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Albini, the pride of the wounded Val Seriana: "We are ready to start again with optimism"

INTERVENTION BY STEFANO ALBINI, president of the cotton mill of the same name in Albino (Bergamo), an absolute excellence of Italian textiles that has not lost heart in the face of the pandemic and indeed is already producing a new antiviral fabric, also useful for coats and masks: "We closed even before the lockdown, we will be reborn thanks to the quality".



The protection of the health and safety of our employees comes first. For this reason, the Albini Group decided to close its plants ten days before the closure imposed by the Italian decree. Our headquarter - where work more than 700 employees out of the 1400 overall - is **a few kilometers from Nembro and Alzano**

Lombardo, areas that have paid a very high price to Covid and our business reality is strongly radicalized in this territory that hosts us for 144 years.

We started working again - after the closure - on May 4th **with 30% of employees, in absolute compliance with the new rules**, maximizing the smart-work where possible, and therefore for all the offices, and guaranteeing spaces and social distancing in the production departments. I must say that in any case, even before the pandemic, the social distancing in production was already applied.

Despite the difficult situation for the entire sector, the Albini Group **can look to the future with moderate optimism**, relying above all on the results of the investments made in recent years, such as direct control of the entire production chain, a basic condition for the real sustainability of the entire productive cycle.

Precisely innovation and research have been the basis of all our proposals for years. Let me remind you of **Albini Next**, a Think Tank inaugurated almost a year ago and created to guide change in textiles, based on the evolution of know-how and industrial and academic partnerships.

One of the latest results of the research activity is **ViroFormula**, a fabric obtained through a combination of silver-based elements that generates an antiviral and antibacterial effect and which can be used for the production of masks, coats, shirts, jackets , trousers and any other type of garment.

What reassures us is that the products we design, conceive and manufacture, the partners we select and the way we work **guarantee absolute excellence**, understood as a corporate culture that has been handed down and evolved from generation to generation. Quality, service, reliability and sustainability are the way to compete on increasingly competitive global markets.

In general, however, the fate for the textile-fashion industry is difficult to predict. We need to know the reaction of the markets to the pandemic and subsequent reopenings. We export **70% of our product to 80 countries worldwide**, a risk diversification strategy that has required long work and important investments that should protect us from the crises of individual countries, but the problem is that with Coronavirus the whole world, who more or less, has stopped. We will have to wait for the reopening of the shops and the resumption of international tourism - which is one of the driving forces of the luxury sector - to express more accurate assessments and more reliable forecasts.

Who is currently able to predict what the recovery in consumption will be like? Who can predict the trend of fundamental markets such as United States and Asia?