

RADICI
CARPET

TEXTILE FLOORING SOLUTIONS

PIETRO RADICI

Radici 4

History 6

Values 8

Sustainability 12

360° Service 15

Projects 32

Radici, The Brand

Radici Pietro Industries & Brands SPA, headquartered in Bergamo, is a leader in the production of textile flooring and artificial grass. Established in 1950 by Pietro Radici as a rug manufacturer, the company has significantly expanded and diversified over the years, now standing as a leading player in the high-end textile flooring sector and the primary Italian manufacturer of textile flooring, with a presence in over 90 countries.

Despite its growth and global reach, Radici remains true to its roots, blending tradition with innovation and leveraging advanced technologies to deliver unmatched quality to customers worldwide.

Radici Carpet

The artisan identity, the attention to detail and the passion for a trade that thrives on excellence. The history of Radici is made of traditions, people and places that have given life to the best of the Made in Italy. This is how this company has been evolved since 1950, celebrating the textile culture of the Seriana Valley, the territory in which it was born and from which, in just a few years, it has reached the whole world. A story of creativity, quality and the ability to innovate, the story of an entrepreneur -Miro Radici- who transformed a small rug company into the large Radici Pietro Industries & Brands group, today a leader in the field of textile flooring. But it is also the story of a group of people and of a challenge they face every day, offering solutions that improve life quality focusing on eco-sustainability.

“The secret of this industry is the passion and determination of all my collaborators who support each other in order to be able to offer to the market innovative solutions with a low environmental impact.”

Ivan Palazzi, CEO



1950 Pietro Radici entrepreneurial adventure begins with the production of fine carpets, woven on jacquard looms, under the name of Tappetificio Nazionale Pietro Radici.

1964 The company first diversification begins with the production of preformed carpets for the automotive sector.

1972 These are years in which the company looks to the future and chooses a direction. The launch of the Sit-In brand marks the opening of a division dedicated to wall-to-wall carpeting as a result of a group that has reached one thousand employees. The company invests also in technology, from tufting looms to dyeing plants. Born in the Italian market, Radici succeeds in becoming an international leader.

1998 Thanks to the acquisition of Due Palme, the oldest and largest European manufacturer of wilton and jacquard carpets, the offer is expanded with custom products of the highest quality.

2003 Entrepreneurship is all about foresight and the company decided to invest in the artificial turf sector for decorative and sports use.

2012 The company's core business is redefined, focusing exclusively on competitive product differentials.

2018 The Radici Marine division is created to better meet the needs of the marine industry.

2019 On the 26th July, the company was listed on Euronext Growth Milan, the Italian stock exchange market dedicated to companies with high growth potential.

TODAY Seventy years have passed and today, thanks to its innovative approach, Radici meets and anticipates international market trends with a spirit of change. The same spirit that, throughout its history, has brought the company to become a leader in its sector.

Vision

We aim to create excellent products through eco-sustainable production processes and materials, constantly improving quality at every stage of production. Our goal is to become a global benchmark in the sector, helping to creating a greener and more sustainable future thanks to the innovation and passion of the people who work with us.



Mission

We produce 100% Made in Italy high-quality textile flooring, meticulously controlling every step of the supply chain, from the selection of raw materials to the inspection of the finished product. We use only top-quality materials, sourced from local suppliers, and adopt the best available technologies for weaving and tufting. To reduce the impact of our production, we have long embarked on virtuous paths to make our processes and products increasingly sustainable.

Our strength lies in innovation and people, from our collaborators to the end customers. We believe in the importance of alliances to grow and build a more sustainable future together with passion.



Creativity

We work alongside architects and designers, providing technical support and encouraging their creativity. We give shape to ideas to transform them into material and thus create unique and valuable environments.



Made in Italy

We prefer local suppliers, and our production takes place entirely in Italy, within our 40,000 square meters of facilities in the Bergamo area. We ensure a controlled supply chain for a product of excellent finishing.



Welfare

We commit to improving people's quality of life everyday, contributing to the creation of comfortable spaces that are not only pleasing to the eye but also enjoyable to live in.

