

INTERNATIONAL EXHIBITION OF YARNS AND FIBRES
FOR WOVEN AND KNITTED FABRICS
FOR APPAREL, FURNISHING AND TECHNICAL TEXTILES

Positive Outcome for the 36th Edition of FILO

The 36th edition of FILO, the international fair of yarns and fibres for orthogonal and circular weaving and technical textiles organized by AssoServizi Biella has just closed.

The event has been a success because the number of exhibitors and visitors was stable at around 2,500, which reflects a trend that has been confirmed through the years.

FILO confirms itself as an event not to be underestimated for its characteristic of a unique business-to-business event dedicated to high end products .

The excellence of the yarns for the "state of the art" textile-clothing chain has been the theme of this 36th edition of FILO, from the product proposals presented in the trend area to the debate at the inaugural round table moderated by Marilena Bolli, president of Unione Industriale Biellese and owner of a textile mechanical company, who is the ideal representative of the first link of a long chain constituting the fashion system. **Paolo Monfermoso**, manager of FILO explains: "The high quality of the product is the winner today, which allows our exhibitors to look at the future with great optimism, even in a complex international economic context. Proposing only yarns of excellence is a choice that FILO has made since its first edition in 1994, which has been rewarded through the years with constant growth in exhibitors and buyers through what we have defined as "controlled growth" of FILO. For what regards in particular the 36th edition of FILO, we are very satisfied: from the exhibitors we have received confirmation of a flow of visitors that has been continuous in the two days of the event and with highly qualified and determined buyers. As organizers, we intend to strengthen those who have always guided us and that we consider the essential characteristics of a "state of the art" exhibit: concreteness, professionalism and efficiency".

Efficiency and concreteness are concepts that return in the words of the exhibitors.

Andrea Maule of **Torcitura Vittorio Maule** confirms "my complete satisfaction in participating at FILO, where we had many visitors. We entrepreneurs, on our part, are anxious to do many things, propose new products. In this sense we are optimistic, but we do not hide our concern for the uncertainties caused by the current market situation".

Mariarosa Dissegna of **Marchi&Fildi** underlines that "this edition of Filo has been very positive for us because we have received the visit of many buyers in both days of the event. We are all looking for novelties, which we hope to see expressed in the fabrics and later on in the clothing collections".

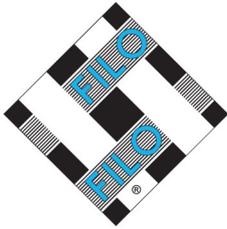
Even Marco Calleri from **Cotonificio Olcese** reiterates: "We are happy with the results obtained at FILO. In the two days of the event we have had a constant flow of visitors who have shown a real interest for our products. There was also a good turnout of foreign buyers, which is quite interesting for a company like ours that exports 25% of its production".

Organized by



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For Gian Maurizio Caucino of **Botto Poala**: “In these two days at FILO we did very well. Our consolidated customers, both Italian and foreign, were our main visitors. As wool spinners, we feel that the dates for FILO should be revised according to market needs as we are constantly seeing an anticipation of these fairs”.

Positive comments also came from Francesco Della Porta of **Pozzi Electa**: “We are very satisfied, as we have had a constant flow of visitors. FILO allows us to see in two days the complete view of our customers and gives us the opportunity not only to present our products but also to listen to customer requests. Among the yarns which aroused the greatest interest were those with a natural aspect, linen blends in fine counts with a crepe feel for constructed yarns”.

This concept was reiterated by Cristiano Liera by **Franzoni Filati**: “This was without any doubt a positive edition with a good number of visitors, mainly Italian. Our novelty, Futura Color was a great success, especially the mixture in the Futura.compact version. And as always, we appreciate the organization of FILO on the whole as it is really well done”.

Claudio Di Lauro **Techfil-Fil Man Made Group** concentrates his comments on the visitors: “The attendance by visitors was very good, especially with Italians and above all on the second day. We had the sensation that there were fewer foreign buyers in respect to the preceding edition, which is perhaps due to the uncertainty of the period. Our customers found the crepe and flake yarns to be the most interesting”.

Similar comments come from the words of Abbondanzio Majocchi of **Trendfil**: “FILO confirms itself as an excellent seasonal showcase for our collection. We had a good flow of buyers in the two days of the fair with numerous foreign visitors, especially French. FILO should aim more at the internationalization of the visitors”.

Roberto Barbavara of **Vimar** feels that “FILO has once again confirmed itself as a technical fair for technicians. We appreciate very much the elegant context of the venue at Palazzo delle Stelline, which distinguishes itself from the other events. It is for this reason that we feel that the event would deserve more attention from foreign buyers”.

Satisfaction for the results achieved was also expressed by Roberto Rimoldi of **Filatura Luisa**: “The event has been a success, even if the spring-summer season is not the best season for wool spinners. Despite this, we try to bring novelties from our collection to each edition which our customers appreciate very much”.

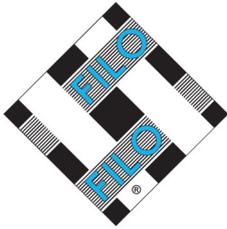
Filippo Dagostino of **Safil** felt the same: “Summer is not our main collection. In spite of this we have brought to FILO a novelty, a sort of provocation that we have called ZeroLana. Not only did we propose the yarn, but we even elaborated fabric projects with dyeing and finishing, which were greatly appreciated by the visitors”.

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Vincenzo Caneparo of **Davifil** concentrates on the FILO formula: “Our opinion of this edition of FILO is very positive both for the number of visitors and the quality of the buyers. It is my opinion the FILO should continue in this direction, with the same characteristics that have made it successful”.

Even Giorgio Tessari of **Lurex** underlines his appreciation for the novelties proposed at FILO: “We presented here at FILO, the Lurex Ema yarn with a special lacquer effect. As for the buyers, they were numerous especially on the second day, and so much so, that we think that FILO should find a new and larger venue”.

The next date is the 37th edition of FILO on **7-8 March 2012**.

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