



COMPANIES
PROFILES



WELCOME TO ATLANTIS!

We have had just one core business for the last 20 years: hats and caps.

The proof that this was the right choice comes from all the customers who acknowledge us every day by choosing us for our distinctive quality, ongoing research, impeccable organisation and the 100 million hats and caps delivered throughout the world to date.



SINCE 1995



OUR HISTORY

At **MASTER ITALIA S.p.A.** we have a vocation: hats and caps in all their forms, but sports and casual caps in particular, aimed at lovers of comfort wanting a touch of authentic originality.

Atlantis is our brand.

The figures say it all. The hundred million

hats and caps sold throughout the world during our 20 years of activity are indubitably an exceptional result, but our greatest source of pride is the confidence and trust of our thousands and thousands of customers.

More than three million articles are always available from stock with delivery within 24/48 hours, 1000 models of cap, vast possibilities for customization (normal em-

broidery, 3D embroidery, printing, applications) starting from as few as 288 pieces. Anyone looking for a cap as a customized vehicle for their image or to create a fashion collection for their company will find the perfect partner in **MASTER ITALIA S.p.A.**, thanks to the **quality of the materials and processing**, creativity of the designs and prompt consultancy for all types of request.





PHILOSOPHY

Ethics, respect, excellence.

These are the pillars of our company philosophy, an approach where transparency, honesty and credibility are the essential prerequisites to guaranteeing not just impeccable service and products, but also a relationship based on reciprocal trust and solid profitable partnerships.

ETHICAL CODE

Legality, Transparency and Control represent the basic ethical values on which Master Italia S.p.A. bases its Ethical Code. Observing ethical business behaviour, means, for Master Italia S.p.A., supports respect, justice and cooperation within the working environment between the employees and partners so as to create a functional participation and collaboration between the various parts in order to reach the business targets in common.

FSC®

Master Italia S.p.A. stands on the side of the environment and sustainability. All ATLANTIS catalogues are FSC® certified. This trademark guarantees that the wood used for the FSC®-certified products comes from woods which are properly and responsibly managed in accordance with the standards approved by the Forest Stewardship Council®.



CERTIFICATIONS AND COMMITMENTS

The business ethics, quality, safety and sustainability of its own products and actions represent for **Master Italia S.p.A.** necessary values. That is why **Master Italia S.p.A.** has started various certifying processes linked to the product ethics and quality.

The standard **SA8000** as well as the online platform **SEDEX** meet the need to highlight and communicate the company values in terms of **Social Responsibility** on which **Master Italia S.p.A.** bases its every single action. Its purpose is the constant improvement of working conditions within the respect of human and employees' rights by arranging an internal policy for the **Social Responsibility**.

Ethics and Products go hand in hand at the same pace: an ethical and responsible business policy means that the business enterprise has to create a safe and sustainable product.

The real task of **Master Italia S.p.A.** towards

the quality and safety of materials, results in the quality and safety trademarks **BY YOUR SIDE** (in accordance with the REACH (EC) regulations no. 1907/2006) and OEKO-TEX. By processing its materials through laboratory controls, **Master Italia S.p.A.** guarantees their quality, safety and sustainability.



QUALITY



ETHICAL



SERVICE





TRACEABILITY

The voluntary subscription to the certification scheme of **TRACEABILITY** of its products represents, for Master Italia S.p.a., a concrete way to guarantee and prove to the consumers, the transparency of its own **ATLANTIS** trademark and to encourage purchasing awareness. A “traced” product is a “clear product” with a very specific identity and a certain origin.

Master Italia S.p.A.'s purpose is therefore to be utterly frank concerning the information linked to the product regarding:

- the places of manufacturing of the main stages of the productive process;
- the main features of the product: name, production number, year, name of the importer and website.

The certification of **TRACEABILITY**, issued and checked by the Chamber of Commerce, guarantees to the consumer a “clean passport” of the product, whose story, reported on a dedicated label, increases its perceived value in terms of quality, safety and ethicality.

AEO CERTIFICATION

AEO Customs certification guarantees the **reliability** and **security** of Atlantis as part of the international logistics chain.

In the case of imported goods, this certification **simplifies customs procedures** and **reduces controls**.

This speeds up **customs clearance** and **deliveries** and makes supplies more reliable.