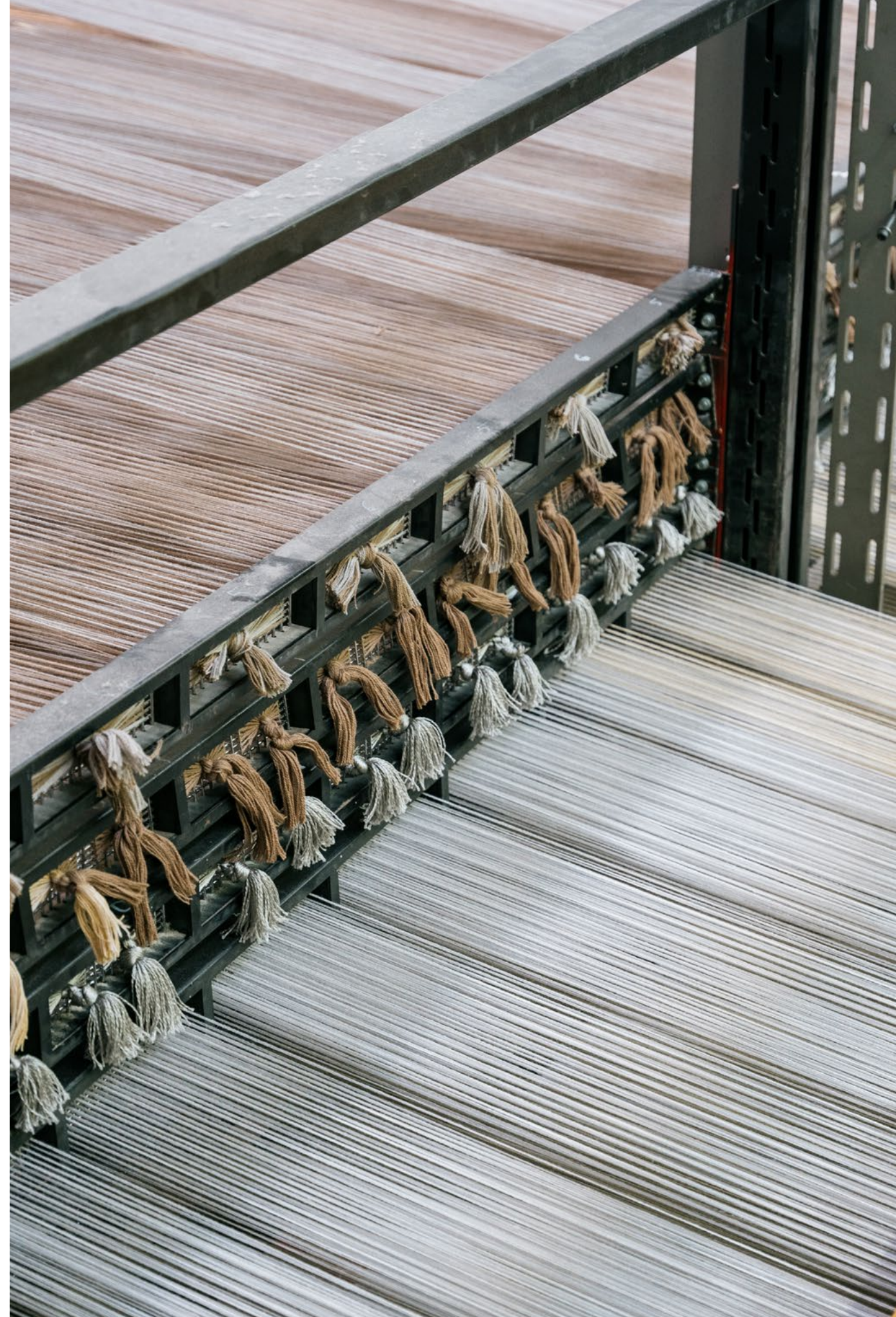


Sustainability

Cultivating relationships, sharing objectives, paths and challenges is a fundamental part of a corporate culture of listening, exchange, respect and trust. This applies both to employees, from sales to production, and to the sales force, agents and suppliers. We work together to create projects of great value and to build a future that increasingly relies on young people. Being creative means living in empathy with the environment and the world, and creating projects that make it a better place for everyone. The company is accelerating virtuous paths to identify conscious and respectful production solutions. In addition to creating a quality, long-lasting product that is almost zero kilometre, also thanks to the rational use of self-produced energy sources.

At Radici, design becomes a process in favour of the ecological transition, right from the design phase of the laying plan for customers, which facilitates the reduction of raw material use at the source and minimizes waste. With a view to reducing the impact of the activity on the ecosystem, the company has launched an internal activity to recover any waste, which is entrusted to various partners who give it a new life, whether natural or synthetic materials.

So from a story new stories can be born.





360° SERVICE

The entire process of ideation is collaborative. We offer support and consultation at every stage of the process: from the initial design, to the creation of the design draft, through the development of the physical sample, to the layout plan study, and the final production.

Designers can push the boundaries of their imagination and customize products freely, even in minimal production quantities, thanks to the use of new weaving and printing technologies.



Concept

Every remarkable story begins with a brilliant concept: your unique idea.

