

# CUSTOMIZATION WORLD



#atlantiscaps #atlantisontheroad











# 100% CUSTOMIZATION

With 20 years of experience, the passion for our product and the never-ending desire to innovate have taken us far... without a doubt this has made the difference. That is, what we did well before, today reflects our idea of excellence. The commitment to push forward has been translated into creations for private labels of paramount importance... and the conclusion is:

**THE BEST ALWAYS CHOOSE THE BEST.**





## PHILOSOPHY

### **Loyalty, respect, excellence.**

These are the principles which our company philosophy is based on and in which the Master Italia TEAM deeply believes in.

Transparency, correctness and reliability are an essential prerequisite to guarantee not only a flawless service and product, but also a relationship based on mutual trust and on strong and profitable partnerships.

## ETHICAL CODE

Legality, Transparency and Control represent the basic ethical values on which Master Italia S.p.A. bases its **Ethical Code**.

Recognizing, sharing and accepting those values is paramount, not only to guarantee the correct functioning of the company internal dynamics, but also in order to keep a plausible and steady business reputation.



ETHICS

SGS

RITEX  
laboratorio ricerca e analisi tessili

QUALITY

Enabling responsible business  
**Sedex**  
Sedex Reference Number  
SC00000073463  
MASTITALIA IS A MEMBER OF SEDEX

SA 8000  
SOCIAL ACCOUNTABILITY ACCREDITATION  
SERVICES

REACH  
REGISTRATION, EVALUATION AND AUTHORIZATION OF CHEMICALS

your side  
MORE THAN SUSTAINABLE

## CERTIFICATION

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. 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 **laboratory controls** with the purpose of guaranteeing quality, safety and sustainability of the materials used.

COMUNITÀ EUROPEA

**Certificato AEO** IT AEOC 16 1071

1. Titolare del Certificato AEO MASTER ITALIA S.p.A. Codice FISC. 11705910607	2. Autorità che rilascia il Certificato Agenzia delle Dogane e dei Monopoli Emissione unica: registrazione e procedura doganale - Ufficio AEO, delle certificazioni e rapporti con l'estero.
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Il Titolare indicato nel riquadro 1 è un:  
Operatore economico autorizzato  
Semplificatori doganali (AEOC)

3. Data di validità del certificato: 30/03/2016

Il Direttore dell'Ufficio  
D. Giovanni Mosca

## AEO

(Authorized Economic Operator)

AEO Customs is a certification that attests to Atlantis's reliability and safety within 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.





**The “university of the cap”.**

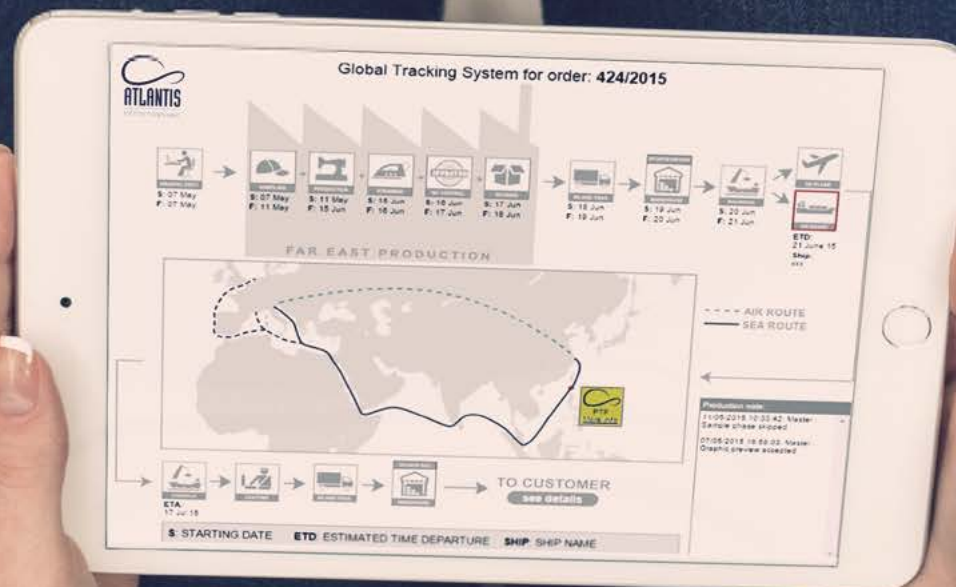
A centre of excellence for sharing the wealth of headwear know-how acquired over **twenty years of experience**.

The Atlantis Cap Academy is a complete, targeted and qualified forum dedicated to sector specialists, with the aim of developing customised cap know-how through **training courses** with modules at different levels.





The Atlantis online 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. By just entering the administration area online, Atlantis customers can 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 CASE HISTORIES

Here are our **success stories, important collaborations** born from our ability to follow every aspect of each individual creation. Whether merchandising or promotional projects, **from the initial idea through to production**, what guides us is our enthusiasm for innovation, constant quest for the new and choice of the best fabrics.

And the Atlantis Cap Academy is an eloquent example. A genuine school, open to everyone, free, complete and qualified, where we concentrate our concrete commitment to inventing, making and selling sports caps.

**PASSION, QUALITY, INNOVATION, RESEARCH.**

Thanks to this winning philosophy, we can tell these stories while already looking towards the next adventures.







# RACING

An exclusive merchandising line for the racing world. Quality and large production volumes, technical fabrics, special thread and shapes designed down to the smallest detail to create more than 500 different models. In harmony with the winning philosophy, the vision of the leaders of the MotoGP and racing world - quality means passion, authenticity and professionalism. The result is growing collaboration since 2015 with the top names in the MotoGP and Racing world who choose Atlantis products, signing the caps with specialist's brand.





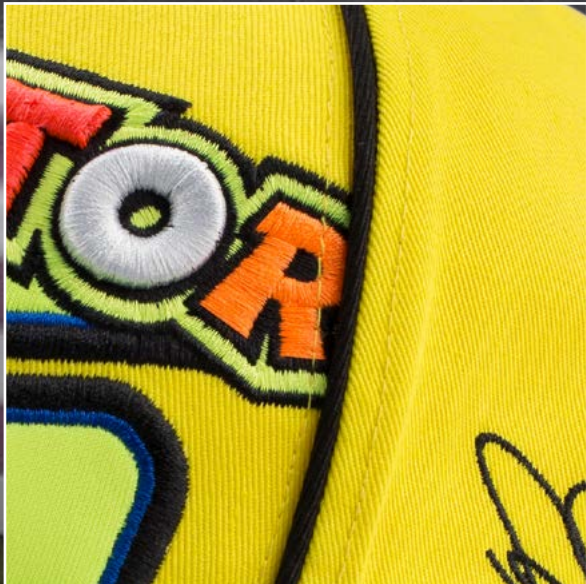
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2



