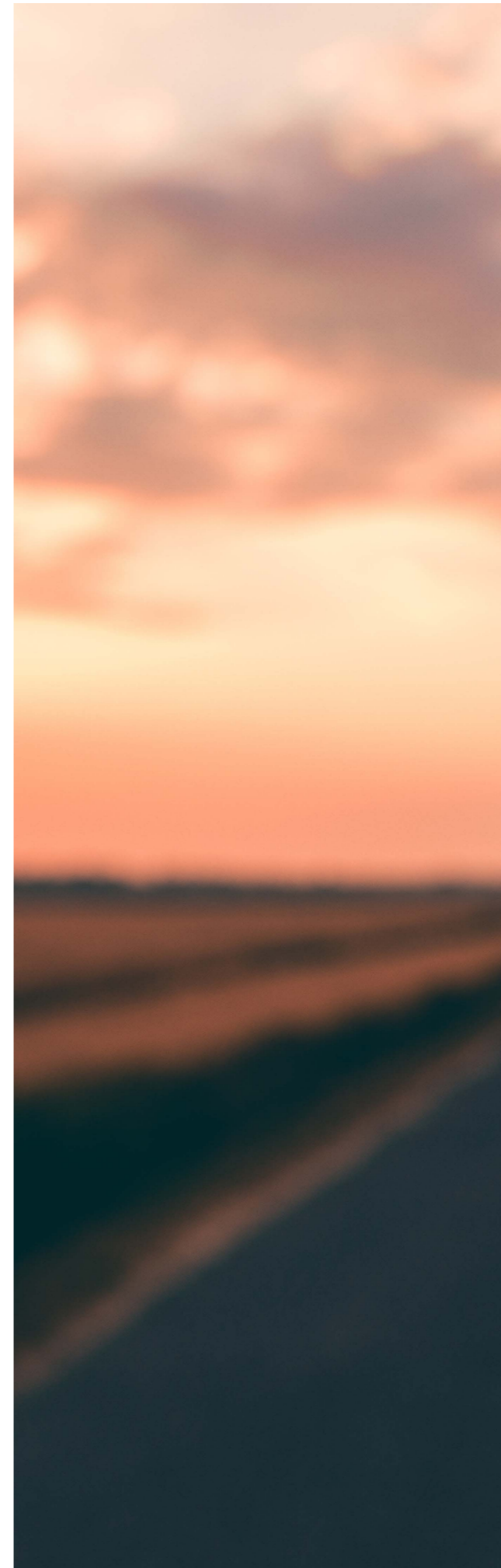




# HIGH LIGHTS 20 20



## A YEAR OF CHANGE

2020 will be remembered as the most unpredictable year in a generation.

All the changes we have gone through have challenged and pushed us to adapt quickly to the **new scenario** we have all been protagonists of.

From the start of what turned out to be a year filled with crises and heroic responses, Atlantis produced the **Highlights**, a record stream of articles, reports, events and new features to collect all the **significant moments** that have given our company a new shape.

Even if the present remains still uncertain, **it's an exciting future we can all look forward.**



# 1

## SUSTAINABILITY

2020 has made the **centrality of sustainability** for business resilience very clear.

Three years ago we embarked on a journey towards an **eco-sustainable business model** due to the fact that we believe in the interconnected and interdependent nature of the world's social and economic system.

# ATLANTIS SUSTAINABILITY REPORT

For over twenty years we have been working to meet the needs of our customers.

During this time, the continuous dialogue with all players in the supply chain has made us increasingly aware of the impact of environmental issues on our sector. We felt the need to find new solutions, to **do our part to reduce this impact**, to put ourselves to the test to give a positive signal.

We have analysed the context in which we operate - internal factors and external factors - and tried to intercept those factors that substantially influence stakeholder evaluations and choices.

From the results of this research comes our **Sustainability Report**, which defines the strategic guidelines for the medium-long term with the aim of leading us towards an increasingly complete integration of environmental and corporate aspects in the way we operate.

Consequently, the Report becomes the tool with which we define our policies in relation to the economic, corporate and environmental aspects identified as relevant.



We share all the "Sustainable Development Goals" (SDGs) set by the United Nations Agenda 2030 and we have decided to contribute to achieving them aligning our Sustainability Plan.

The process leads us to identify the SDGs to which we can contribute more significantly (Goals 4, 5, 8, 12, 13).

The Goals will inspire our future efforts in terms of objectives, practices and projects.



"In Master Italia we undertook a wonderful journey and we decided to communicate it through our products, our daily activities, and the behaviour of individuals who talk about our choice for a sustainable future".

Alessandro Colle Tiz  
Presidente Master Italia SpA

*Alessandro Colle Tiz*

## POLYLANA® BELIEVE IN BETTER

We have worked hard the last year on finding a new fabric, something different from the traditional recycled fabric. And for 2021 we are proud to present our partnership with **Polylana®**, an incredible eco-efficient alternative that you can find in our Pure Beanie from the new collection 2021.