Introducing the **Radici Carpet Studio**, our online platform designed to nurture your creative vision.

Carpet Studio is your virtual canvas, a sophisticated configurator where your visions come to life. Find inspiration among our exclusive designs or upload your unique design. Immerse yourself in a wide range of colors, speeding up the production process, and view the result in various three-dimensional settings, maintaining exclusive control over every detail of your project. A fascinating creative journey that will bring your boldest ideas to life.

Visit www.carpetstudio.it



In Radici Carpet Studio, discover our online version of the **RCS Palette & RC pom boxes**, essential tools to assist you in selecting the perfect colors for your project.



Our team of dedicated designers is here to support you every step of the way, translating your concept into the stunning final project you envision.
Let us be your partners in bringing your vision to life.

A Laying Plan

The installation phase of the custom flooring is a delicate moment. That's why we simplify it as much as possible by providing the client with a detailed installation plan.

Before commencing actual production, we perform an accurate calculation of the area to be covered, estimating the quantity of material required with precision to minimize waste and costs. Additionally, we generate a visual preview of the finished project, highlighting the arrangement of the chosen pattern within the space.

This aids in the installation of carpeting with intricate patterns or large designs. Our approach aims to streamline the design process, expedite production, and ensure an excellent end result.



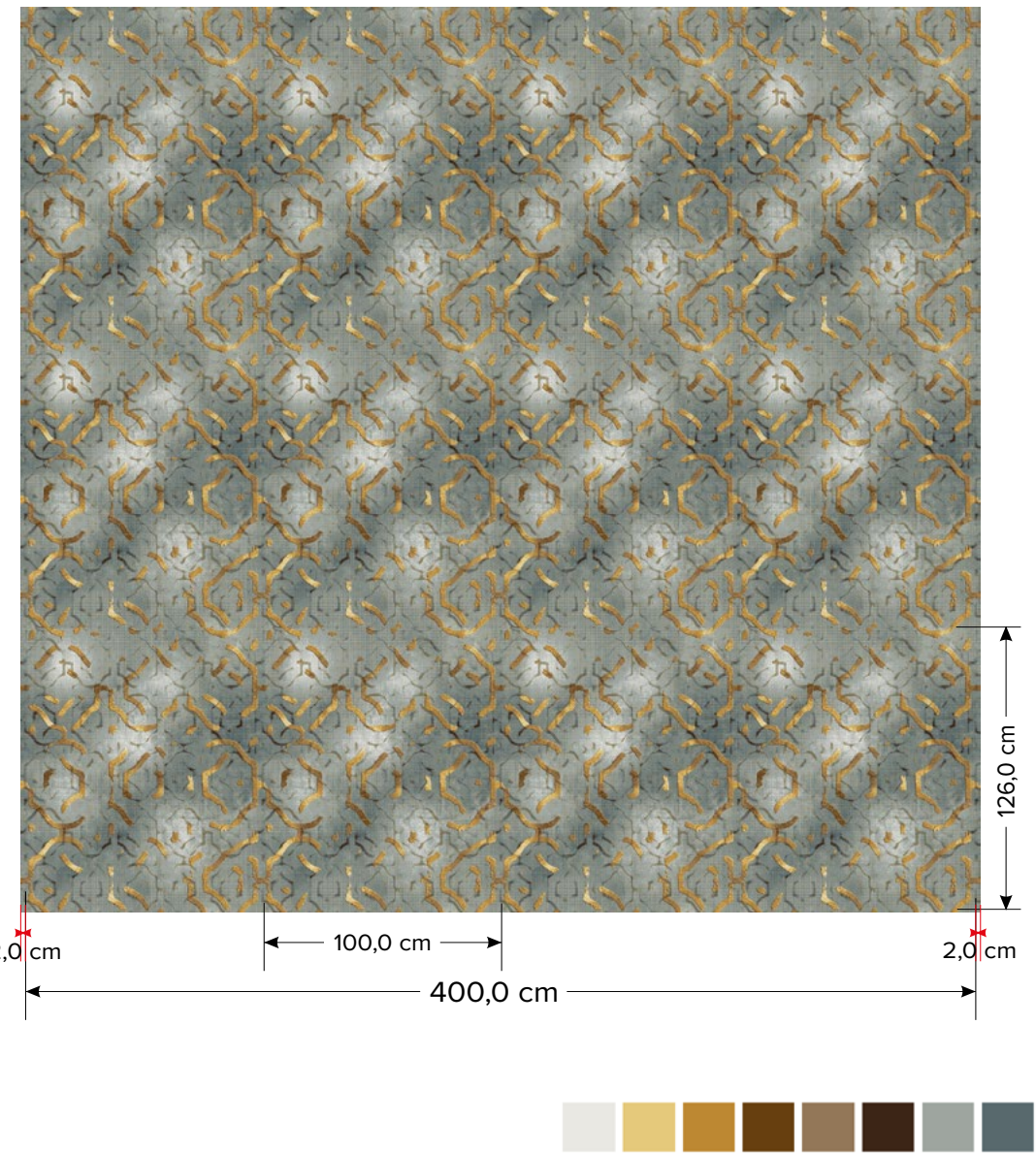


Design & Sample

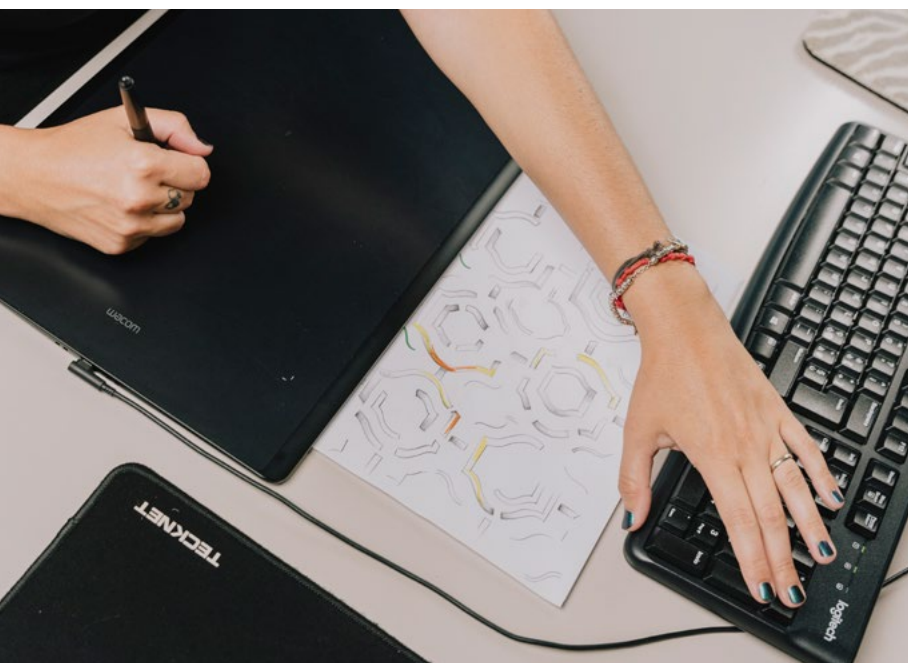
Our design team transforms every concept into a customized pattern that aligns with your specifications. Our clients have access to a wide range of standard Ars, Ral, and Pantone colors, along with our extensive color and design library. In our laboratory, you can create an exclusive shade based on Pantone colors or fabric swatches to find the perfect match for the intended environment.

