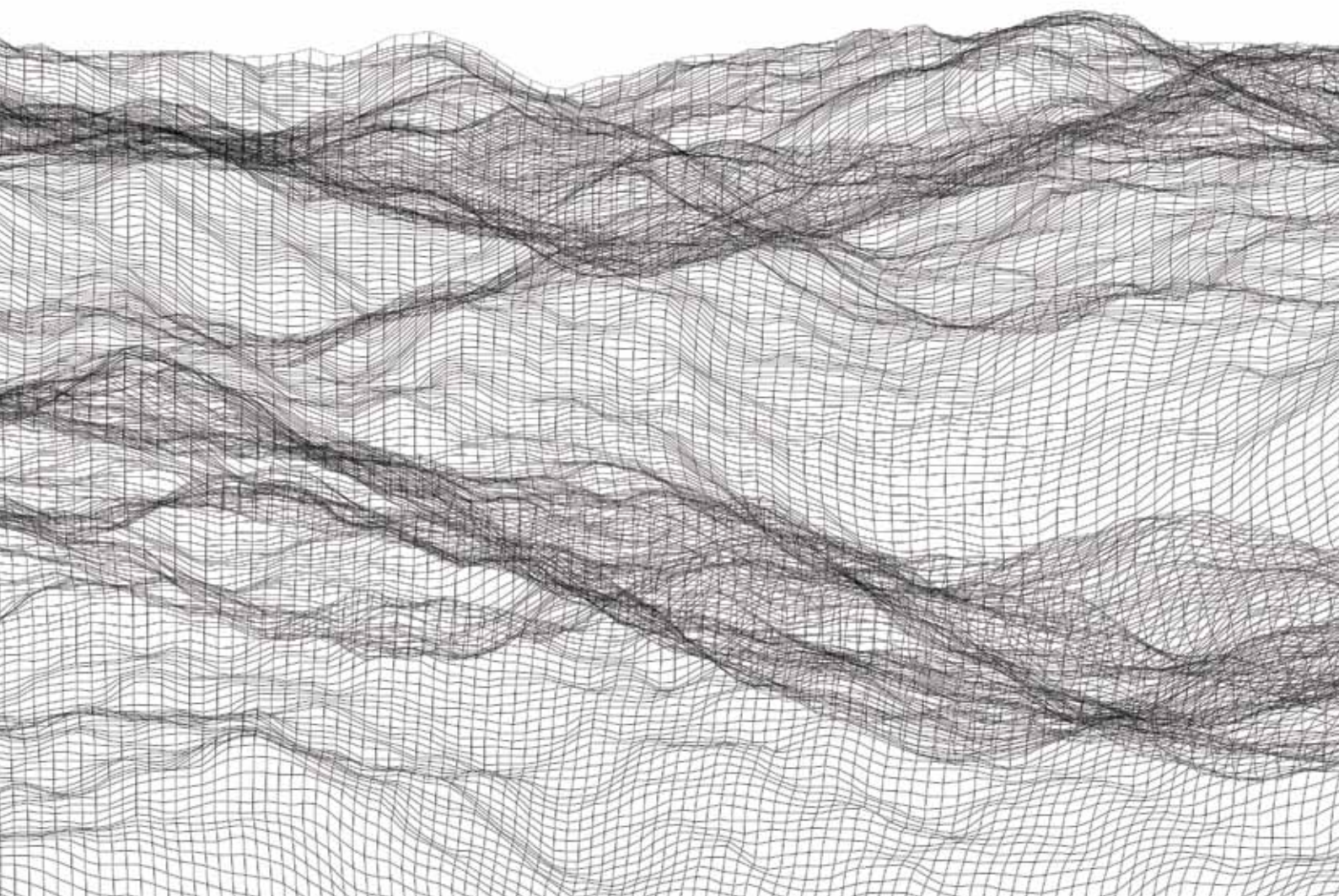




*The quality
trademark of
the Italian silk
and silk-like
fabric.*



The beginning.

The story started in 2001 with a group of Italian textile firms, producers of silk or silk-like fabrics, concentrated above all around Lake Como. The long textile tradition and the love of innovation, places them among the leading textile firms in the world for their good taste and technology. They are aware that their fabrics excel in quality and beauty and incorporate the joy of life. They believed in their products and decided to distinguish them from others: they drew up technical, environmental and ethical rules which they intend respecting, with an eye to the needs of their clientele. And they called on in an independent tertiary organisation to certificate their respect for Technical Disciplinary Regulations – and that is how it all started.

This group was joined by the suppliers in a choral effort towards growth, which maintains constant innovation at the centre of the Italian silk district's interests. The efforts of the team of firms, which respect the Technical Regulations of Seri.co to make Italian silk and silk-like fabrics unique, must be communicated to the customers interested in this significant information on the products they buy. Seri.co originated with this goal in mind.

The quality trademark of the Italian silk and silk-like fabric.

Seri.co is:

Seri.co is a collective quality trademark for silk and silk-like fabrics, produced by the Italian firms, which adopt the Technical Disciplinary Regulations and have their respect certified.

Seri.co indicates and includes, besides the place of origin, the guarantee that the fabrics bearing the trademark come from firms that adopt a code of quality in their organisation, purchasing, control of the processing cycles and of the finished product; it guarantees the absence of substances toxic or harmful for the user.

Seri.co is a trademark addressed to silk and silk-like textile buyers, deposited in Europe, America and Asia.



***The guarantees that distinguish
the Seri.co trademark.***

The fabric of Seri.co certified firms is recognisable on the market by a series of guarantees that offers to consumer:

Performance.

Seri.co guarantees that the qualitative characteristics of the fabrics ensure a correct performance by correctly following the use and maintenance instructions.

Health and Safety.

Seri.co guarantees that the fabrics do not contain nor release substances harmful to health, and therefore they are safe fabrics for consumers.

Reliability.

Seri.co integrates the principles characteristic of the ISO 9000, ISO 14000, SA 8000 certification in manufacturing textiles, which respect the qualitative, environmental, social and ethical codes.

Made in Italy.

The textiles with the Seri.co trademark come from Italian firms and have undergone at least two of the most important processing stages in Italy.

Social Responsibility.

The Seri.co certified firms apply a correct social procedure relative to the social rights of their internal workers and expect the same from their suppliers.

Ethical Code.

The Seri.co certified firms are engaged in abstaining from incorrect behaviour such as copying other's textiles or designs, exploiting patented processes, counterfeiting trademarks, the use of any untrue statements or anything at all to deceive users.

Environmental safeguard Code.

The Seri.co certified firms operate with an active control to avoid any form of environmental pollution, whether it be water, air or soil.

How to recognise textiles with the Seri.co trademark.

The certified firms print the Seri.co trademark – a graphic sign in the shape of Lake Como and the name Seri.co – on their letterheads and on every means of communication used to contact their clientele.

The Seri.co trademark belongs to the "Centro Tessile Serico S.p.A. consortile", which direct the communications and the actions of the continual improvement of the firms of Seri.co team.

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