### What is Polylana®?

Polylana® blended yarn is a **high-quality sustainable yarn for knitwear and woven fabric**. It is almost identical in physical properties to acrylic fiber and can be spun with cotton, wool, viscose, nylon, acrylic to enhance sustainability, functionality and aesthetics. The real deal with Polylana® is that it represents a low-impact alternative using **less energy, water, waste and CO2 in the production process**.

This has been a turning point for us, already having strategies around responsible cotton or polyester, but we were having trouble to find better materials as alternatives to acrylic and wool. Now thanks to Polylana® we can also extend this fabric to our range of sustainable materials for use in multiple applications including fashion, outdoor, sports, merchandising & gifts.



Atlantis introduces Pure, the first Polylana® beanie that represents a low-impact alternative to 100% acrylic fiber with less energy, water, waste, CO2 and microfiber release. Not just different, but better.

#### Production impact per 1 kg. undyed fabric

Material	Energy (MJ)	Water (l)	Waste (kg)	GhG (kg CO2)	Fiber Release
<b>Polylana</b>	<b>90.7</b>	<b>27.2</b>	<b>0.3</b>	<b>13.6</b>	<b>82,672</b>
Acrylic	379.0	182.0	1.2	16.9	121,465



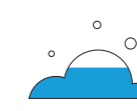
**76% Less Energy**



**85% Less Water**



**76% Less Waste**



**19% Less CO2**



**32% Less Fiber Release**

60% Polylana® / 40% Acrylic Yarn VS 100% Acrylic



One beanie saves  
5 liters of water

## FORD ECO RANGE

We were offered the chance to test our skills as headwear makers in a project that had sustainability as its protagonist: the **PSI Sustainability Awards**.

This was one of those opportunities that we did not dare to miss, especially due to the fact that we had the privilege to study and interpret the **Ford Motor Company** identity and develop an almost entirely sustainable custom collection by applying our know-how and expertise.

The result was the **Ford Eco Range**: five hats and two beanies that reflect Ford's style and design but with a recycled soul, the highest expression of Atlantis' work as headwear makers serving the brand.

## BENEFITS FROM A RECYCLED CHOICE



### PRODUCT ID CARD



**76**

meters of recycled thread



**62%**

recycled fabric on total textile parts



**0,62 kg**

CO2 emission saved per cap production\*



Production area:  
Jiangsu, China

\*average impacts have been calculated according to GHG Protocol Scope 3 Standard based on DEFRA 2018 clothing database



LESS ENERGY  
CONSUMPTION

REDUCTION  
IN WATER  
CONSUMPTION

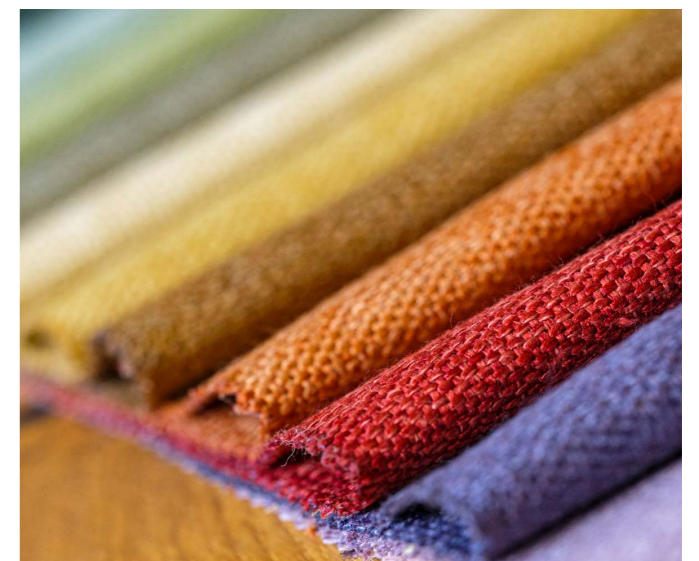
REDUCTION IN  
GREENHOUSE  
GAS AND CO2  
EMISSIONS

## ASSESTMENT CARD

We firmly believe sustainable investment is the key to successful long-term outcomes, for everybody. It may also be a trend topic these days but for us it has become a crucial value that we have embraced for a few years now and that we do not consider something fleeting.

For this reason, with the help of Cikis, a brilliant Italian company specialized in brand sustainability and analysis services, we have decided to implement a strategy together to respond to the market demand for sustainability. It has been a real challenge **to analyse our performances, suppliers and products**, and evaluate our environmental, social and ethical impacts.

