

Pontetorto develops a warmer, more robust grade of microfleece

Microfleece has never been this functional

Fleece is currently undergoing a revival. So it is no surprise to learn that fleece-specialist Pontetorto is well prepared for it. The new "PRO" version of the Micropile, with the same weight, excellent texture and soft feel, is 30% warmer and more robust than comparable grades.

Pontetorto is unquestionably the number one European fleece producer. Based on extensive experience in weaving, fleecing and napping of wool fabrics, the Italian fabric specialist has decisively influenced the development of the functional grades for sport and the Pontetorto sport systems regularly achieve new milestones and set new standards. Although fleece is among the classics of functional fabrics, Pontetorto is constantly pushing the development in this segment for new qualities. Consequently, the company is introducing a brand new grade of microfleece at PERFORMANCE DAYS, which once again raises the bar for functionality.

Following a weak demand for fleeced surfaces in recent years with only the smooth finish fleece fabrics being required, the winds have now changed. Microfleece - soft, lightweight, and napped - is currently experiencing a revival, which it goes without saying, is welcome news and absolutely familiar territory for Pontetorto, the largest specialist in the market for fleece grades. Pontetorto is exhibiting a wide range of new microfleece – just in time for the 25-year anniversary of its microfleece - at PERFORMANCE DAYS, an incomparable demonstration of Italian creativity combined with commercial price points.

The highlight of the collection is the new **"PRO" version of the Micropile**. They are entirely redesigned and, though keeping the same 150g weight, are now 30% denser. The advantage: Despite its lightweight, this grade provides a significantly increased thermal performance. It is ideal for all kinds of sports, especially, where every gram counts even in the face of cold temperatures. The latest Pontetorto machines create a beautiful, very fine mesh texture with excellent washing characteristics. The abrasion resistance is also significantly better than with traditional microfleece grades. Because of the very dense structure, even with bright colors, the mesh pattern cannot be seen.

Of course, the customer's imagination is not limited thanks to the great flexibility of "Made in Italy" production. Special highlights of the new collection, for example, are the jacquards with high-low or tone-in-tone effects that create attractive fashionable finishes.

The first prototype showing the entire range of possibilities is introduced at PERFORMANCE DAYS on November 16-17th, 2016.

COMPANY PROFILE

Pontetorto has been producing quality fabrics for over half a century through a commitment to high levels of expertise and innovation. Since its establishment in 1952, the mill has been perceived as a leader both locally and in the fashion industry where it has earned great visibility and standing.


Pontetorto was the first mill in Europe to develop a range of pile fleece fabrics for active wear in 1985, a time when product diversification was not generally regarded as the correct product strategy to implement. In fact, Tecnopile, the Pontetorto registered trademark for active wear fabrics that helped establish the worldwide reputation of the company, was the result of continuous testing and development of brand new materials and processes.

Pontetorto is also aware of all the environmental issues and the sustainability concept. The company with its typical forward looking attitude is highly engaged in environmental protection: To this end, a photovoltaic panel system installed at the plant will make Pontetorto 95% energy self-sufficient. At the same time, it is now a standard practice to use low-impact chemicals of the latest generation in the production process.

PONTETORTO SPA



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