OUR BRAND

In designing the brand logo, the idea was to create an image both easily recognisable and symbolic of the company's core business, characteristic style and innovation and values. The design represents a stylised cap and the symbol of infinity. Infinity expresses the unlimited potential to choose and create offered by our products. And of course, the cap is our brand, what we do, the absolute protagonist of Atlantis.





THE ATLANTIS COLLECTION

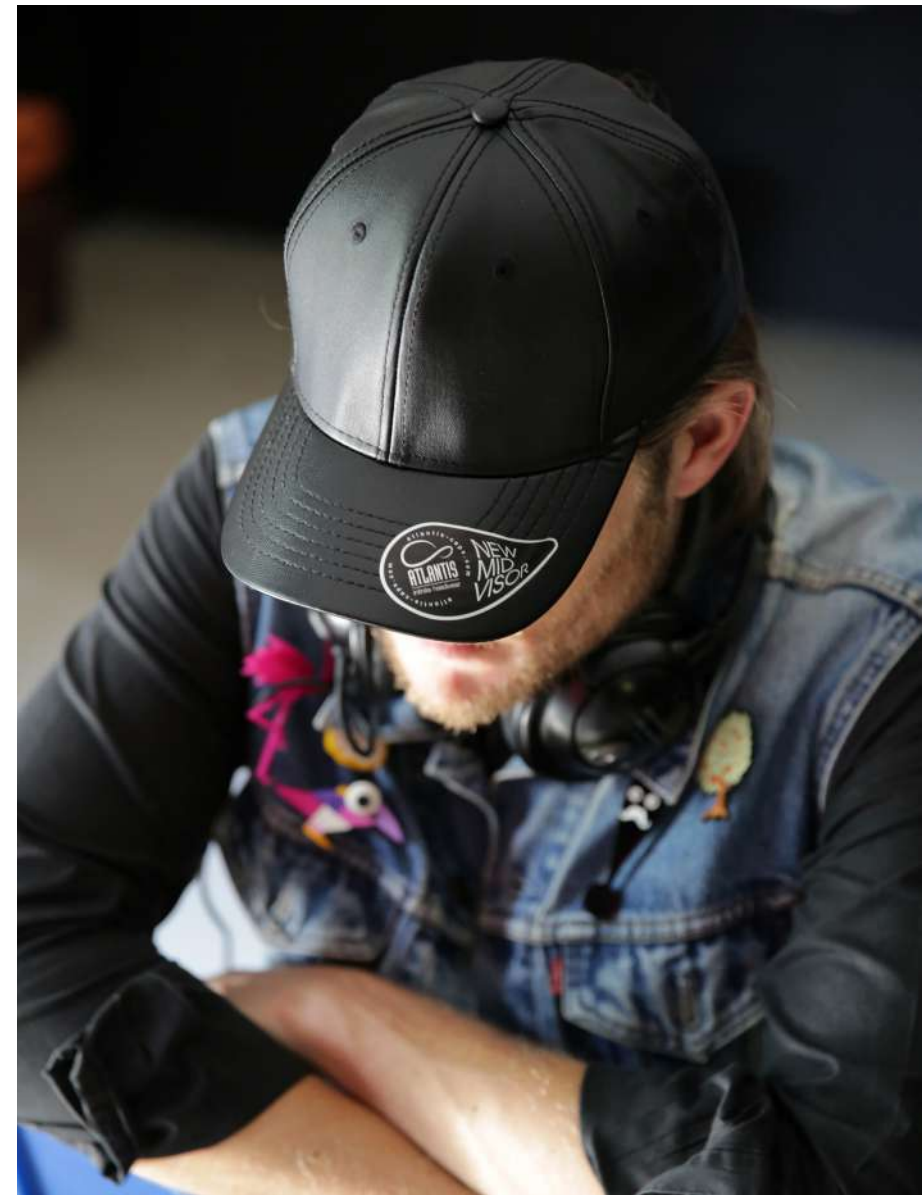
Atlantis boasts a vast collection. Our customers can choose from more than **1000 models of cap**, with 3,000,000 items available immediately from stock.

Atlantis has always followed new trends in fashion and sportswear closely and renews its mix with every collection, adapting it to the evolving market.