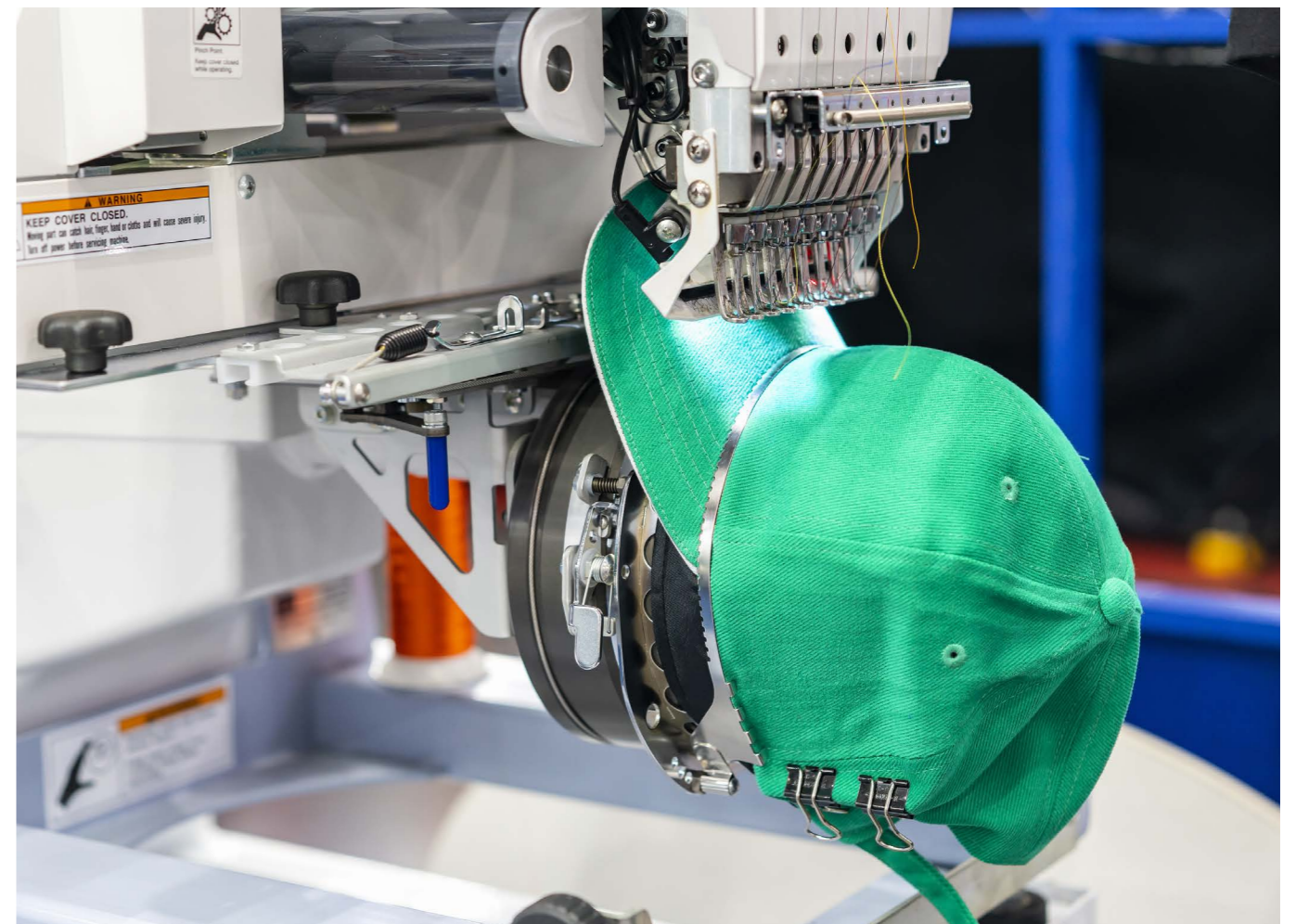
The result of this common effort was the **Sustainability Assessment Card**, a report with a benchmark analysis of Atlantis Headwear's practices, our top actions and our 2021-2023 brand priorities that include the **compensation of emissions** generated from transports, the **textile waste elimination** in the manufacturing phase and the aim to design an **entirely sustainable collection** by 2023.



## CODE OF CONDUCT

Atlantis believes in a **circular economy** that combines economic growth with environmental protection and that of society too. Against this background, we are committed to guaranteeing an ethical and responsible production chain that respects international labour standards as well as local laws.

The **Code of Conduct for Suppliers** is an integral part of the contract and outlines the minimum standards that Atlantis requires of its suppliers and business partners as the beginning of a truthful collaboration.





## FOLLOW OUR JOURNEY TO SUSTAINABLE HEADWEAR

Last but not least was our participation in the most important **world trade fairs** at the start of 2020, telling all about our sustainable headwear journey. In that little window between January and February, before the spreading of Covid19, we took part in the **major exhibitions in the promotional business** in Germany, France, England and United

States and for the first time we were there **talking about how to reduce our environmental impact towards a more sustainable business model**, using sustainable fabrics and avoiding chemical waste.



# 2

## PRODUCTS & SERVICES

Starting from ethical research, sustainability trends and textile innovations, our hats are drawn to **allow ideas to be knit-in for a branded custom look.**

Here you can read how we have transformed our business to help brands engage with their customers, telling their story and spreading the world about what they do.