3

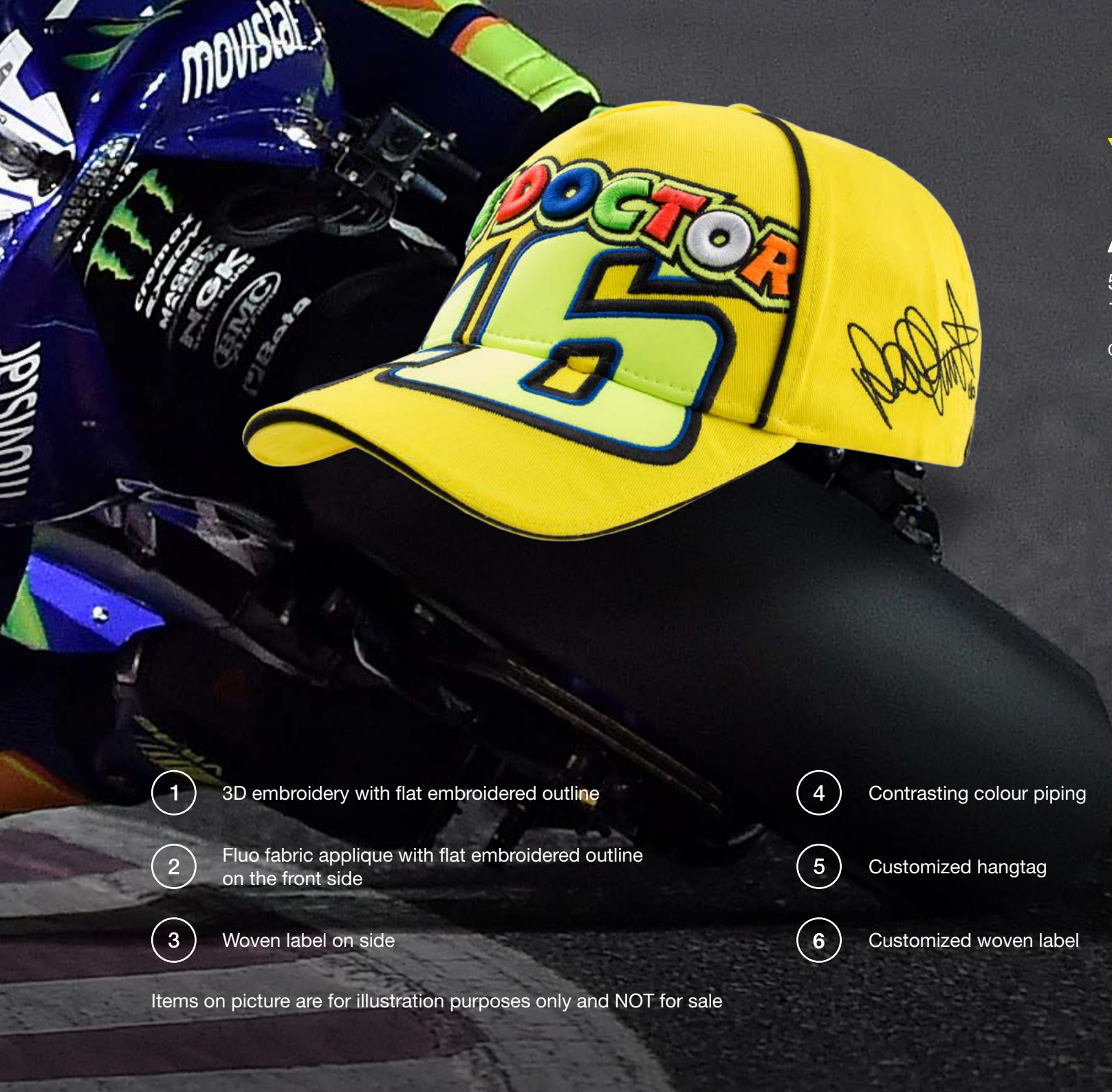


4

5

6





# VR46

## ADULT CAP

5 PANELS CAP  
100% CHINO COTTON

COD. PTF8660

1

3D embroidery with flat embroidered outline

2

Fluo fabric applique with flat embroidered outline  
on the front side

3

Woven label on side

4

Contrasting colour piping

5

Customized hangtag

6

Customized woven label

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1



2



3



4

5





# VR46

## KID CAP

5 PANELS KID CAP  
100% CHINO COTTON  
100% JERSEY COTTON ON  
THE FRONT PANELS -  
UNDERBILL - CLOSURE

COD. PTF8672



1

Embroidery with fluorescent colour thread and flat embroidered outline on the visor

2

Flat embroidery on two panels

3

PVC hot press patch

4

Combination of jersey fabric and cotton with contrasting colour piping

5

Fluo yellow sandwich

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CO-BRANDING PROJECT



#### **LABEL**

Woven foldable label  
on the back side



#### **EMBROIDERY**

3D and flat embroidery  
on the front side and back side



#### **PRINT**

All over print on bill,  
underbill and back panels

SNAP BACK CAP  
100% CHINO COTTON  
PVC CLOSURE

COD. PTF8267



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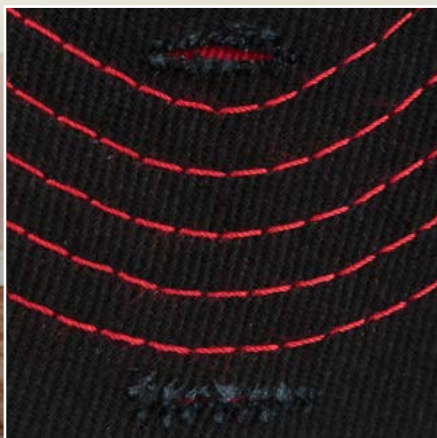
# AUTOMOTIVE

Our top quality products have won our customers exclusive licences and the most famous names in the automotive world have chosen Atlantis.

This means choice of materials, study of design, graphic support, rendering and development of prototypes.

Atlantis makes truly special caps for extraordinary names in the automotive world, including Ferrari, Lamborghini, Maserati, Ford, Mustang, Audi, Kuhn, Peugeot, Man, John Deer...





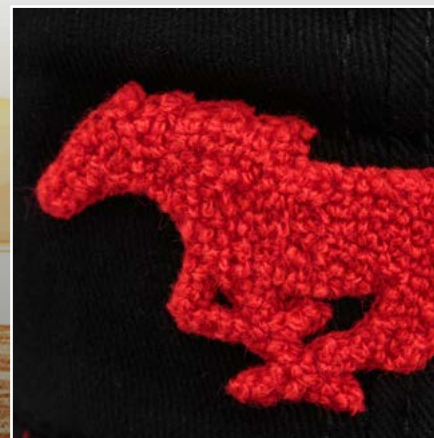
#### DESTROYED EFFECT

Destroyed effect on bill  
with red rows



#### METAL PIN

Metal pin in lead colour



#### PATCH

Terry patch application



#### WOVEN LABEL

Inside foldable woven label





6 PANELS TRUCKER CAP  
FRONT IN HEAVY BRUSHED  
COTTON 10X10  
GARMENT WASHED  
PVC CLOSURE

COD. PTF7370



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#### RUBBER PRINT

3D rubber print on the front panel with contrasting piping



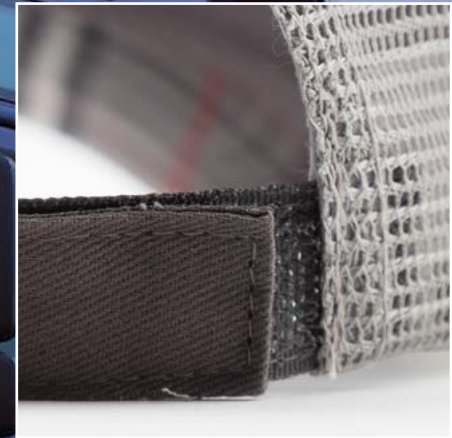
#### PATCH

Eco leather patch with debossed logo stitched on four sides



#### UNDERBILL

Special tartan fabric on the underbill



#### CLOSURE

T6A 25.480  
Velcro closure



# MAN

TRUCKER CAP  
6 PANELS CAP  
100% COTTON  
100% POLYESTER MESH

COD. PTF6420



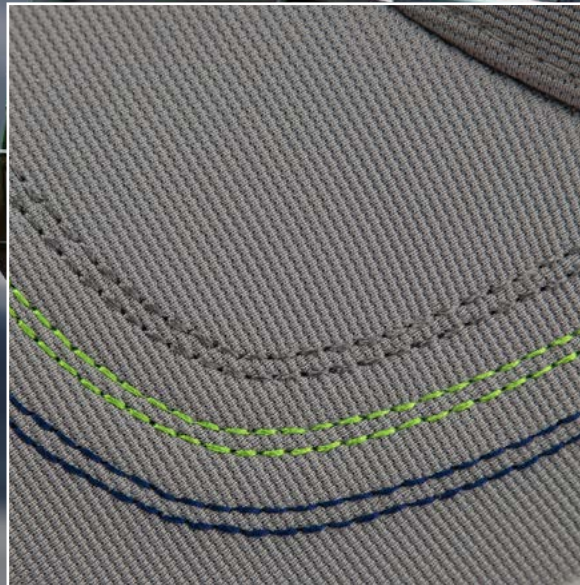
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#### EMBROIDERY

3D and flat embroidery with fluo green and royal thread



#### STITCHING

Three contrasting stitching lines on bill



#### LOGO

Debossed logo on sides panels





6 PANELS CAP  
100% POLYESTER MINIOTTOMAN

COD. PTF9546

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# SPORTS TEAMS

If Atlantis has developed the official merchandising for some of the sports world's leading names, they must be doing something right!

This something goes by the name of passion. A passion which has led us to foster exclusive collaborations and develop projects with Genoa, Lazio, Napoli and AS Monaco football clubs, or for France's largest stadium, the "Stade de France". For Atlantis, that passion means looking for the best materials, unique design and quality.







