1250 food kits during COVID-19 emergency



Zanzibar Chair-pads



Velvet sofa cushion and roll mat

POINTS OF STRENGTH: WHAT LET US TO GROW



GEMITEX wants to give you the **best product**
at the **best price** with **high**
performances



OUR FOURSTRONG POINTS

Short delivery due to our high stocks

Trendy and constantly innovated styles and patterns

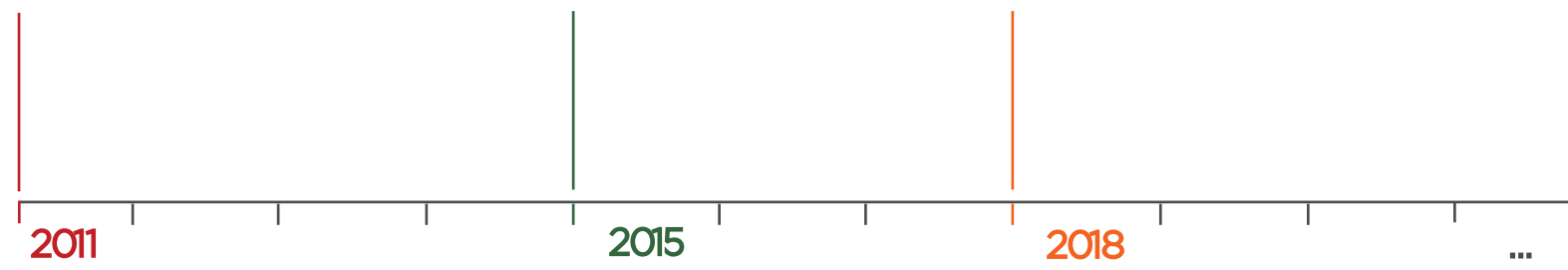
Made in Italy optimized production

Large product portfolio and customized services
and brands portfolio



the result of our strategic choices is the **BEST COMPETITIVE PRICES**

OUR EVOLUTION



PRODUCT



DISTRIBUTION



CLIENT



COMMUNICATION



A NEW BEGINNING IN 2018



In 2018 it started a new beginning with the office developments in our Headquarter based in Puglia (Andria).

The research and development department has been improved thanks to the increasing technological equipment we normally use in order to achieve product design optimitation. Moreover we increased our product portfolio and our products permorfance.




NEW COLLECTIONS

On one hand year by year we create new cutting-edge products such as the ones of GIAMAICA COLLECTION (2020): removable, without any zip and with oil-repellent treatment washable without any wash machine in order to reduce water and soap waste



PRODUCT OPTIMISATION

On other hand we improve our steady products to make them more sustainable and higher-performing



Gemitex has increased revenues by 15 %
in the first two months of 2020 compared to the first two months of 2019. Despite COVID-19 lockdown we expect to continue with growth of our turnover.

A NEW BEGINNING IN 2018



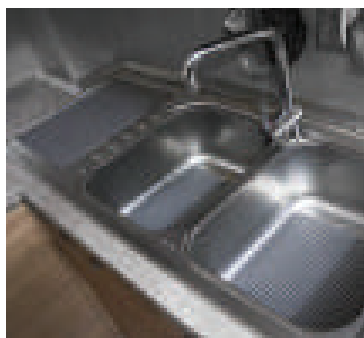
During 2018-2019 we launched **Gemicasa**: a new brand with different products for more specialized channel customer (bricolage, hardware store, DIY)



Tablecloth on rolls



Table protector



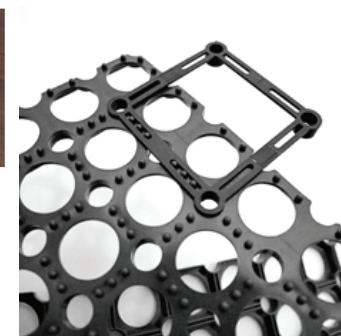
Anti-slipping kitchen cover



Anti-slipping kitchen mat



PVC adhesive foil



Doormat



300 EMPLOYEES

splitted in different departements

30.000 SQUARE METERS

among Headquarter and
dislocated offices

200 SALES AGENTS

all over the world

UNI EN ISO 9001:2015

quality principles
(customer focus, motivation of top management, regular improvement)

UNI EN ISO14001:2015

environmental certification extended to
corporate offices and logistics hubs

92 %

corporate waste is reused inside production
cycle

+ 28 %

employees compared to 2017

390.000 Kw/H

energy from solar panels placed in our establishments

5000 sqm

of photovoltaic panels

+ 2000 CLIENTS

+ 50 COUNTRIES

we supply more than 50 countries all over the
world

40.000 PIECES PER DAY

every day we produce at least 40.000 products
split in tablecloths, cushions, rugs,...