Today fashion and sportswear overlap and although our research always proposes technical materials guaranteeing comfort and practicality, the world of the technical or sports cap is ever more influenced by styles and innovative trends.

The innovations in the Made in Italy line play a prominent role in the ATLANTIS catalogue. Made in Italy is a collection dedicated to Italian know-how, sensitive to the detail and style recognised throughout the world.

Atlantis innovates year after year, offering its customers and partners not just mature and up-to-date trends, but also styles and influences soon to appear on the market.





DISTRIBUTION

Our products reach **54 countries** throughout the **world** with a good organisation which has enabled us to achieve a **leadership position** at **European level**.

We also supply all our distributors with a **suite of applications and business tools** allowing them to face the competition with the certainty of having not just the best products, but also the best instruments.



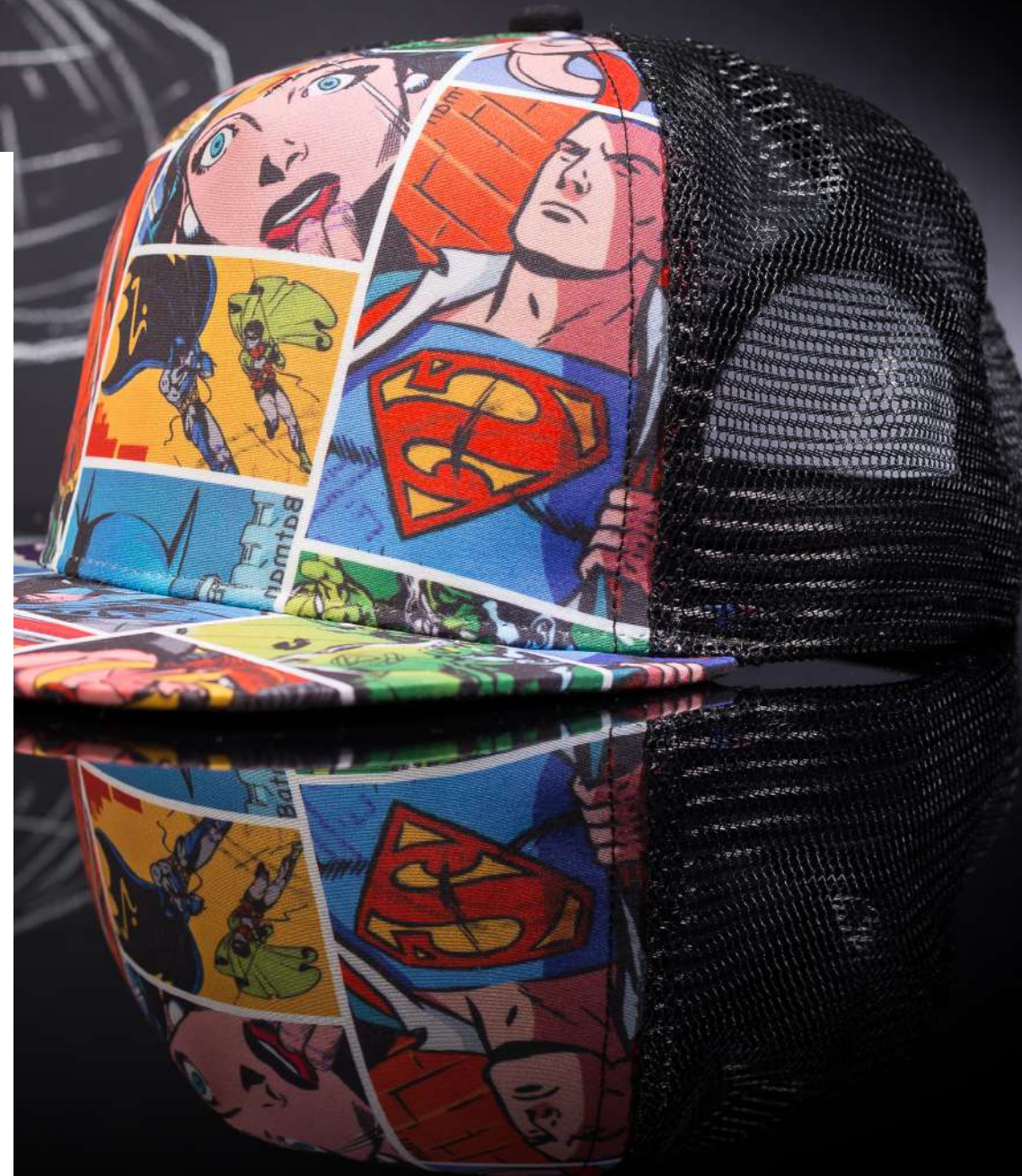
CUSTOM-MADE

The possibilities of choosing and customizing quality products has always been our distinctive characteristics. From sports to streetwear, fashion and technical accessories, we guarantee a product line able to satisfy all your customization needs with immediacy and competence.

Customizing a cap means making it unique in all ways, from own-branded labels to innovative technology, and from basic fabrics to advanced, high fashion textiles.

Customizing with ATLANTIS means being able to create infinite styles using the ATLANTIS DESIGN SOFTWARE, our rapid and automatic online software for customizing an item, or being supported by our GRAPHIC DESIGN OFFICE with different graphic solutions and the most suitable customization techniques for your logo.

ATLANTIS BRINGS YOUR IDEAS TO LIFE BY CREATING ORIGINAL, TAILOR MADE ACCESSORIES.



PRIVATE LABEL & FASHION BRANDS

Private label **products** are created by Atlantis **for other companies** such as famous clothing brands and merchandising companies in the music or sport sector.

Our product culture and attention to **quality** have enabled us to **collaborate with prestigious brands** and leading companies in the fashion world in Italy and abroad.