#### WOVEN PATCH

Woven patch with embroidered outline on the front side



#### WOVEN LABEL

Woven label on the back side



#### PIPING

Navy piping all around the bucket



#### FABRIC

100% jersey fabric



GREY MELANGE BUCKET HAT  
100% JERSEY COTTON  
WITH LAMINATION

COD. PTF8813

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#### APPLIQUE

High definition woven label applique



#### LOGO

Debossed logo on front panels



#### FLAT EMBROIDERY

Flat embroidery on side panel



#### FOLDABLE LABEL

Inside woven foldable label



6 PANELS CAP  
100% POLYESTER MINIOTTOMAN  
CONTRASTING GREEN SANDWICH  
VELCRO CLOSURE

COD. PTF9004



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BEANIE WITH POMPON  
100% ICELAND ACRYLIC YARN

COD. PTF6382



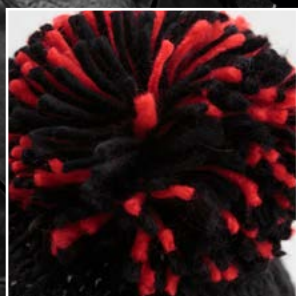
#### PATCH

Felt patch  
with embroidered flag on it



#### METAL PLATE

Handstitched metal plate  
with embossed logo



#### POMPON

Contrasting colour pompon

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BEANIE WITH POMPON AND CUFF  
100% ACRYLIC SPANDEX

COD. PTF8552



#### JACQUARD

Three colours Jacquard with circle machine



#### WOVEN LABEL

Woven label applique with embroidered outline



#### POMPON

Contrasting colour pompon

Photo ©Mathieu Mamontoff. Items on picture are for illustration purposes only and NOT for sale









# FASHION

Since 2013, the Canadian lifestyle brand, Marville, symbolised by the maple leaf, has identified the quality of Atlantis products as the added value to develop fashion lines in Spring/Summer and Autumn/Winter collections, and the same is true for other fashion brands. What counts is the attention to detail, from the choice and proposal of the most distinctive customisations, to development of prototypes and sample collections for sales campaigns and packaging.





## EFFECT

Destroyed effect on cap



## 3D EMBROIDERY

3D cotton embroidery  
on front side



## FABRIC APPLIQUE

Fabric applique with 3D embroidery  
on it and embroidered outline



## PATCH

Herringbone fabric patch  
with flat embroidery







MARVILLE  
VINTAGE CANADIAN

## SUMMER

6 PANELS CAP  
100% DENIM COTTON  
WITH ENZYME WASH

COD. PTF8128



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#### CLOSURE

Antique brass buckle with embossed logo



#### PATCH

Felt patch with embroidered logo



#### FABRIC

Combination of cotton corduroy with fleece





MARVILLE

VINTAGE CANADIAN

## WINTER

6 PANELS CAP WITH CURLY FLEECE  
ON FRONT PANEL AND UNDERBILL  
THE REST OF CAP IN GREY CORDUROY

COD. PTF8809



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#### PATCH

Leaf patch in jersey fabric  
with flat embroidered outline



#### FLAG WOVEN LABEL

Foldable flag woven label



#### TWEED EFFECT

Two colours jacquard yarn







MARVILLE  
VINTAGE CANADIAN

# JACQUARD BEANIE & SCARF

100% JACQUARD ACRYLIC YARN  
"TWEED EFFECT"

COD. PTF8799  
COD. PTF8800



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# EVENTS

What would an event be without merchandising? The Maratona Des Dolomites is a clear example. For more than 10 years, Atlantis has been collaborating with this great event. Participants from more than 64 nationalities compete in a unique cycle race winding among the Dolomite mountain passes for more than 170 tough kilometres.





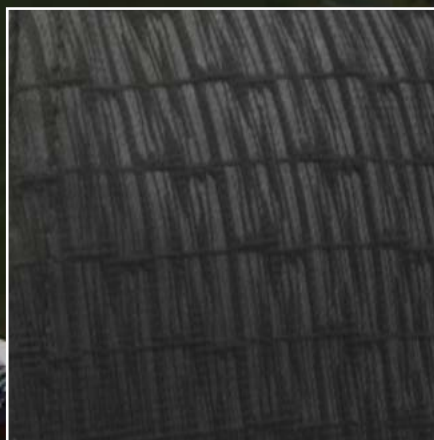
From the mountains to the heroes of the sea, since 2012, Atlantis has been present in the legendary Vendée Globe, the complete round-the-world single handed yacht race. “L’Everest des Mers” is a sailing regatta at the limit of the impossible, non-stop and without assistance.





## SUBLIMATION

Sublimation on underbill



## PATTERN

Debossed logo all over the cap



## METAL EMBROIDERY

Flat embroidery with golden metal thread on the back side



## RUBBER PATCH

3D rubber patch on the front side





6 PANELS CAP  
MINIOTTOMAN FABRIC  
100% POLYESTER

COD. PTF8930



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## EMBROIDERY

Combination of 3D and flat embroidery



## SUBLIMATION

Sublimation on miniottoman fabric



## LABEL

Woven label applique



## CLOSURE

Sublimation on velcro closure





# CHAMPIONNATS DE FRANCE

Trophée Caisse d'Épargne

## 2017

SKI ALPIN / MONTS-JURA

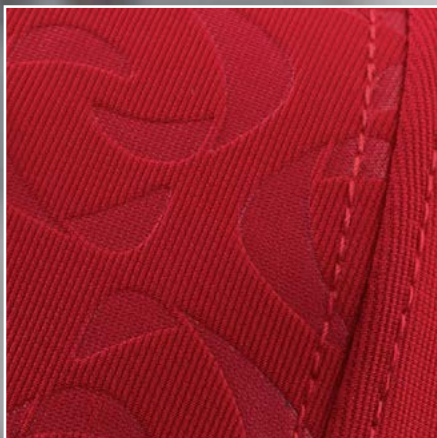
6 PANELS CAP  
100% POLYESTER MINIOTTOMAN  
VELCRO CLOSURE