Every concept takes shape and substance in a custom-made physical sample created by an in-house team of experts and designers in constant dialogue with the client. This is a fundamental step for the excellent realization of the initial idea.





Design Process



Sample Printing & Color Testing





Product selection

From design to technical support, to samples created specific for each client. The entire design process is a teamwork, designed to encourage the creativity of architects and designers, to give voice to the material and its expressive power, to give warmth, character and identity to the living spaces.

An added value for the many realities that have chosen to entrust their ideas to the company, such as the great fashion houses, the best brands of the hotel industry, the established brands of the naval and transport sectors. Designers are able to let their imagination run wild and customise products freely, even on minimum production quantities and with different type of products, thanks to the use of new weaving and printing technologies.



TUFTING COLLECTION Our selection of tufting products that combine style and practicality. We prefer quality materials to offer durability and strength, even in high-traffic environments. A collection with a wide range of colors that outline spaces, enhancing their architecture with their richness.

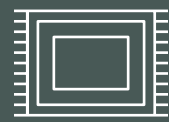
CHROMOJET TUFTING PRINTED A definitive technology for printing carpets with extreme graphic and chromatic freedom, on both natural and synthetic fibres. Creativity is born on paper or files, then comes to life with samples and production.

WOVEN, WILTON & AXMINSTER These 100% wool bouclé woven carpets are the ones that come closest to being handmade, where warp and weft meet in the mechanical loom to give life to small textile masterpieces. The raw material comes into play between different structures and heights, and creates visual and tactile effects thanks to the cut and loop technique, available in collections products or custom-made.

100% HANDTUFT CARPETS AND RUGS The real handmade, a unique piece, customised on request with embroidery and designs, but also with carvings made at the end of the process, which sculpt the material and create interesting three-dimensional games, to the sight and touch.