OUR DISTRIBUTION CHANNELS: POTENTIAL FROM ORGANIC AND EXPANSION



Our channels

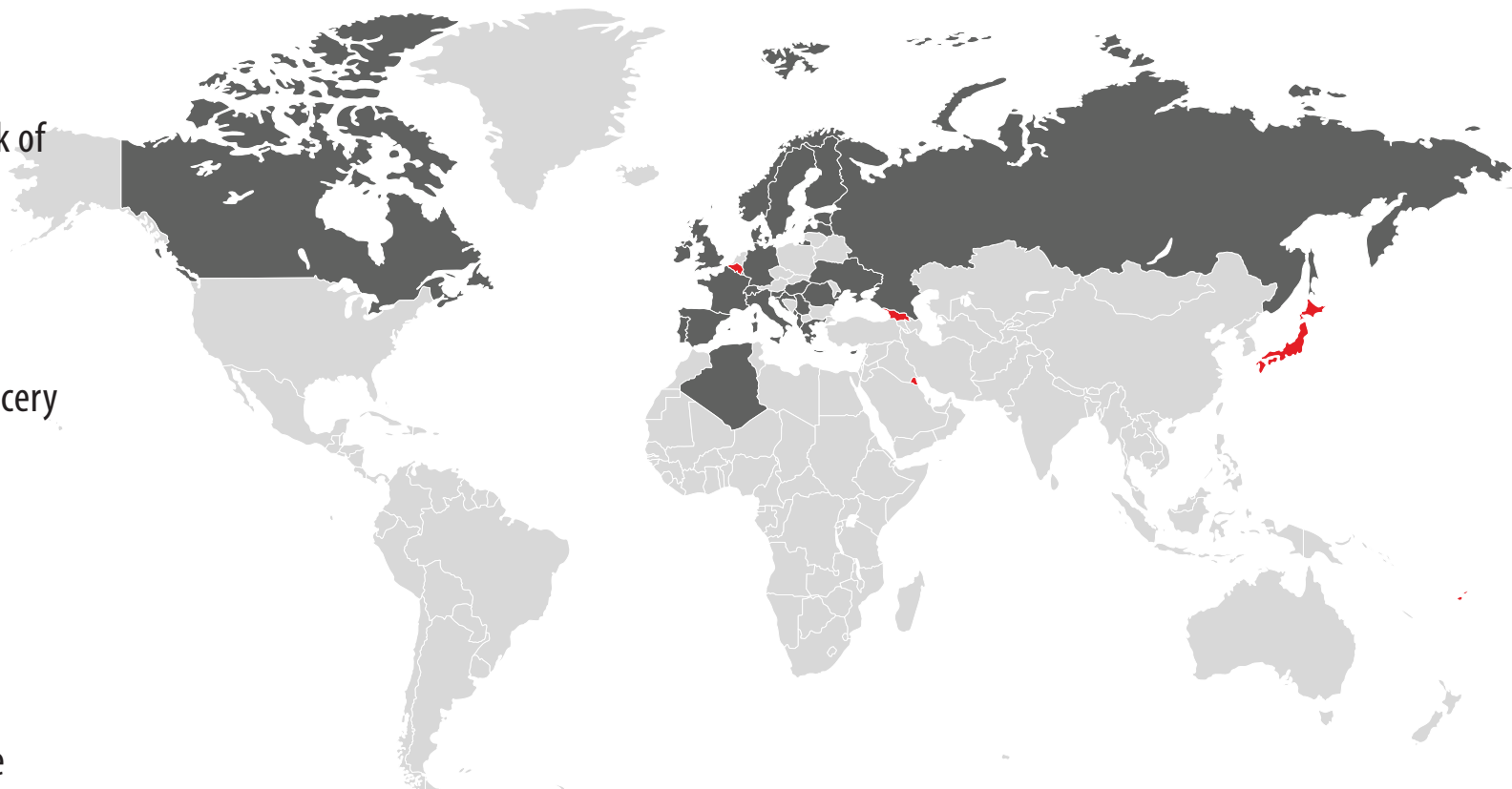
- GDO: national and european network of department store
- wholesalers
- different kind of shops : household good, home and person cleaning, household linen , DIY, pet shops, grocery stories