COD. PTF9790



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#### PATTERN

Debossed logo all over the cap



#### 3D EMBROIDERY

3D embroidery with matching red colour on the front side



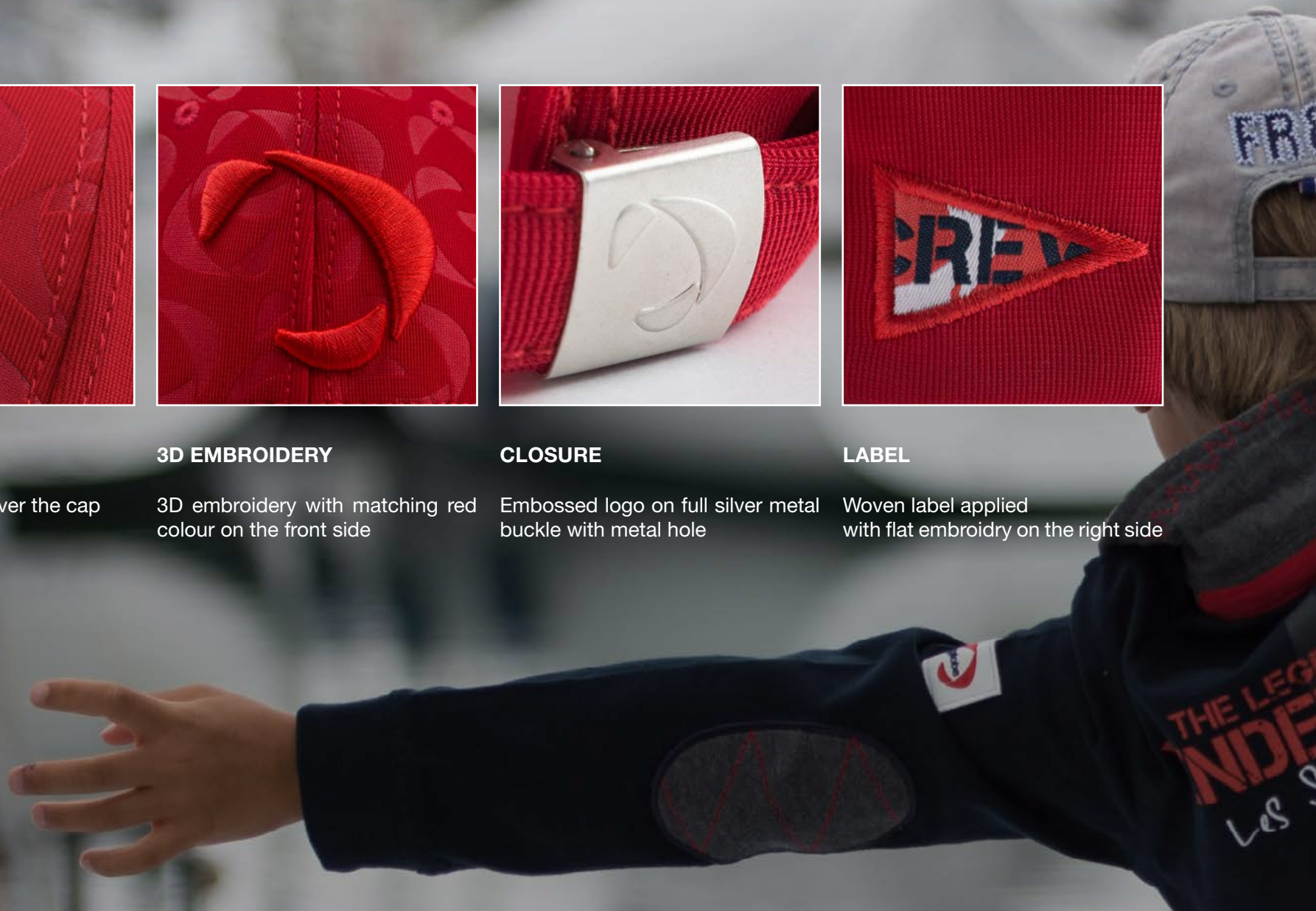
#### CLOSURE

Embossed logo on full silver metal buckle with metal hole



#### LABEL

Woven label applied with flat embroidery on the right side







6 PANELS CAP  
MINIOTTOMAN FABRIC  
100% POLYESTER

COD. PTF8392



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# CUSTOMIZE IT!

Our services in a glance

minimum order 288 pieces  
PRODUCTS CREATED ONLINE ONLY

QES

**EXPRESS DESIGN**

starting from  
**37 DAYS**

PTF

minimum order 288 pieces  
WE LOOK AFTER YOU STEP BY STEP

**NO-LIMITS DESIGN**

starting from  
**45 DAYS**





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.

- ① Entering the site
- ② Choose the shape and the model
- ③ Choose the accessories
- ④ Start the customization and the cap colour, inserting logo and texts
- ⑤ Seeing the price and real-time delivery
- ⑥ Ordering





PTF

PTF3713



PTF

PTF4009



PTF

PTF5069



PTF

PTF5578



PTF

PTF6004



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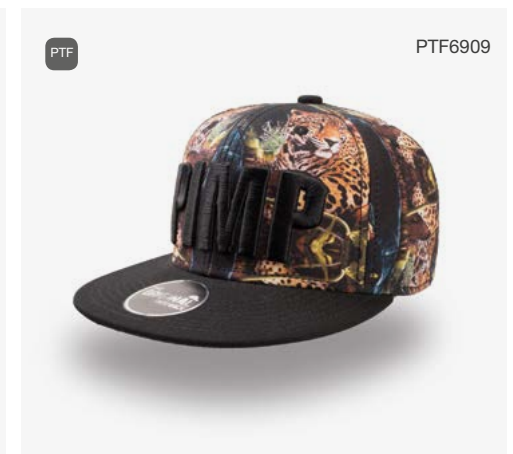
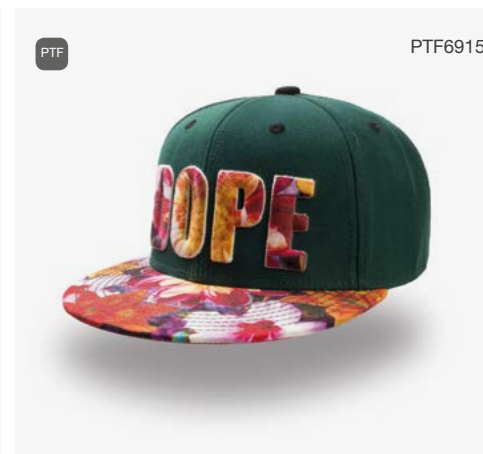
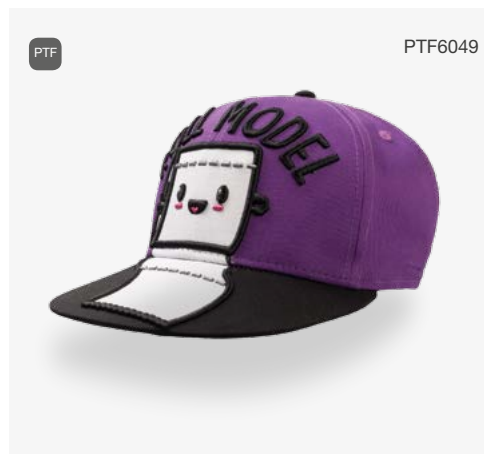
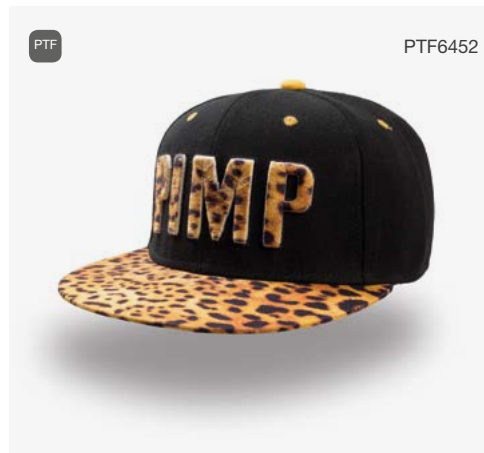
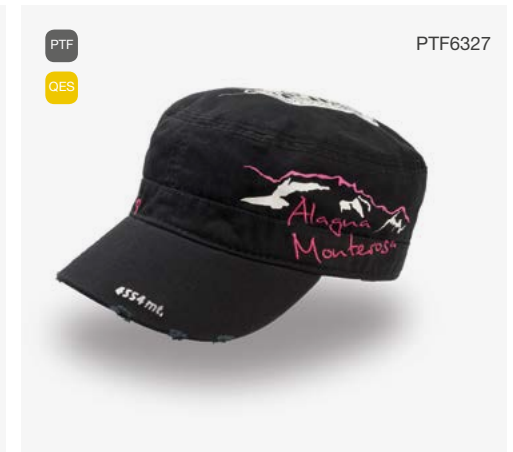


