Dynamic, forward-looking, research-oriented and innovative, yet with its roots and production system firmly embedded in the local territory, Furpile Moda has carved itself a unique position among the companies of Prato textile district for its ability to stay abreast of developments in the world of industrial and domestic cleaning. Following a disappointing experience of delocalization abroad, in 2000 Furpile Group had the courage and foresight to set up both its headquarters and production system in a new industrial complex, a choice which enabled not only optimization of its sourcing activities, but also provided modern facilities for the storage of its finished products. Indeed, Furpile group's stock service system means Furpile Moda customers can rest safe in the knowledge that the materials they require are always ready for immediate delivery. Located in Via Frediani, in the heart of Prato textile district, the Furpile Moda headquarters and production facilities include the company's executive offices, sales department, sample rooms and laboratory, as well as part of the production system and all the other services offered by the Furpile Group. Over the last few years Furpile Moda has renewed its management line up with the introduction of second generation executives in the technical sector and sales department, whilst simultaneously retaining the experience and tradition of the founding partners, the majority of whom still play an active role in the company's organization and production. Furpile Moda thus keeps up to date with all the new materials and technologies developed for use in the cleaning sector, whilst making ecology and respect of the environment priority aspects of its production system. Indeed, every new product created by Furpile Moda is designed with a view to environmental respect, recycling and optimization of resources.

A NEW APPROACH TO CLEANING

TECHNOLOGY AND RESPECT OF THE ENVIRONMENT

The name Furpile has been synonymous with the city of Prato and the local textile industry since the very founding of the company by Piero Antonio Cavicchi and Carlo Alberto Nistri, the business and the technical brains behind the venture, in 1972 when the company took its first tentative steps in the then-developing faux fur, pile and double-face fur textile markets. Right from the outset, the company’s focus on research, new solutions and new ideas was one of its most distinctive features and one of the reasons for its great success in the development of specialized cleaning products. Since then, the company’s ongoing search for new solutions and new products has led to the development of three corporate divisions: Furpile Idea, Furpile Moda and Furpile Maglia. Although each of the three company divisions specializes in a specific sector of reference, they are all nevertheless driven by the same ultimate goal: achievement of the utmost quality.
To refer to a Furpile Moda mop as a “floor cloth” is unfair to both the product and the research and development behind its design. Indeed, the role played by the wide range of mops made from textiles produced by Furpile Moda is rather more akin to the role played by medicines or food products – scientific developments which have become essential features of modern life – than that of the bundle of rags tied to a broom handle used to wash floors in days gone by. This is the reason Furpile Moda studies every aspect of the products it designs and tests each and every item in the homes of the company’s staff. How else to ensure that each product is able to cope with the cleaning of every kind of floor and the most aggressive and resistant types of domestic dirt? Of course, every product is also scientifically tested in the company’s in-house laboratory where it is approved by expert technicians and chemists following analysis with state-of-the-art equipment.

But this is not the only added value of Furpile Moda’s cleaning products: the fact that many of its designs are developed together with leading names from the world of large scale distribution and the professional cleaning sector ensures that its textiles always satisfy the real and proper needs of the market, while exclusivity of design is ensured by the company’s almost maniacal focus on quality which commences with the work of the experts of the technological department during the sourcing of suitable raw materials and continues with the choice of manufacturers, all of whom operate in Prato textile district using the most-advanced methodologies.

With over twenty years’ experience in the production and development of cleaning products, often in collaboration with the world’s leading brands and distributors, Furpile Moda boasts a wide range of state of the art articles from which its customers may select exactly the products they need. All Furpile Moda textiles are washable at high temperatures, while the fact that they are produced on double looms ensures a wide variety of pattern (plain, striped or checked), depth of pile and composition (combination of various abrasive and dirt collecting fibres in the same textile). Indeed, one of Furpile Moda’s most innovative textiles is a fabric which captures even the most resistant dirt between one band of fibres and the next during wiping.

Furpile Moda also enables its customers to personalize the textiles they choose in such a way as to render any products manufactured with that textile both original and exclusive.