MOTO & SPORT MERCHANDISING

Whether you are a global sport star like Valentino Rossi, an illustrious football club like Juventus or Lazio or basically just any sport club or organization wanting to exploit the possibility of developing a compelling line of merchandise to propose to your fandom, **ATLANTIS is the perfect partner for your ever growing business.** Our immense range of models and infinite customization techniques enable you to create the perfect sport gadget or merchandise to help you monetize the value of your brand and create a wide public of affectionate fans and collectors.

CO-BRANDING INITIATIVE

We are proud to support the VR46 Riders Academy.



MUSIC MERCHANDISING

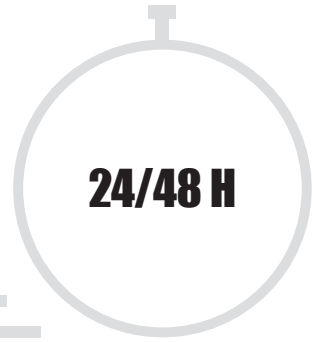
Our product culture and attention to the quality allowed us to collaborate and create **special products for world famous Music brands and events** too.



DELIVERY TIMES

ATLANTIS COLLECTION

The neutral material from stock is delivered within 24 to 48 hours.



EXPRESS DESIGN

**STARTING FROM
37 DAYS**

minimum order:

288 pieces

products created

online only

From China

NO-LIMITS DESIGN

**STARTING FROM
45 DAYS**

minimum order:

288 pieces

we look after you

step by step

From China





ATLANTIS[®]

infinite headwear



countries where ATLANTIS is present



FABRIC TECHNOLOGIES WE USE



GORE-TEX®

The GORE-TEX® membrane is an extremely thin layer of expanded polyte trafluoroethylene (ePTFE). It has over 9 billion pores per square inch. These pores make the GORE-TEX® fabric waterproof, windproof and brethable.



WINDSTOPPER®

Products made with GORE® WINDSTOPPER® fabrics are totally windproof and deliver maximum breathability to keep you comfortable in cool and windy weather conditions.



THINSULATE 3M™

3M™ THINSULATE™ insulation fabric is used to keep the temperature inside constant when it is cold outside. The microfibrs in the Thinsulate treatment trap air molecules between the wearer and the outside.





COOLMAX®

COOLMAX® fabric is a performance fabric engineered with special technology to wick moisture and accelerate drying. Engineered COOLMAX® fabric helps keep things cool, comfortable and dry.



Q MAX®

Breathable fabric used for the sweatband of high performance sport caps for maximum comfort.