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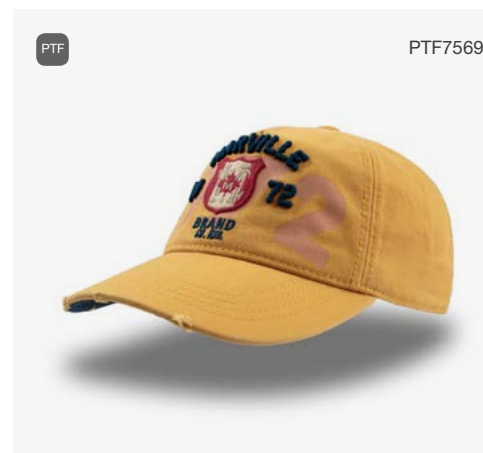
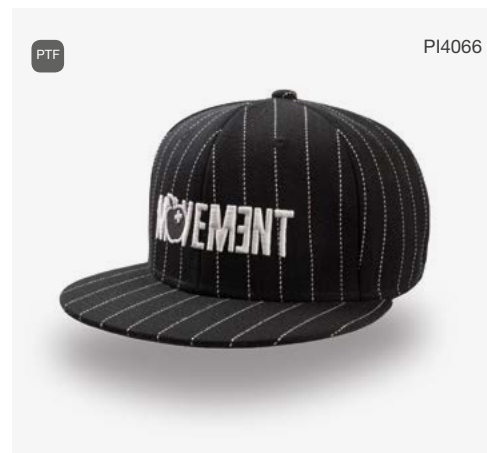
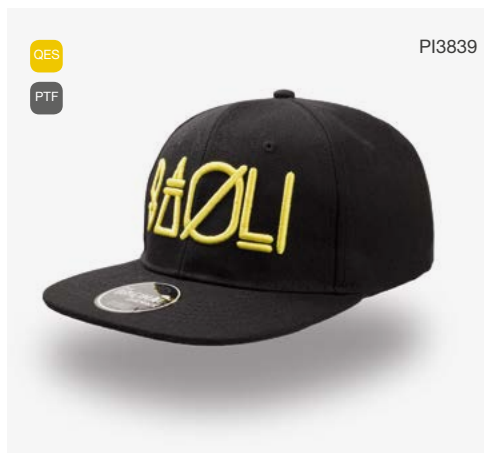
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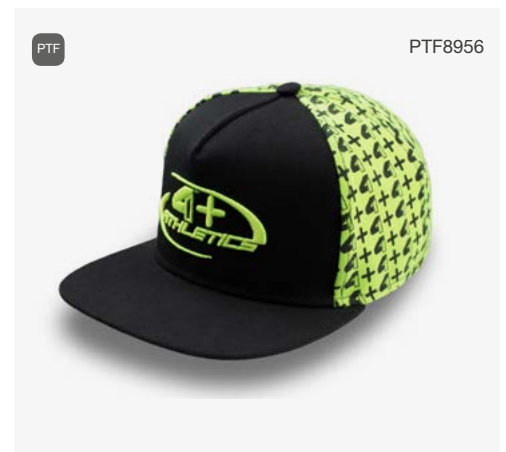
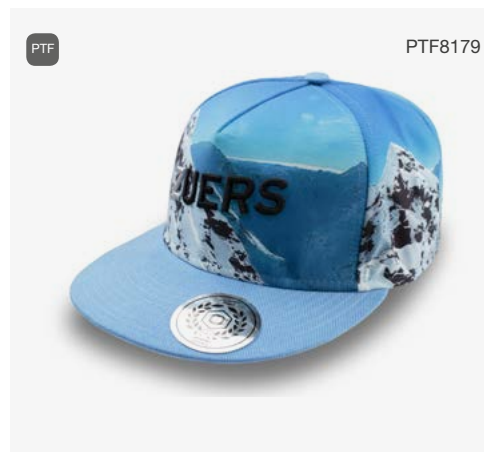
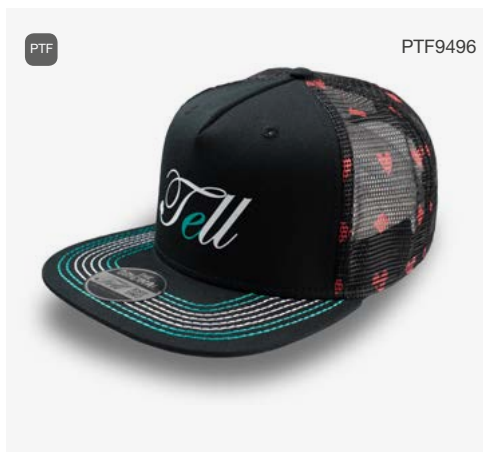
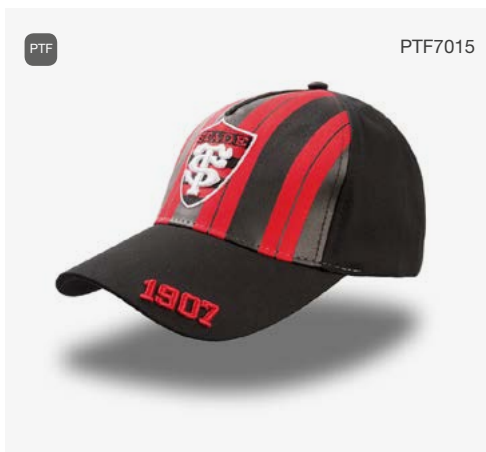
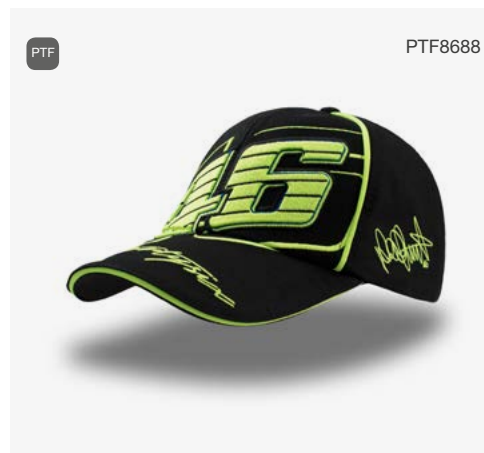
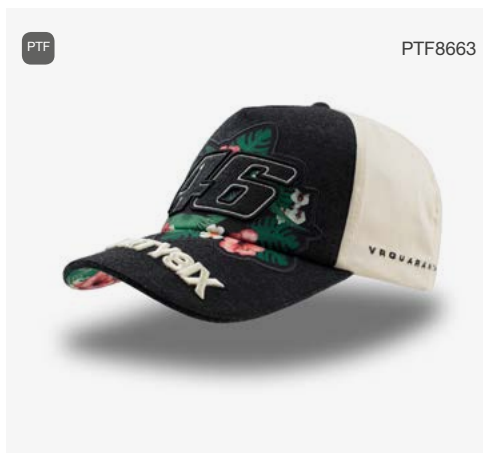
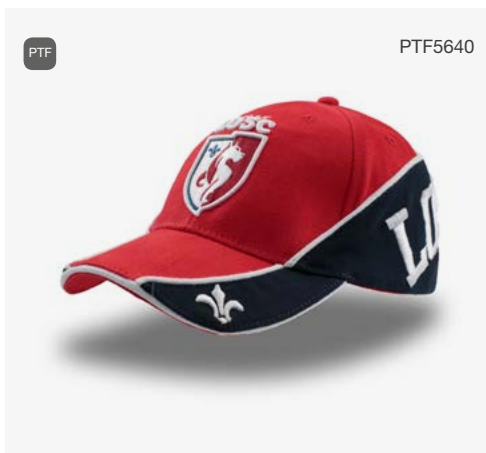
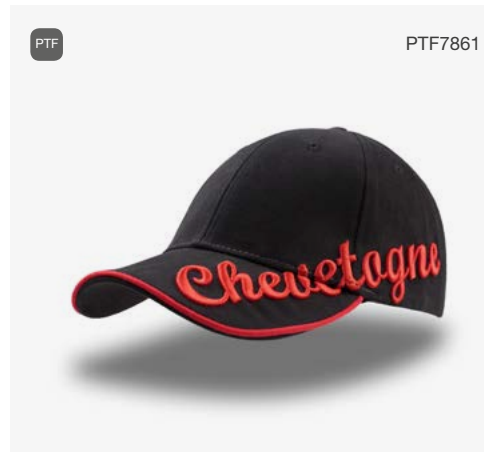




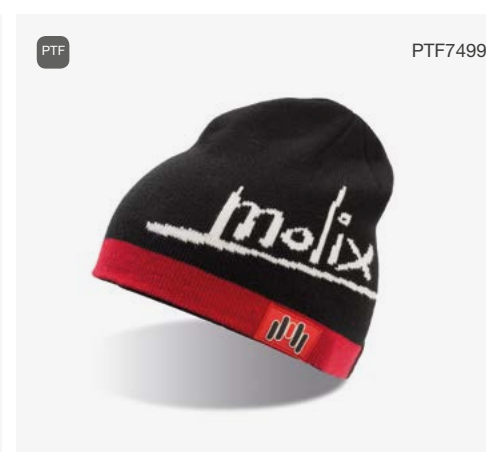
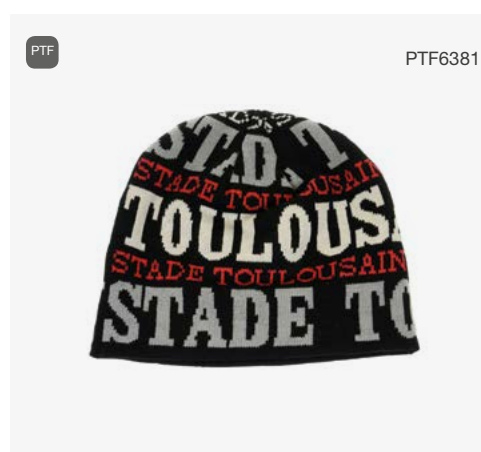
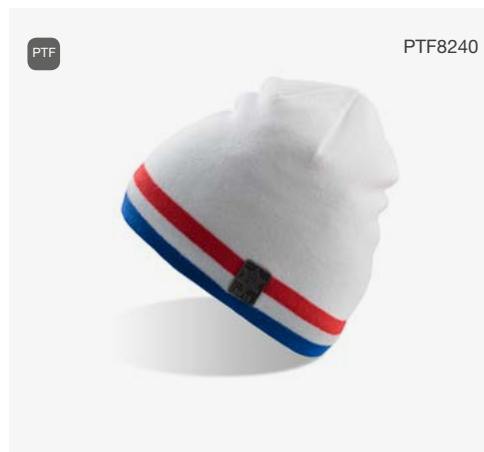
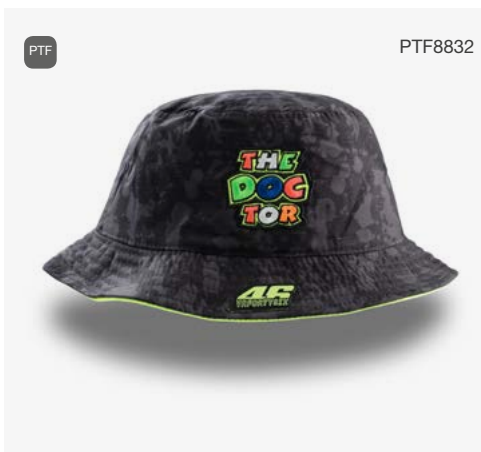
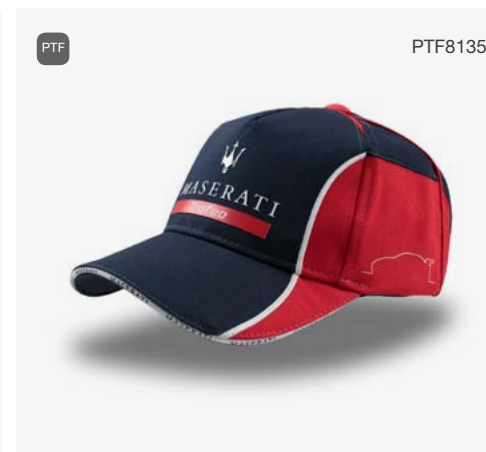
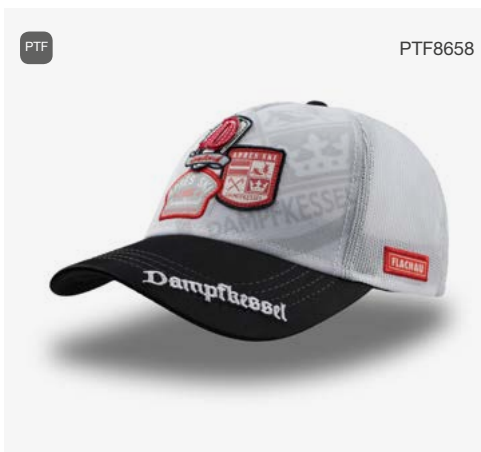