DO: national and regional network

EXPORT

ONLINE PLATFORMS and E-commerce

MAIL ORDER

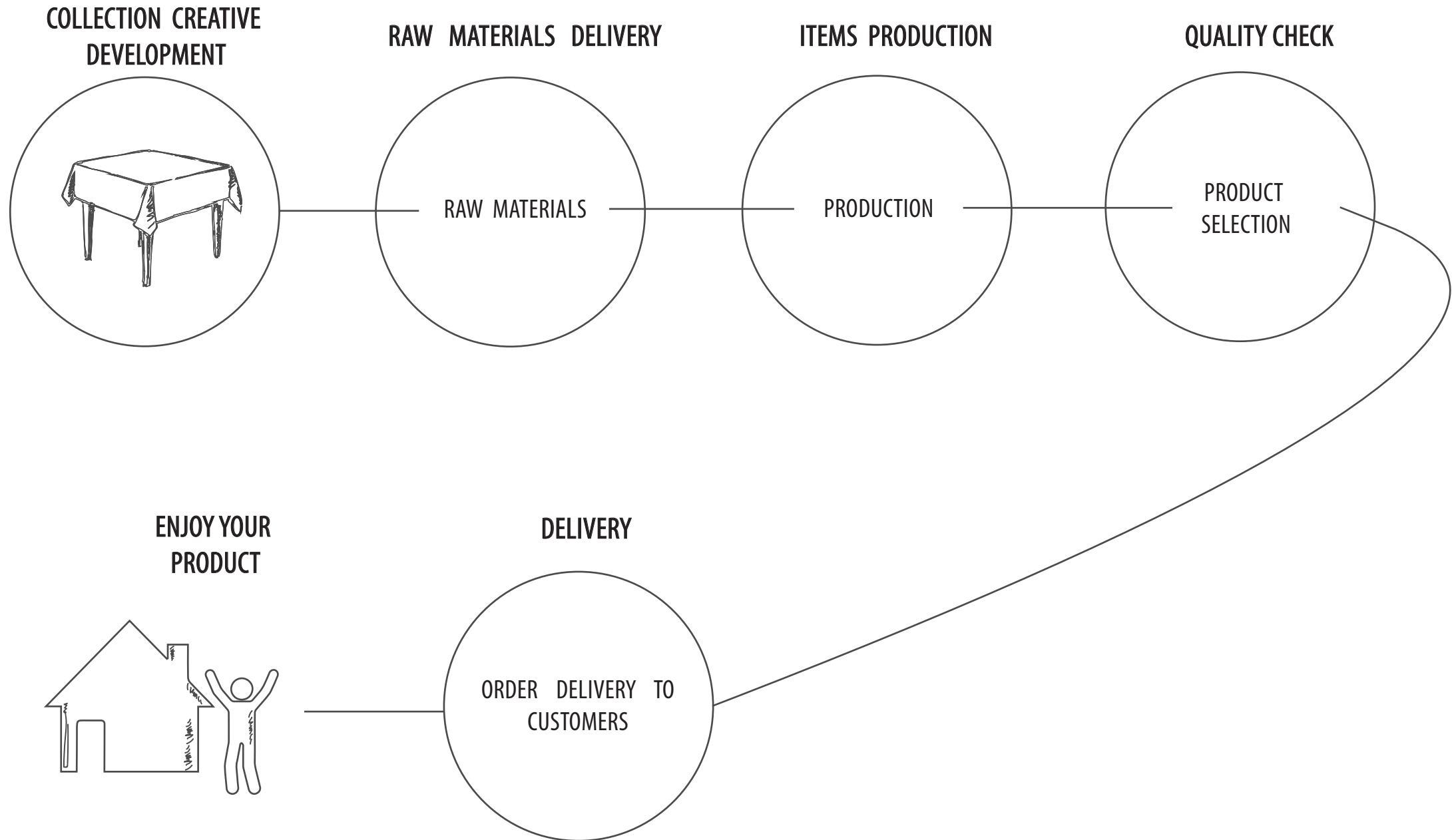


These are our established market, but we usually deliver in many other countries

■ Existing markets to further develop ■ New markets

Gemitex two goals: to increase wholesalers' revenues and to develop our e-commerce

SUPPLY CHAIN: OUR COLLECTION DEVELOPMENT



Every year we work on different collections in order to satisfy market's needs and we work to offer our best quality