# CUSTOM REVOLUTION

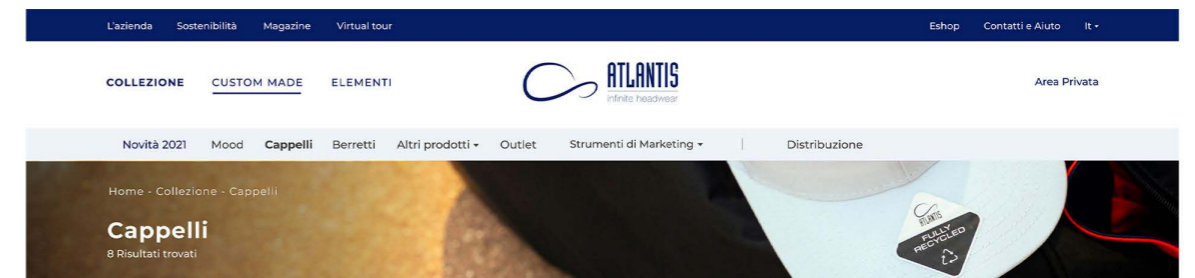
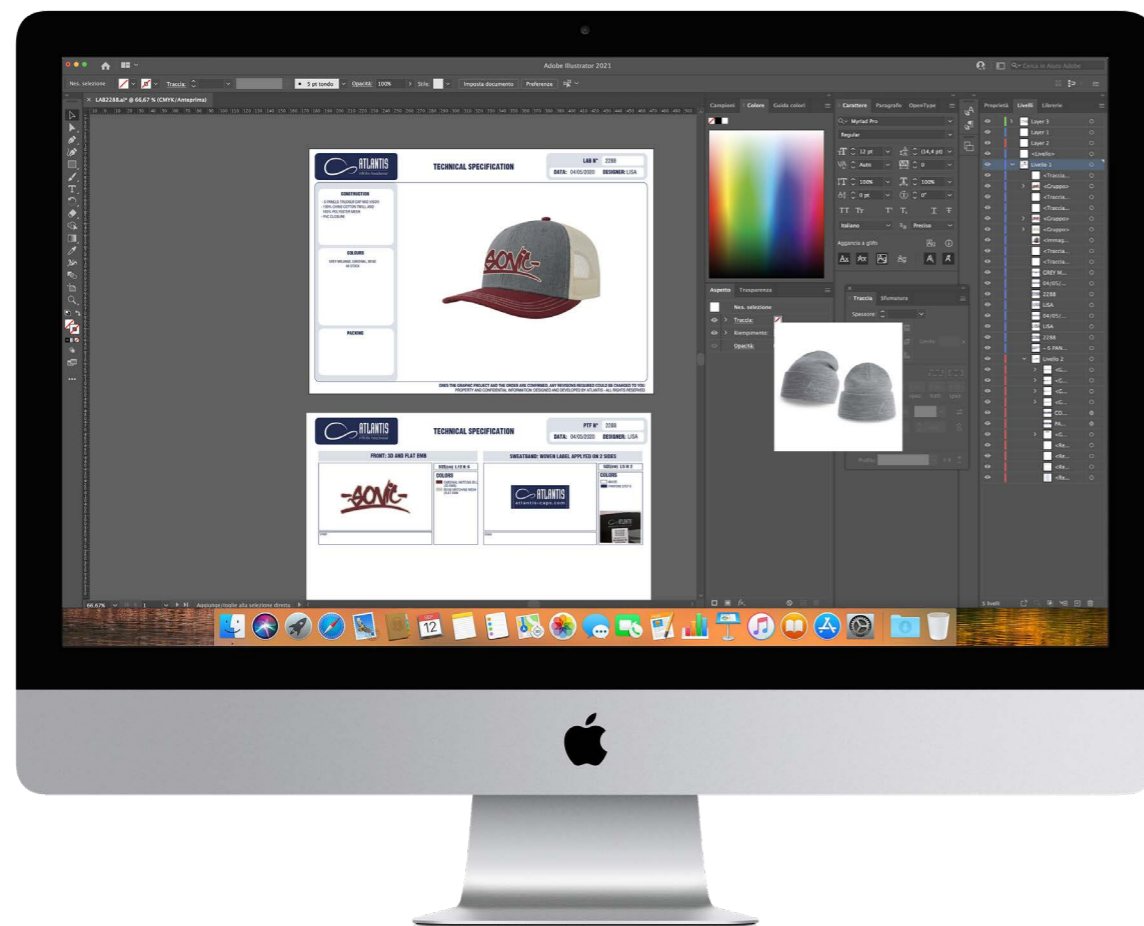
2020 has been a year of digging deep and drawing on all our resources to optimize the work we have been doing so far with the **custom productions**.

Unifying all our strategies in one work, we released the Atlantis **Custom-Made Catalogue**, a document that split our knowledge into programs that should **simplify** and **standardize** the way **we create custom headwear**.