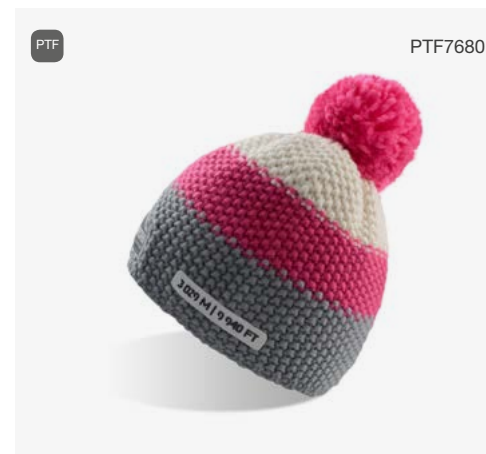
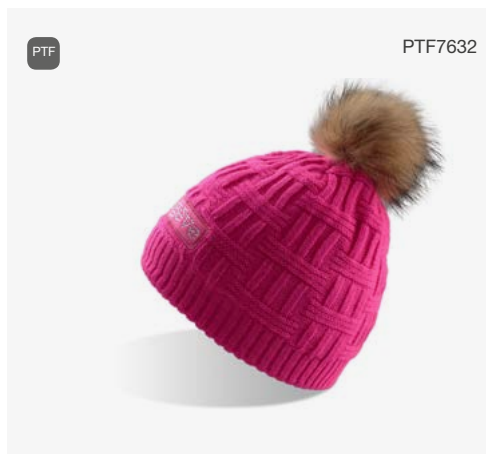
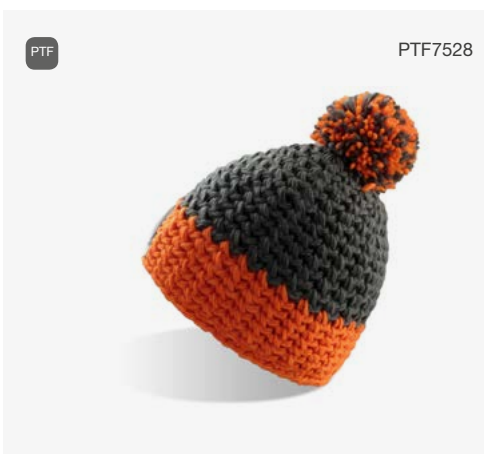
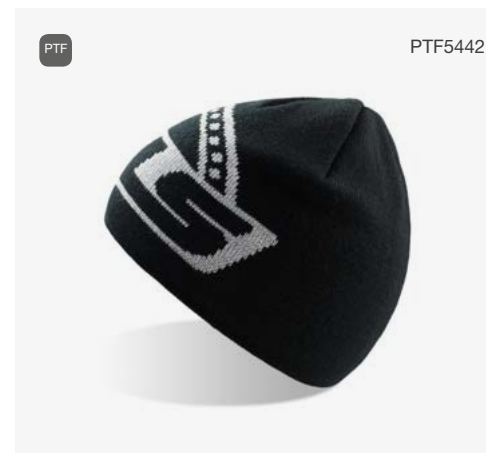
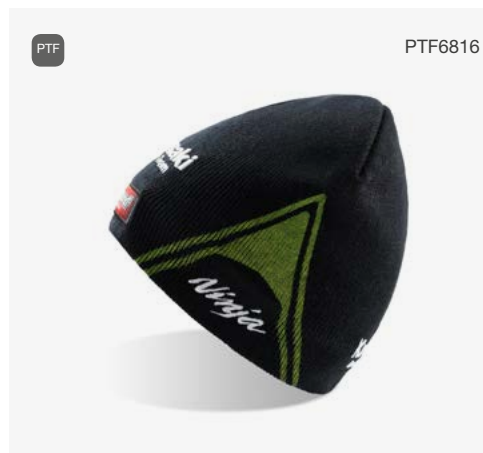
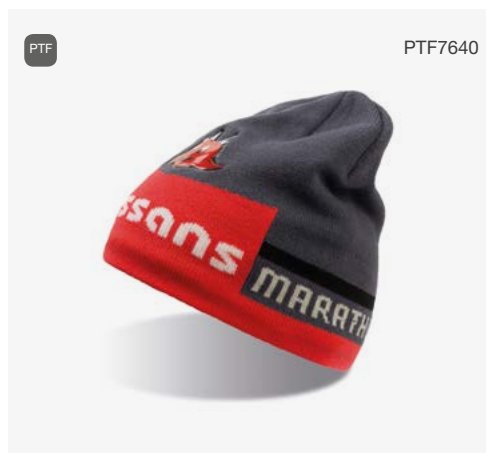




