



## Xinao Textiles from China opens its European facility, Xinao Textiles Europe in Biella, Italy



*Mr. Alberto Gaia, General Manager, Xinao Textiles Europe.*

Xinao Textiles Europe, the Italian subsidiary of Xinao Textiles Inc., one of the world leaders in the worsted wool spinning industry, has officially started business. The Chinese worsted wool spinning company, after being a leader in the Far East and the USA, is the only one in the world with a complete, vertical supply chain, now sets its sights on Europe.

Xinao Textiles Europe is based in Verrone (Biella), in the heart of the Biella wool district, and will be not only a commercial facility, but a development and production centre crucial for strengthening its position in Europe. The company will be a benchmark for the Italian and European textile market, guaranteeing rapid manufacturing times and products in line with its taste and demands.

Alberto Gaia, General Manager of Xinao Textiles Europe following a career in the worsted wool yarn industry, explains: "Our aim is to become the collector of the European fashion market's ideas and trends,

to interpret its taste and needs and offer a rapid, competitive service. We have chosen Biella because it has always been an international wool yarn centre of the highest level, which will contribute to defining our style. We want to become part of this area, integrating with the local textile services industry to create a product with Italian taste and high added value".

Xinao Textiles Inc. was founded in 1991 and listed on the Shanghai Stock Exchange in 2014. In two decades it has established itself as a leader in the Far East and the USA. In 2017 it produced 10 million kilos of yarn, with a 10% increase over 2016. Almost 80% of its market is external knitwear and 20% circular knits and socks. The secret of its international success lies in its totally integrated production chain: from its own farm in Australia, which supplies part of its wool requirements, to all combing, treatment, dyeing and spinning stages. Meticulous selection of raw materials means

it is now a leader in fine and extra-fine yarns, manufacturing a product with international appeal.

To a favourable price/quality ratio, it adds the speed of its service, special attentiveness towards the sensibilities of consumers in all the countries to which it exports, and environmental awareness. It holds the main international certifications, including RWS (Responsible Wool Standard), Ecolabel EU, Woolmark, Oekotex, Global Recycled Standard for recycled polyester, Organic Content Standard (Organic Content 100 and Organic Content Blended) and is a Bluesign partner, with its supply chain engaged in the certification process.

Xinao Textiles has long taken part in the main international textile fairs such as Spinexpo and Première Vision, while Xinao Textiles Europe ushers 2019 with participation at ISPO Munich and Filo in Milan where the slogan "From farm to yarn" will underscore its key strength. ♦