Together with the new programs, we

built a gallery named **Inspiration Models**, that gather all our ideas designed to make it easier for anyone who wants to choose a customization.

We like to say that **if you can think it, we can make it**.



FILTRA PER

Novità 2021

Forme

Chiusure

Tessuto

Colori

Tecnologie

Mood

Outlet

x Green



## LAB2288

Il popolare trucker cap in versione sostenibile, grazie al tessuto in 100% poliestere riciclato ottenuto dalle bottiglie di plastica

Colore: nero

Invia una richiesta

Sei già nostro cliente, **Accedi**

Peculiarità

Atlantis connect

Certified recycled polyester

Curved visior

Pvc closure

Specifiche tecniche

Dove personalizzare

Materiale da scaricare



# NEW COLLECTION 2021

Once again, sustainability was the one thing that has driven us to the design of the **Collection 2021**, strongly influenced by the concept of Slow Fashion.

**Slow Fashion** can be defined as the approach to fashion, which reconsiders the processes and resources required to make clothing, particularly focusing on sustainability.

This time, instead of chasing volatile trends, we have chosen **enduring styles** with the latest in **sustainable fabric**

**innovation** and create garments that are **classic** and **versatile**.

We intentionally left behind flashy models and eccentric details to focus once again on **low-impact manufacturing processes** and **recycled fabric** production, making them available to everyone with an almost entirely sustainable collection made of **popular lines** and **shapes**.



## NEW TECHNOLOGY & TRENDS



RECYCLED POLYESTER



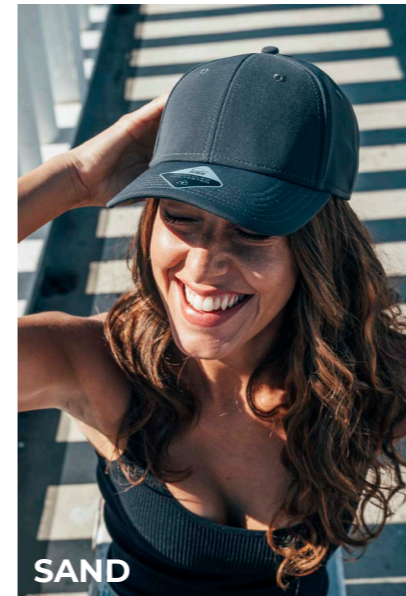
POLYLANA



WATER RESISTANT



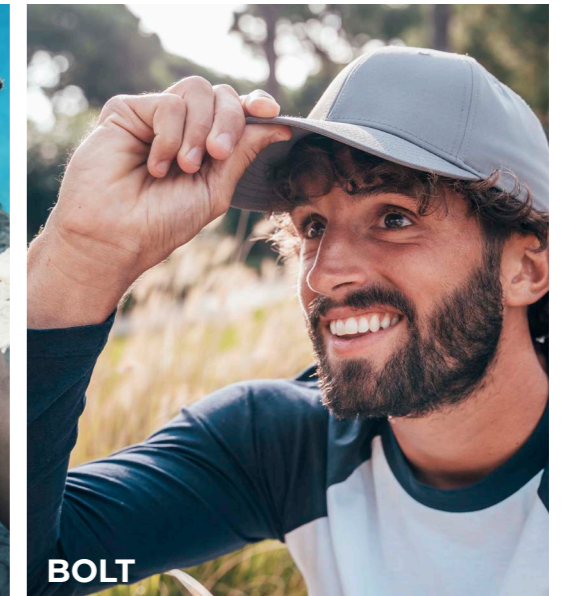
MECHANICAL STRETCH



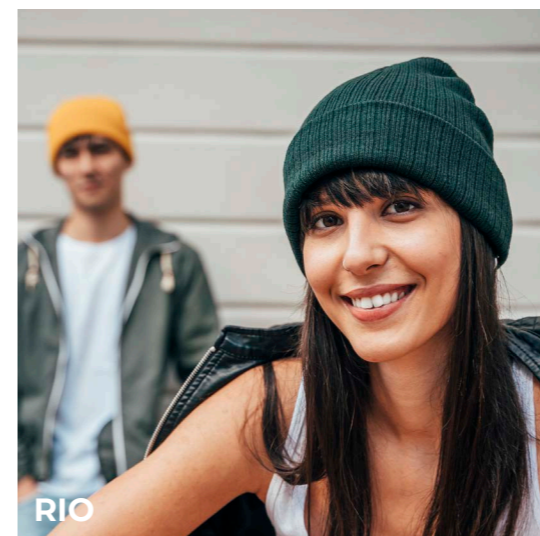
SAND



ENERGY



BOLT



RIO



SONIC



PURE



SHORE



SHINE



GEO

## FASHION PROGRAM

The **Fashion Program** is something completely new, born from the need to give a different service to all the brands of the fashion industry.