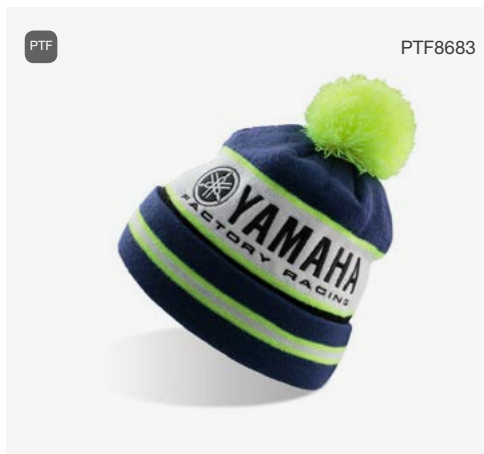






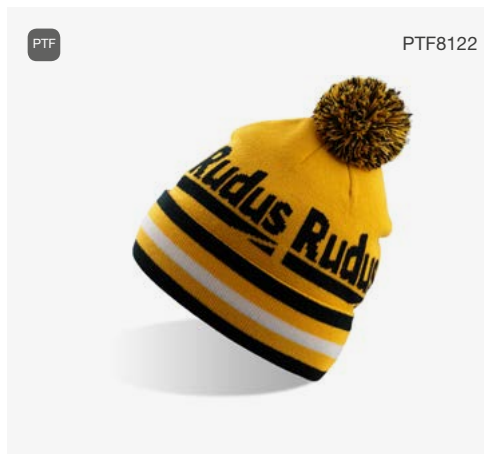






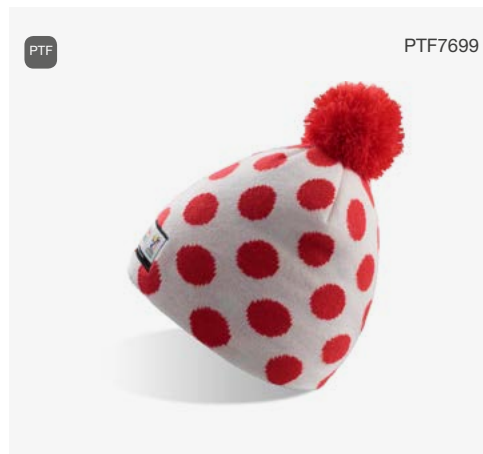
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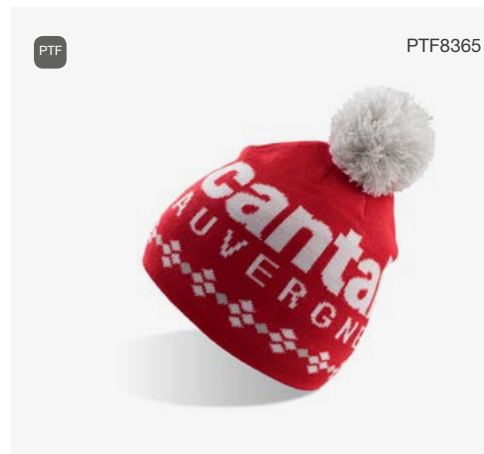
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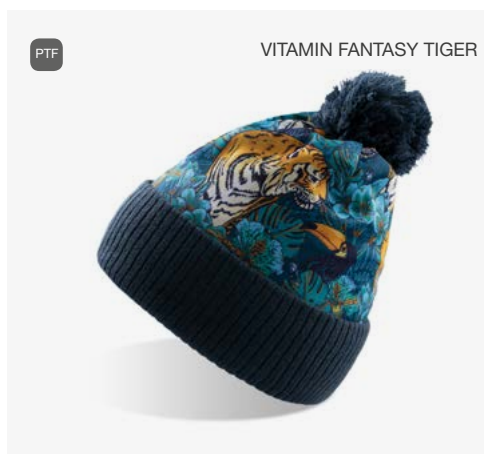
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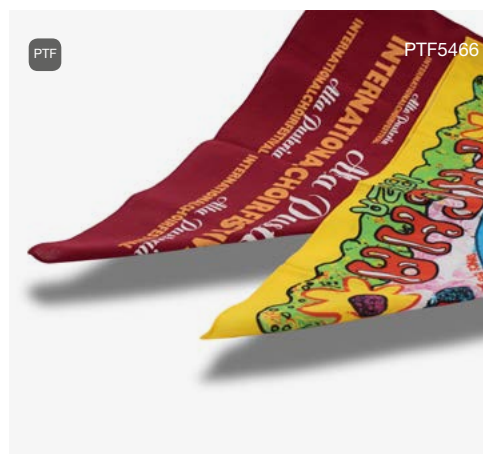
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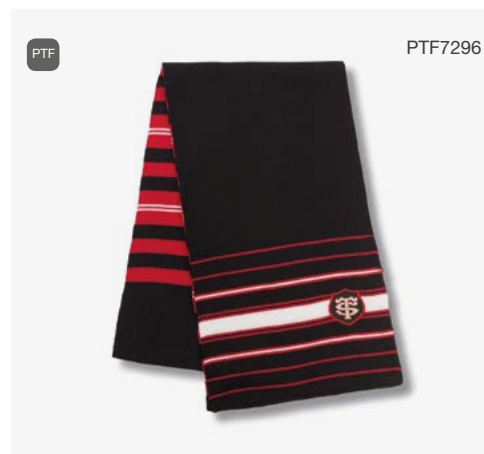
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VITAMIN FANTASY TIGER



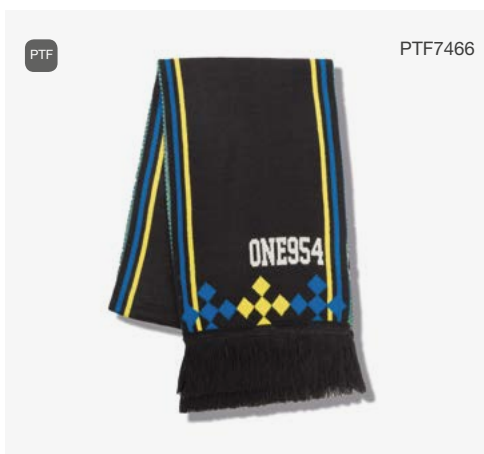
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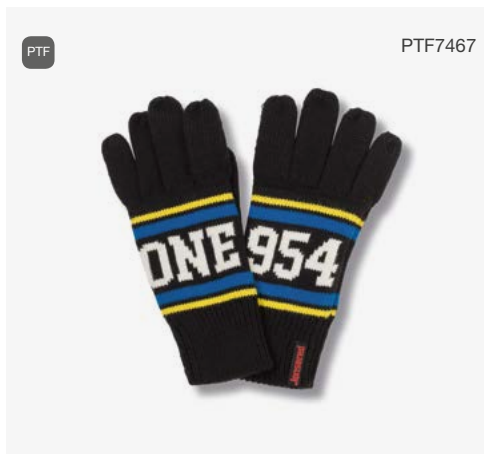
PTF

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PTF

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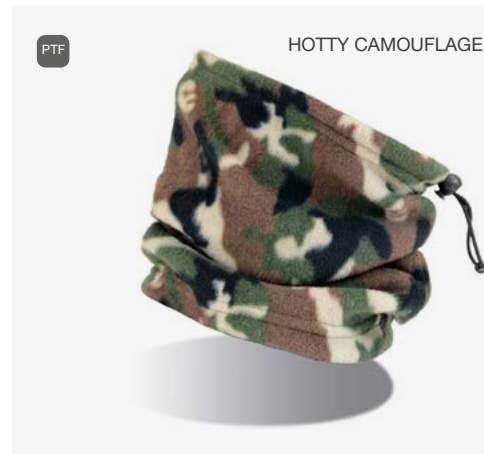
PTF

PTF7467



PTF

PTF9223



PTF

HOTTY CAMOUFLAGE



GET  
INSPIRED



[atlantis-caps.com](http://atlantis-caps.com)







Jacquard manufacturing on beanies, scarves and gloves represents the excellence of our customization proposal. Indeed, we use the technology offered by the **“CIRCLE MACHINES WITH ELASTAN”**, machineries of the **latest generation** which allow the creation of beanies with smallest details – especially when it comes to images – and which can supply a very **elastic product** thanks to the already cut internal cords.