The fact that Furpile Moda combines traditional technical know-how with new ideas and research has led to the creation of some of the most innovative products on the market, while the quality of its products is ensured by its insistence on sourcing only the very best fibres from suppliers whose reliability has been proven over the years and from its determination to work exclusively with certified companies operating in the local Prato textile district.
A WIDE RANGE OF CLEANING PRODUCTS WHOSE QUALITY IS CONTROLLED EVERY STEP OF THE WAY

Furpile Moda’s wide range of innovative cleaning products satisfies even the most demanding members of this continuously evolving market sector. All the company’s products are entirely made in Italy, and thus controlled for quality during every step of the production process, while that the fact that both the design and the cut of textiles may be customized to individual specifications offers a real and proper added value to the company’s output.

Furpile Moda’s leading products includes a wide range of cleaning equipment for both industrial and domestic use. Mounted with mop-heads composed of a polypropylene, nylon and raffia blend microfibre textile woven on a double loom which can be washed in temperatures of over 90°C in such a way as to eliminate all traces of bacteria, Furpile Moda’s mops are widely used in health centres and other types of communal accommodation as well as in the home, while Furpile Moda acrylic-polyester fibre dusters are created on circular machines using a technology which enables both customization of the textile and regulation of the depth of the pile according to need. The textiles used for Furpile Moda’s glass and window cleaning products are the result of intense laboratory research into the cleaning properties and speed of absorption of liquid of various fibres. Furpile Moda also makes a series of paint rollers with special acrylic-polyester heads.

THE STRENGTH OF MADE IN ITALY

Tex Wiping cleaning cloth is undoubtedly the latest feather in the company’s cap and proves once again that, even in such a staid and traditional sector as the cleaning product industry, technological innovation is the only way forward. The textile from which the Tex Wiping cleaning cloth is made exploits the electrostatic charge of ultra-microfibres in order to capture any dust with which it comes into contact before imprisoning this dust within the regular fibres of the textile. The dust is so efficiently absorbed that the life expectancy of the cloth is far longer than that of any traditional duster. The Tex Wiping cleaning cloth can be used on any surface, including glass or plastic, and is especially suitable for removing fingerprints from optical equipment, television screens and monitors. Furthermore, the fact that the Tex Wiping cleaning cloth is best used dry - or barely damp – helps safeguard the environment by reducing the quantity of cleaning fluid necessary to ensure a perfect finish.

The Tex Wiping cleaning cloth is available in a range of colours and may be customized with any type of pattern or logo. As a famous Italian saying goes, “technology transforms rags into riches and dirt into cleanliness.”
Urpile's in-house laboratory is undoubtedly the company's jewel in the crown, a means of guaranteeing the quality of the company's products which its customers have always widely appreciated. Urpile was one of the first textile manufacturers in Prato to realize the role played by quality and product safety in ensuring privileged business relationships with retailers and leading brands and thus the first company to set up its own laboratory with a view to controlling the quality of every stage of its production process and consequently eliminating disputes with customers. Urpile Idea's in-house laboratory has since reached such a high standard of analysis that it has been certified by a large number of leading Italian and foreign companies, enterprises which have recognized its ability to comply with their parameters and specifications, verified this compliance, and thus recognized the laboratory as if it were their own.

"The decision to create an in-house laboratory," explain Piero Cavicchi and Andrea Cavicchi, "was based on our wish to have certain elements to hand should any disputes arise. With time, we realized that we could also use the laboratory to ensure the quality of our products, to ensure a standard which now really and truly makes the difference in the marketplace. Our staff collect systematic proof of the quality of our products throughout the entire production process, and even control the quality of those few processes we have outsourced to external suppliers. The laboratory also enables us to test our products according to our customers’ specifications, ensuring that all products loaded onto trucks for delivery are effectively just as ordered."

In addition to ensuring compliance with standard quality control requirements, the laboratory also performs specific tests pursuant to special customer needs.

**Putting Quality and Product Safety to the Test**

**Urpile was one of the first companies in the Prato textile district to open its own in-house laboratory.**

**Furpile Moda will be present at:**

**ISSA INTERCLEAN**
**Amsterdam**
**From 26 - 29 April 2010**

**Stand 11.402 Hall 11**

**PULIREVERONA**
**From 24 - 26 October 2011**

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