We have decided that our experience in the field deserved a special program to **guide brands and licensees in the development of their collections**, bringing their one-of-a-kind piece of headwear to life.



## HOW IDEAS COME TRUE



**BRAINSTORMING & TRENDS**



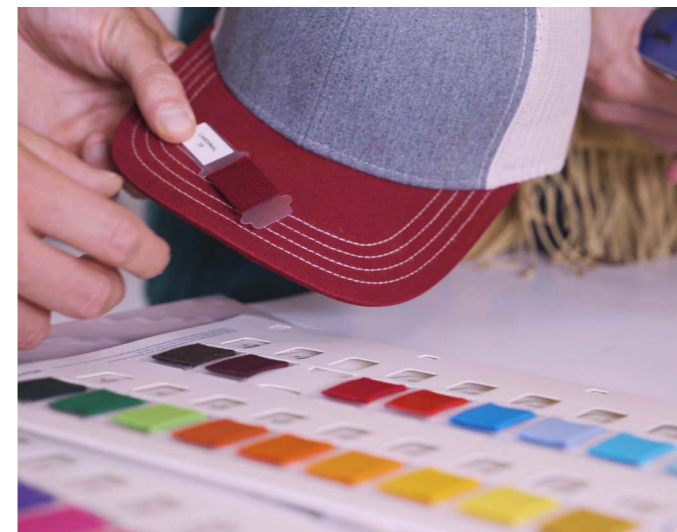
**DESIGN**



**MATERIALS & SHAPES RESEARCH**



**PRODUCT DEVELOPMENT AND PROTOTYPES**



**SAMPLES**



**PRODUCTION**



# 3

## DIGITALIZATION

This has been Atlantis's most important resource.

At a time when distances are an obstacle and human contacts are limited, the team has proved capable of adapting to an unpredictable scenario where **digitalization** is the key to growth.

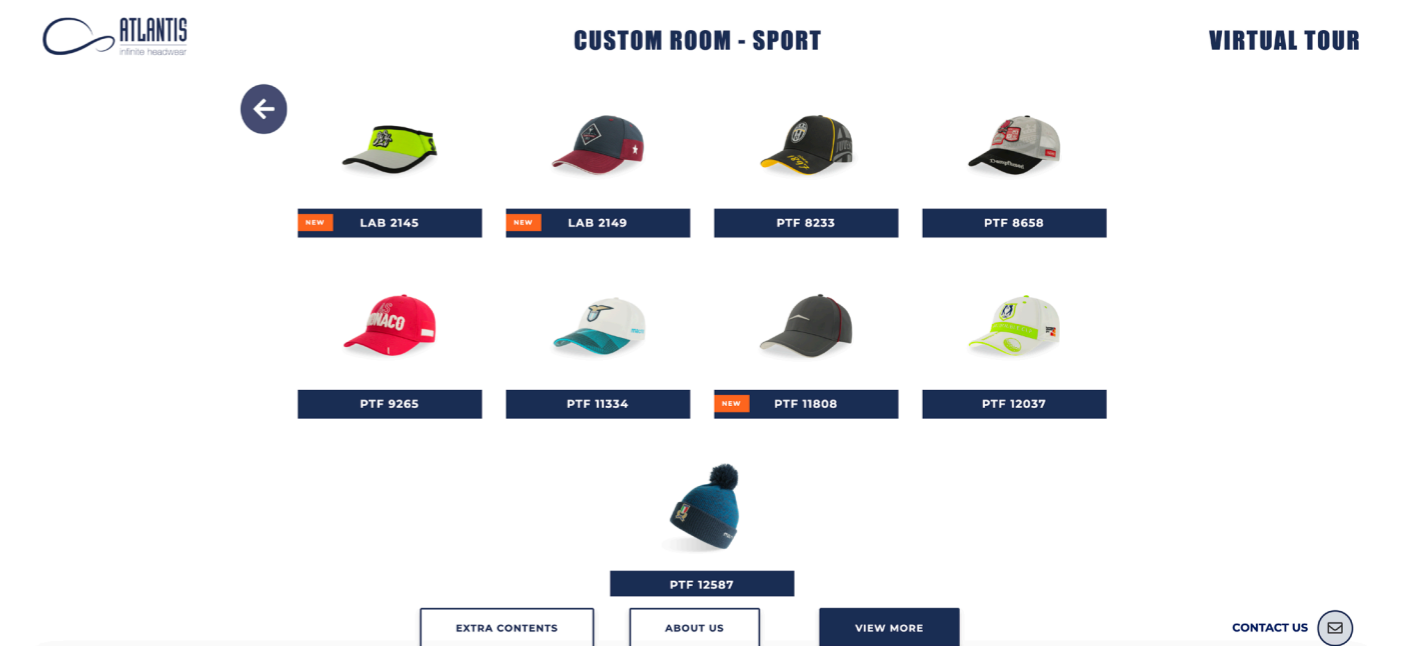
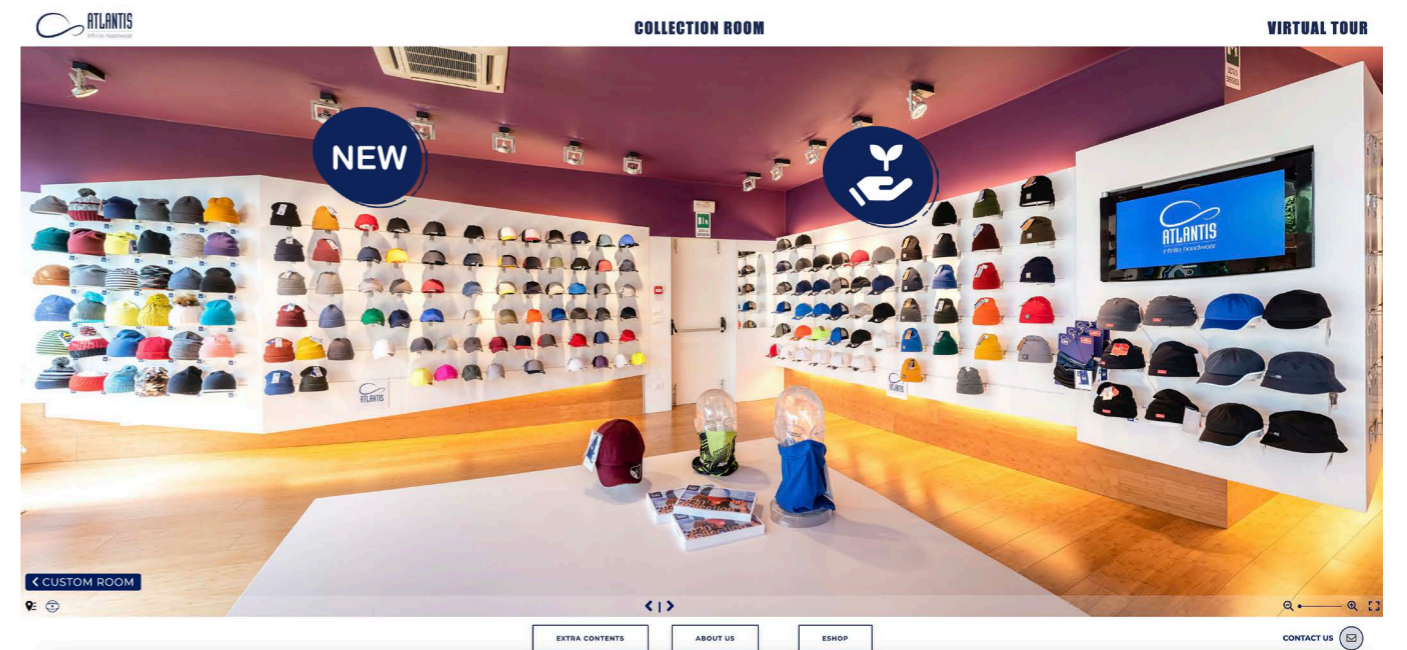
## VIRTUAL SHOWROOM