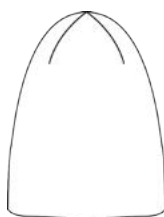
## REGULAR SHAPES



BEANIE  
WITH CUFF



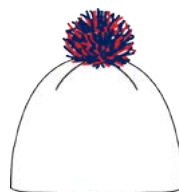
BEANIE



LONG BEANIE



BEANIE  
WITH CUFF  
AND POM PON



BEANIE  
WITH POM PON







## ADVANTAGES OF THE CIRCLE MACHINE WITH ELASTAN



tube-shaped, no vertical seams



no problems of elasticity



soft and highly wearable product

**12**

up to 12 possible colours on the same beanie



available widths: from 16 to 24 cms



selection among more than 50  
different colours of spun yards



creation of clear and detailed logos

**IABC** writings starting from 1 cm of height

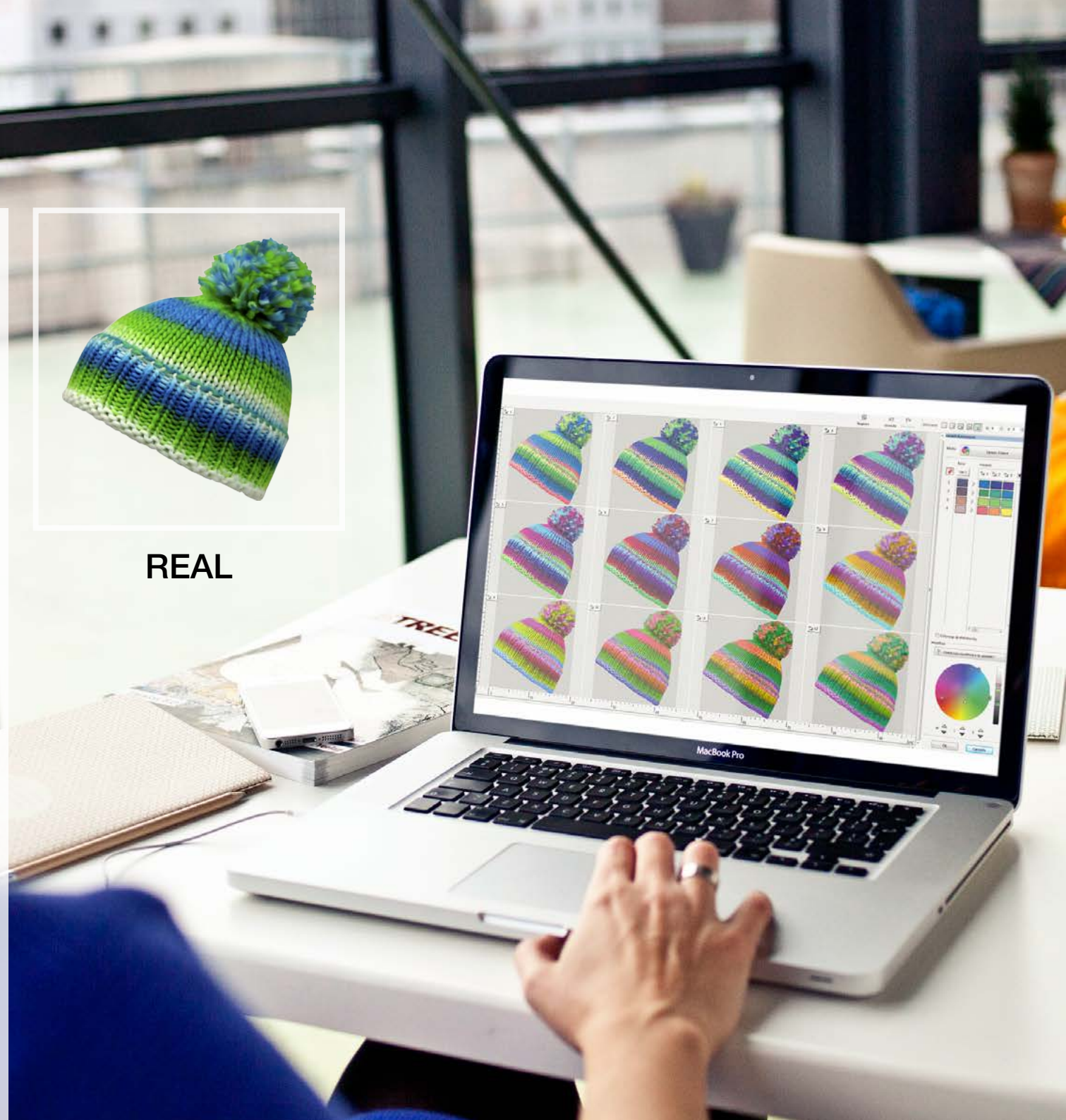




The magic of **innovative graphic software**, technology which multiplies creativity, opening the way for products with a choice of colours and styles. Thanks to the experience of our graphic designers and starting from a simple photograph of a winter beanie, you can create an **infinite variety of colours**, for entire ad hoc collections. Our Atlantis Graphic Software creates **perfect renderings**, set in a virtual reality able to represent the end product perfectly. You really can create a jacquard beanie and present it as though it were real!



**REAL**







# **CUSTOMIZATION CHOICES**





GOLD METAL THREAD



SOLVER METAL THREAD



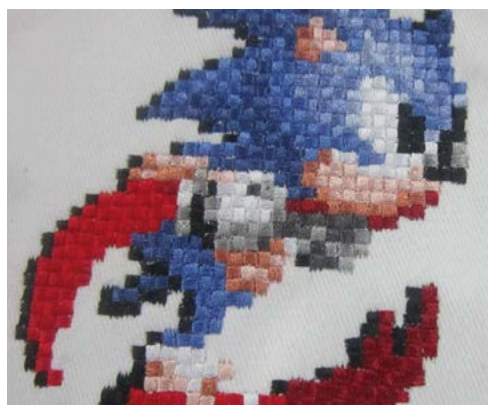
FLAT EMBROIDERY



3D EMBROIDERY



FLUORESCENT EMBROIDERY



PIXEL FLAT EMBROIDERY



SPECIAL FABRIC APPLIQUE ON 3D PATCH



SUBLIMATION ON 3D PATCH



FLAT AND 3D EMBROIDERY COMBINED



SPECIAL 3D EMBROIDERY



TERRY EMBROIDERY



PATCHES WITH TRANSFER PRINT + DESTROYED





EMROIDERED FELT PATCH



WOVEN PATCH LABEL



FABRIC APPLIQUE WITH EMBROIDERY OUTLINE



DESTROYED PATCH WITH EMBROIDERY OF COTTON THREAD



SATIN PATCH WITH EMBROIDERY



DOUBLE LAYER FELT PATCH



PU LEATHER APPLIQUE WITH 3D OUTLINE



GLITTER PATCH



DESTROYED PATCH



DOUBLE LAYER FABRIC APPLICATION WITH EMBROIDERY



PAILLETES APPLICATION



ECO-LEATHER PATCH WITH DEBOSSSED LOGO





STUDS APPLICATION



SILK PRINT



FLOCK PRINT



SHINY FOIL PRINT



TRANSFER PRINT



PUFF PRINT



PRINT ON UNDERBILL



PRINT ON MESH



GLITTER PRINT



ALL OVER PRINT



DIGITAL PRINT ON UNDERBILL



SUBLIMATION PRINT





PRINT ON 3D EMBROIDERY



PVC HOT PRESS



RUBBER PATCH WITH STITCHING



RUBBER PATCH WITH EMBROIDERED OUTLINE



RUBBER PRINT



HIGH FREQUENCY



GLITTER HIGH FREQUENCY



METAL PLATE



STRASS APPLICATION



HEAT DEBOSSSED FABRIC



DEBOSSSED LOGO ON BEANIE



MULTICOLOUR HIGH FREQUENCY





3D EMBROIDERY COVERED WITH GLITTERED FABRIC AND METAL COLOURED FLAT EMBROIDERY



3D EMBROIDERY WITH JUMPING EFFECT



3D EMBROIDERY WITH PU APPLIQUE



3D RUBBER PRINT ON LABEL



CHAIN EFFECT FLAT EMBROIDERY



ECO LEATHER PATCH WITH CHAIN EFFECT EMBROIDERY



FABRIC PATCH WITH FLAT AND 3D EMBROIDERY AND 3 COLOURS PRINT



HOT RUBBER PRESS



INSIDE 3D EMBROIDERY WITH EMBOSSED FABRIC EFFECT



SHINY FABRIC ON FELT PATCH AND APPLICATION OF METAL PLATES



SPECIAL STITCHING EMBROIDERY ON ECO LEATHER PATCH



TERRY PATCH





FELT FABRIC PATCH  
WITH STRASS APPLICATION



CHAIN EFFECT FLAT EMBROIDERY



COMBINATION OF NORMAL AND FLOCK PRINT



ECO-LEATHER PATCH WITH FLAT EMBROIDERY



FLAT EMBROIDERY



FLAT EMBROIDERY WITH STRASS APPLICATION



FLAT EMBROIDERY



LASER CUT LETTERS  
AND STITCHING EFFECT EMBROIDERY



LASER CUT LOGO  
WITH METAL STITCHING EMBROIDERY



LEATHER PATCH WITH EMBOSSED LOGO



PUFF PRINT COMBINED WITH NORMAL PRINT



TWO LAYERS FELT PATCH  
WITH EMBROIDERY AND LASER CUT







amateursportclub  
**drei zinnen**  
Raiffeisen

## MULTIFUNCTIONAL HEAD BAND

Starting from 576 pcs. we produce for you multifunctional head band, as our Freedom Basic, customized with your logos or even with photos and pictures. You just need to provide us with PDF vector file and here the result.



NECK



MASK



CAP



PIRATE



BALACLAVA



SCARF



HEADBAND



CROWN



SAHARIANE

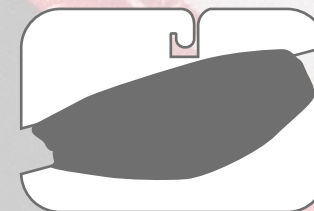


HAIRBAND

## PACKAGING



FOLDABLE  
CARTON BLISTER



STIFF CARTON  
BLISTER



PLASTIC POLYPAG

CUSTOMIZED PACKAGING STARTING FROM 2304 PIECES









BE PART OF THE  
ATLANTIS WORLD















infinite headwear