OEKO-TEX®

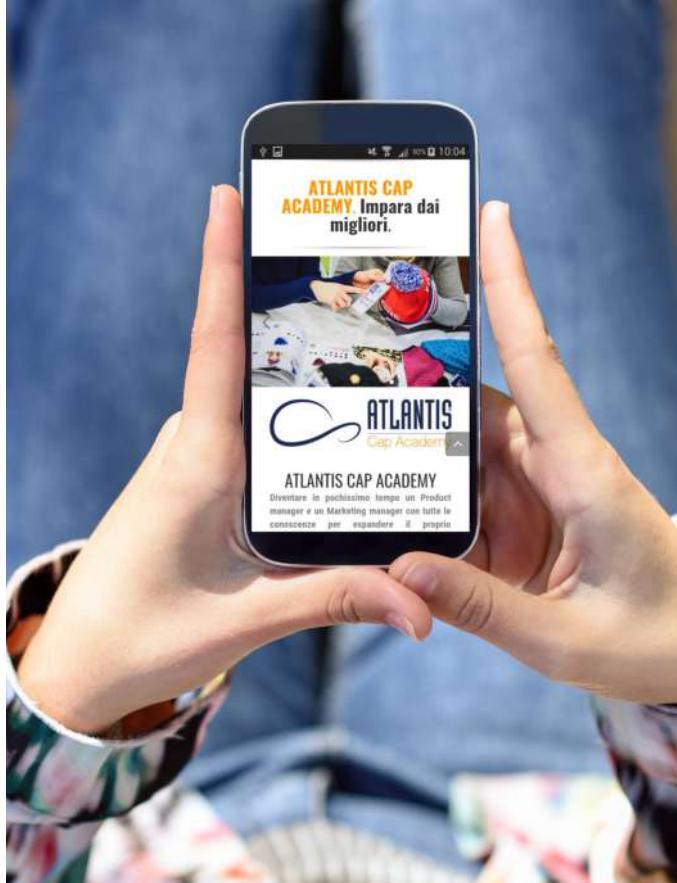
The STANDARD 100 by OEKO-TEX® is a worldwide consistent, independent testing and certification system for raw, semi-finished, and finished textile products at all processing levels, as well as accessory materials used.



COMPUTERISATION

Atlantis is always looking for innovative technological solutions to satisfy its customers to the full.

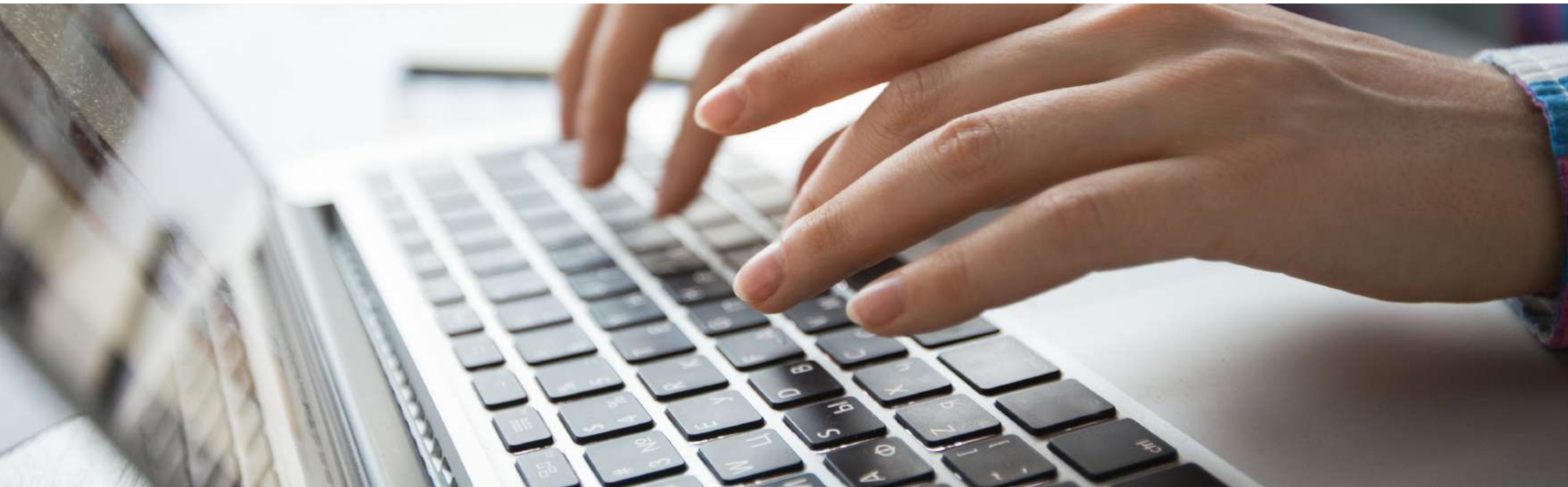
The company invests more than 6% of its profit each year in ever more complete computerisation of its processes to guarantee its partners and customers the best in terms of a rapid response, quality control and innovation.