We have always been a team of travellers. We care of our friends and customers and we never miss an occasion to fly across the world and to talk about our passion. Unfortunately, the pandemic has made this impossible and so this time **we thought of bringing you to our passion for headwear** and of digitally welcoming you to our Home, so far yet at the same time so near.

The **Atlantis Virtual Showroom** is our way of reacting to changing times, because our priority – the people – remains the same.

Thanks to 360° photos we have simulated the experience that people have walking through our showroom, dividing the walls by **theme clusters** and with the possibility of interacting with each single hat.

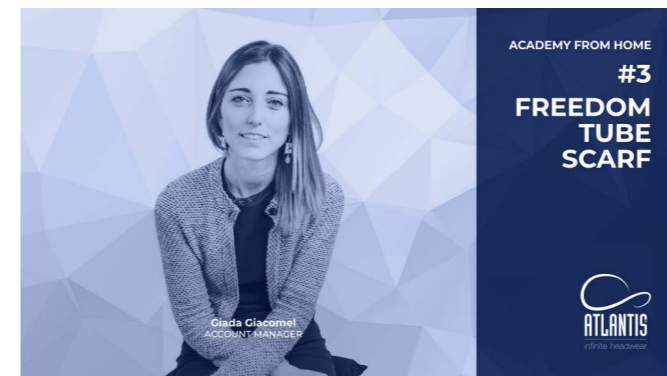
So with this virtual tour we bring our walls to your place and **we wish you to live the same exciting experience** that you would have had admiring our creations here with us.



## ACADEMY FROM HOME

Digitalization in these exceptional times means also try new ways of communication, something that already existed but is paramount today. We are talking about video connections, or in our case the **Academy from Home**, toolbox of **videos** published in our official **Vimeo channel**, where we share our **know-how about custom headwear, solutions and tips behind a cap** and much more.

Using them for your business and sharing the videos with your collaborators and clients, we hope we have created an even stronger sense of community.