OUR PLACES: PRODUCTION SITE



GARDEN COLLECTION STATION



PACKING STATION



SEWING MACHINE STATION



TABLE LINE DEPARTMENT

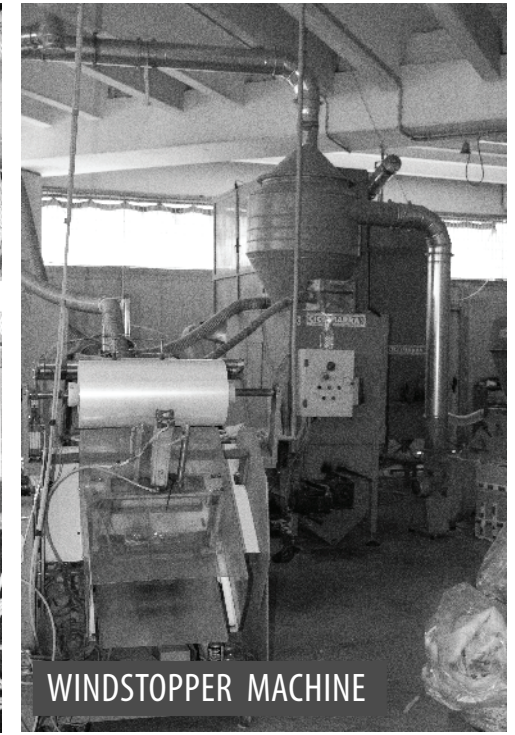
OUR PRODUCTION: HIGH-TECH MANUFACTURING PROCESSES