SOCIAL NETWORKS

Atlantis has an extensive and constant presence on the most important social networks. Facebook, Twitter, Google+. For Atlantis, Pinterest and Instagram have become established communications tools.

This enables our brand and the partners who distribute it to achieve a **high profile** and a recognisable image at international level.





ATLANTIS DESIGN SOFTWARE

The Atlantis Design Software is an **innovative**, fast and automatic way to create **customized caps** on-line, viewing images, prices and delivery times in real time and passing directly from the virtual design table to the order.

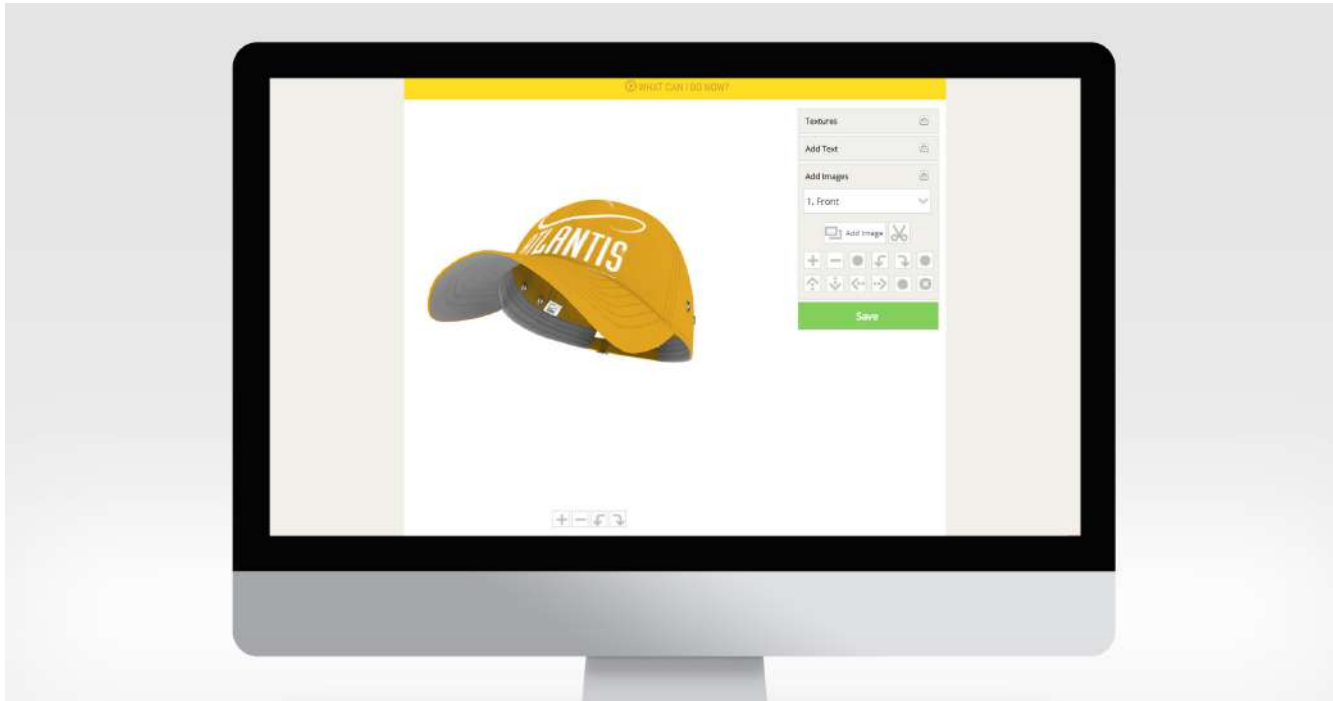
The design can be **modified at any time**. If the idea turns out to be more elaborate and detailed than expected, our **team of style**, graphics and purchasing experts is at your **complete disposition** for a genuine "MADE-TO-MEASURE SERVICE".