## PMI DAY

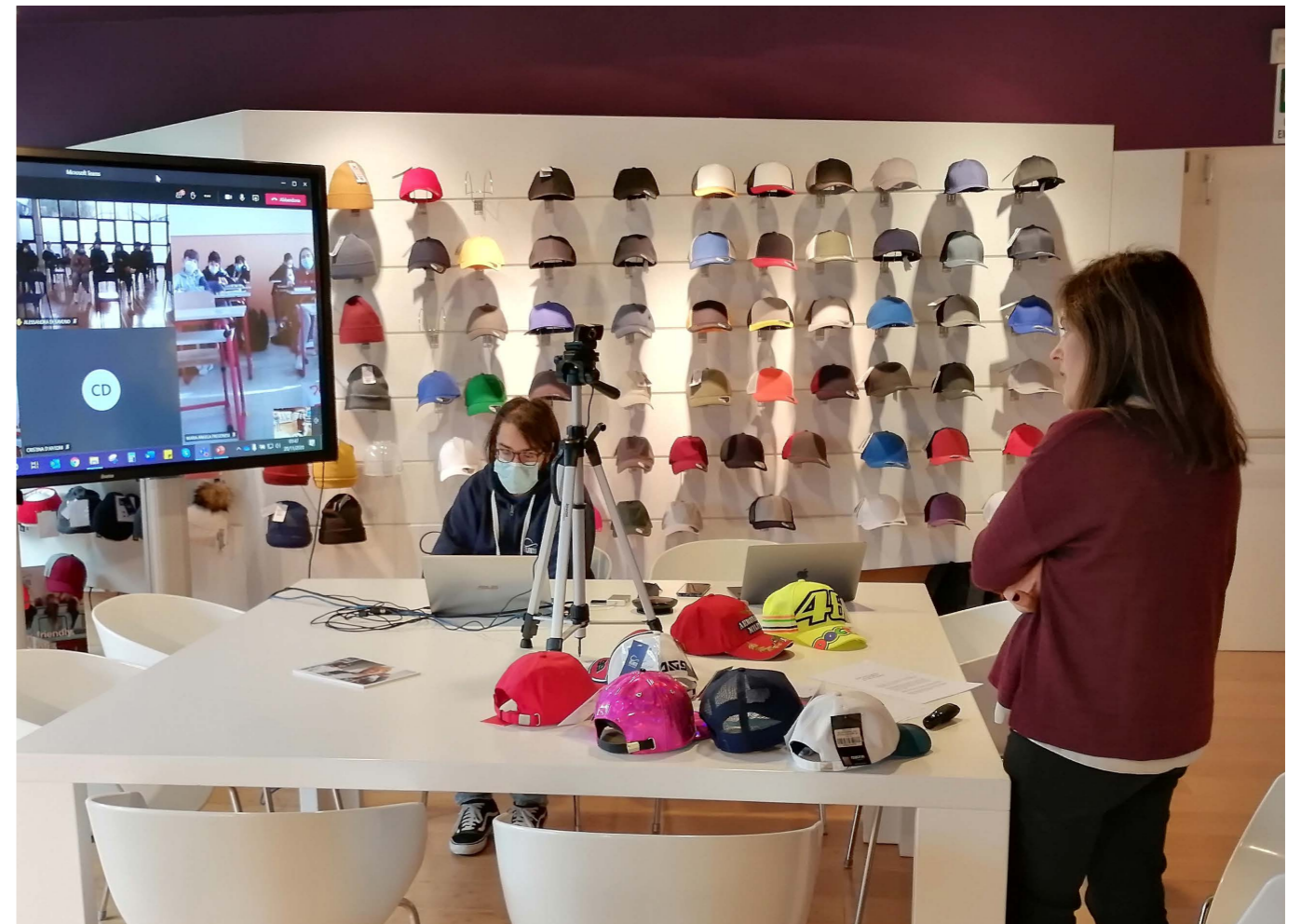
We have always been committed to **supporting the local community**, from schools to sports teams.

Even with all the obstacles related to the pandemic that has prevented us from welcoming groups of students in our showroom, we could not miss, for the second year in a row, the invitation to participate in the **PMI Day 2020**, an initiative that promotes **connections between local businesses and young students**.

The event aimed to put the students in contact with the local firms and inspire them for their future education and work choices.

We were glad to **virtually open the doors of our company** to the students and teachers of the secondary school Mazzini in Noventa di Piave with a **interactive presentation** where our team was ready to answer the many questions asked by the students.

We have to say we found an extraordinary enthusiasm from the boys and girls thanks to the technology help and despite the difficulties posed by the measures against the pandemic. It was also a great opportunity for us to open to the world of school and to the new generations, who are the future of our businesses.



CONFINDUSTRIA

INDU  
STRIA  
MOGI



# HIGH LIGHTS 20 20



[atlantisheadwear.com](http://atlantisheadwear.com)