LAMINATED MACHINE



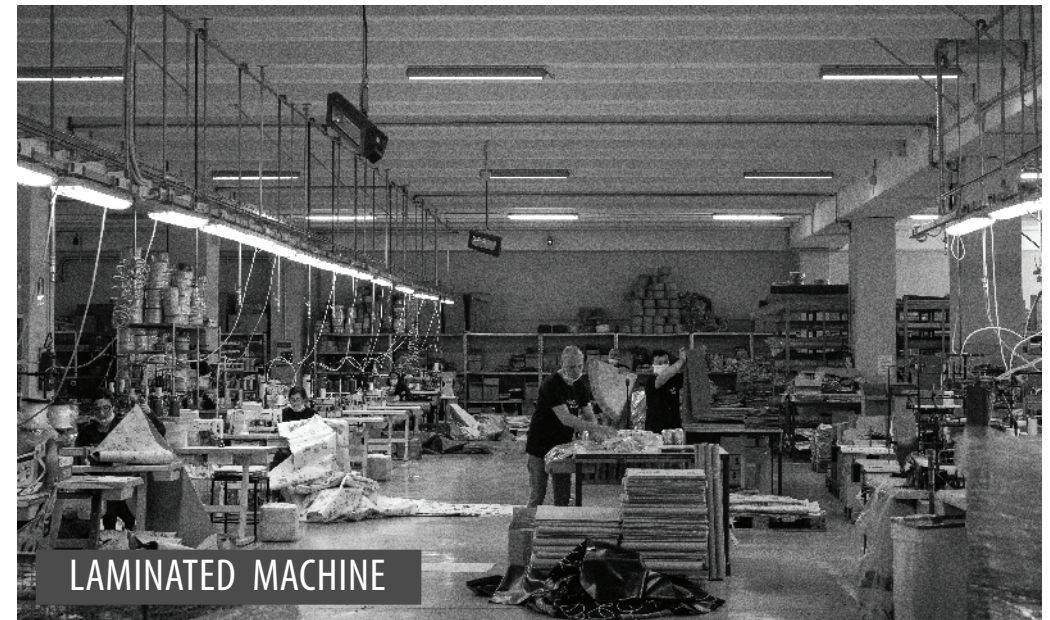
MOULDING MACHINE



WINDSTOPPER MACHINE



MOULDING MACHINE



LAMINATED MACHINE

OUR PLACES: WAREHOUSES



WAREHOUSE



LOADING AND UNLOADING GOODS



WAREHOUSE



WAREHOUSE



WAREHOUSE

PRODUCT EVOLUTION: FOCUS ON OUR CORE AND ADJACENT CATEGORIES



CORE BUSINESS



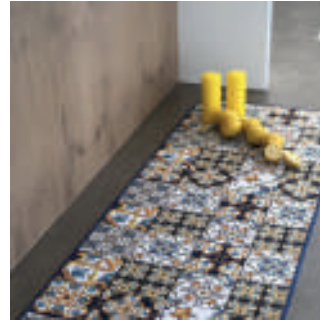
PVC Tablecloths



Tablecloth



Chair-pads

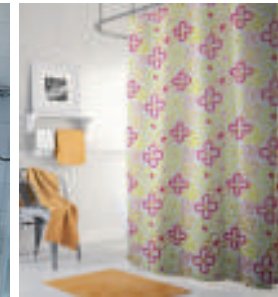


Rugs

OTHER CATEGORIES



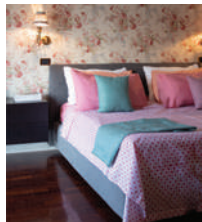
Terry towel and
bathroom mat



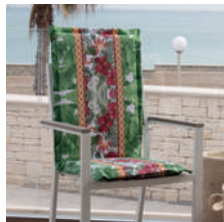
Shower and bath
accessorizes



Kitchen
accessorizes



Bedlines



Garden collection



PET cushion



Car



Doormats



Items by rolls



Stand display

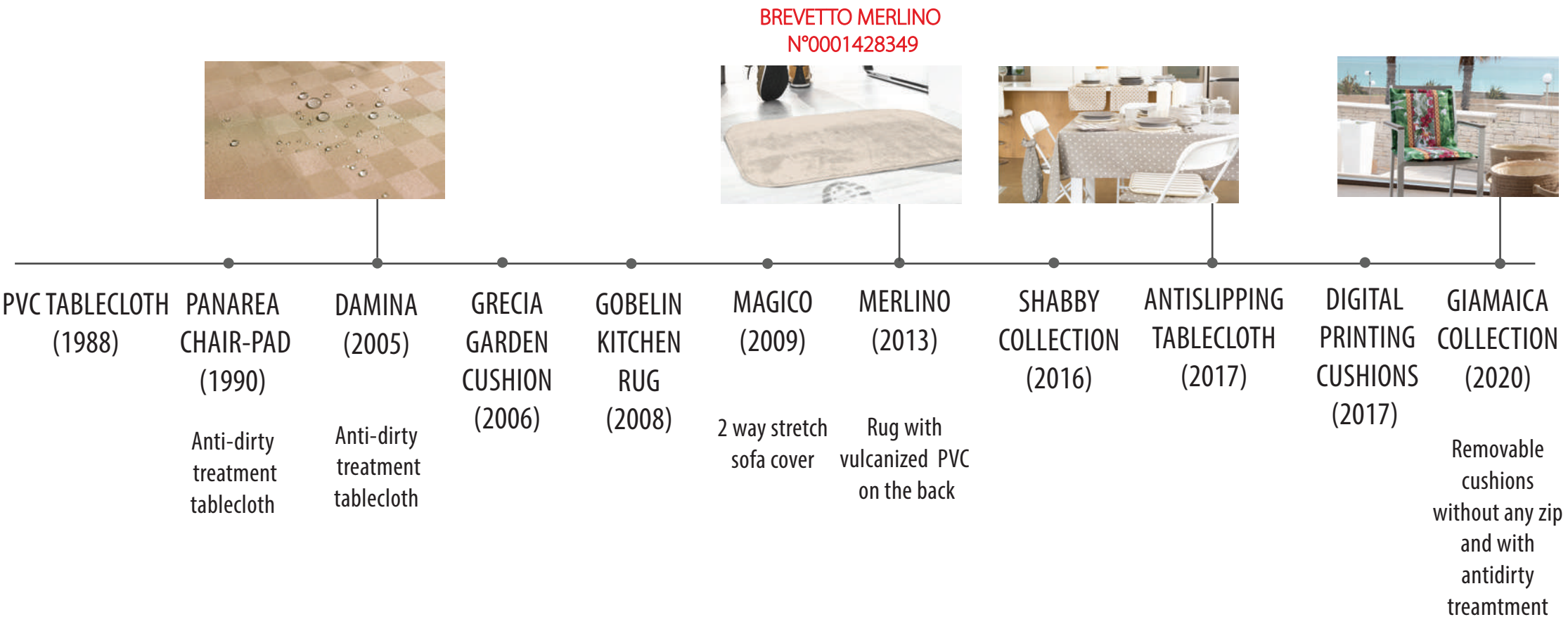


Ironing board cover



Sofa cover

PRODUCT EVOLUTION: FOCUS ON OUR BEST SELLER



DIGITAL HUB: OUR NETWORK COMMUNITY



Gemitex.shop is our upgrated digital store

Focus on social medias, SEO, online media in order to create a strong community on our official website.

Official blog: always updated in order to be in touch with all our customers and create more engagment with them.

Our goals:

- Empower our community on social media
- Increasing **Gemitex.shop** online revenues

* Instagram, Facebook, LinkedIn, Youtube.



WHEN WE SAY "**EXPRESS YOURSELF**" WE MEAN BE INSPIRED, BE BRAVE AND TRUST YOURSELF"



GINESTRA TABLECLOTH



DRILL SOFA CUSHIONS



LONETA TABLECLOTH



FIVE STREET MAT



SHABBY COLLECTION

@gemitexspa

Gemitex spa

GEMITEX

OUR PEOPLE



LET'S START FROM "OUR HOME"
TO KEEP IN TOUCH WITH US