ATLANTIS GRAPHIC SOFTWARE

Our **Atlantis Graphic Software** creates perfect renderings, set in a virtual reality able to represent the end product perfectly. You really can create a knitted or jacquard beanie and present it as though it were real! From a simple photograph of a winter beanie, you can create an **infinite variety of colours**, for entire **ad hoc collections**.



ATLANTIS 3D SIMULATOR

Welcome to the Atlantis 3D REALITY by means of which you can create a virtual sample!

The ATLANTIS 3D SIMULATOR is an innovative and useful way of displaying and customizing the ATLANTIS products using a 3D view that makes the item as real.

The software enables you to create a bespoke product putting your own logo or text and visualising it in all its views.



360° PRODUCT VIEW

This is an innovative and useful way of displaying ATLANTIS products. A deliberate **quality** choice to give our customers **an ever more complete experience of the majority of products they are viewing.**

Unlike normal 2D images, the 3D animations in fact offer a complete panoramic view of the ATLANTIS product, almost as though the viewer could reach out and touch it.

ATLANTIS is an international company and this means bringing ATLANTIS products and the customers closer together, giving them a chance to assess the characteristics in depth, as if they actually had the items in front of them.





ATLANTIS FABRIC & COLOR FINDER

With ATLANTIS, the range of fabric and color combinations available is practically infinite. This is the reason why ATLANTIS also provides all customers with an ultra-new tool for real-time verification of the Fabrics and Pantone shades already available on the collection range. You just have to select the fabric or pantone you are looking for and the software will suggest you the best matching one.





ATLANTIS TRACKING SYSTEM

The ATLANTIS on-line tool lets **you control the progress of your orders** at all times, thanks to the practical animated infographics.

Proprietary exclusive **technology** from **ATLANTIS**, one of the great advantages of buying from a world leader.

All ATLANTIS customers have to do is enter the administration area to find real time information on the progress of their order. With the **ATLANTIS Tracking System** you can monitor a project through all phases of design, production and delivery.





OUR CAP ACADEMY

It's the Atlantis Cap University. A center of excellence with the purpose of sharing the wealth of knowledge on headwear acquired through the 20-year company's history.

WHY THE CAP ACADEMY?

Because of a **need of the market** in learning **history, technology, design, innovation, distribution, communication, sales** of the headwear world.

WHO IS OUR TARGET?

Entrepreneurs and **promotional world specialists, fashion, large-scale retail trade** and **marketing experts, retailers** interested in learning and going deeper into the headwear topic, starting from the idea to the production and the sale of the **custom-made** item.



CAP ACADEMY OBJECTIVES

To make you into a product and market specialist;
to keep you posted on news and trends;
to help you in creating your own cap;
to push the business and achieve your success;
To create a partnership with Atlantis.

HOW TO REACH THESE GOALS?

Individual or group **Courses**;

Modules with different learning levels;

Free training;

Certificate of participation;

**Multilevel courses for
the european market.**

We can create a course just for you, taking a closer look at one or more modules according to your needs, or combining any number of topics.

In a short time, you can become a product manager and marketing manager with all the knowledge you need to expand your business in the headwear sector.

Or, if you're already a sector specialist, discover what's new in a constantly changing sector.

www.atlantis-caps.com/en/cap-academy



*Share your knowledge.
It is a way to achieve
immortality.*

Dalai Lama XIV



OUR HOSPITALITY

Accommodation will be a unique experience for CAP ACADEMY participants. Participants will stay at La Casa dei Racconti, a lovely and entirely restored early 19th-century home immersed in the Venetian countryside. La Casa dei Racconti offers elegant rooms, a restaurant, a hall for parties and meetings, a swimming pool with Solarium, gardens and a woods. La Casa dei Racconti is conveniently located for visits to Venice and Treviso, as well as many other art cities and tourist attractions in the Veneto region. www.casadeiracconti.it

*Just living is not enough,
one must have sunshine,
freedom and flowers.*

Hans Christian Andersen
(Danish author and poet)



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