NEW ZEALAND WOOL It is one of the finest wools on the market and provides products with enveloping comfort. All Radici's suppliers are controlled by Wool of New Zealand, the body that certifies batch traceability, the farm behind the production, the quality and sustainability of the material, animal welfare and social responsibility.

ECONYL The avant-garde yarn, a nylon that is infinitely recyclable and endlessly shapeable, created from 100% regenerated and sustainable raw materials thanks to a revolutionary process that combines fabric and carpet waste, industrial plastics and fishermen's nets. The Econyl yarn is the symbol of the most up-to-date research in the field of sustainability because it maintains its intrinsic qualities, process after process, project after project.



Finishing

With the internal finishing service, we transform our carpet rolls into custom rugs tailored to your specific needs. Our expert artisans add beautiful, durable edges to your chosen carpet material, creating unique rugs in various sizes, styles, and colors. Whether you prefer a sleek, minimalist finish or a bold, contrasting edge, we offer a wide selection of edging types and colors to complement any décor.

With meticulous attention to detail, we ensure that each rug is crafted to perfection, providing a high-quality, bespoke product that enhances every project.





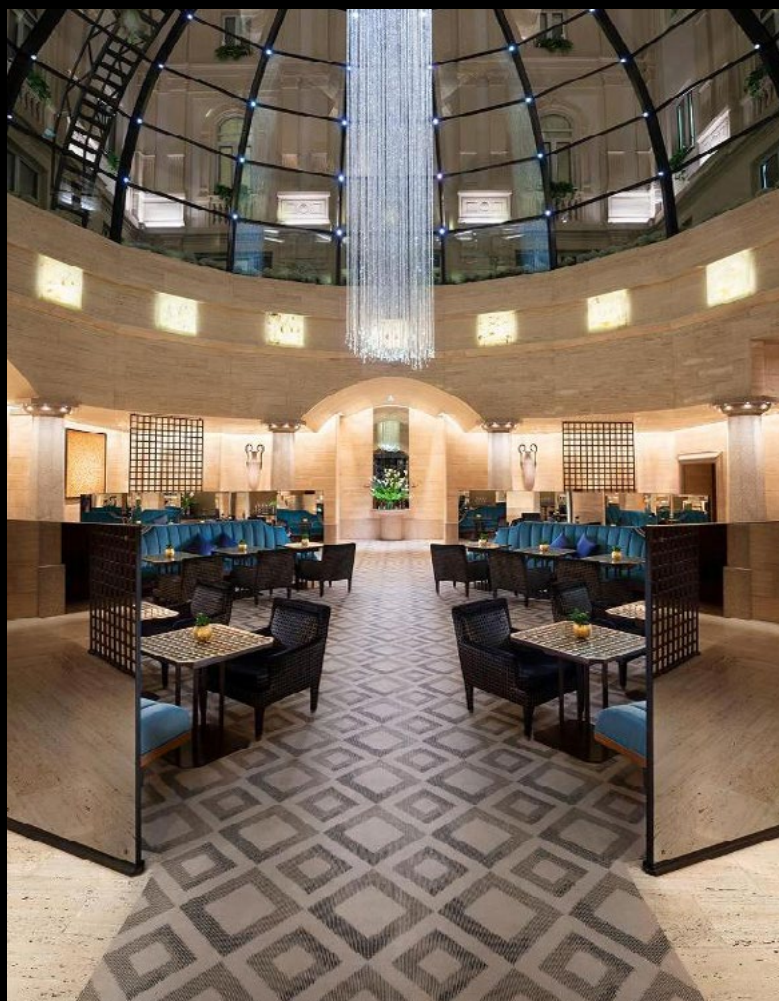
Logistics

Our logistics department develops and follows a detailed production and shipping plan in accordance with your project schedule. Always committed to environmental responsibility, we use eco-friendly packaging to reduce our impact on the planet. Our holistic approach provides full support throughout the entire project, with the addition of extensive local warehouse facilities.

Each roll produced in our factory is carefully packed, labeled, and ready for delivery to destinations worldwide, ensuring that every order meets your exact specifications.



Projects



1

Main Clients:

Opera Comique, Four Seasons, Villa d'Este, Sheraton Hotels and Resorts, Hilton Worldwide, Hotel Principe di Savoia, Hotel Marriott, Hotel Mandarin, Hyatt, NH Hotel, Hotel Hermitage, Hotel Lungarno, Mystery Hotel, InterContinental Hotels Group, European Council, l'Opera restaurant, Le Jules Verne Restaurant, GAMEC, Moulin Rouge, Bentley, Azimut Holding, Al Riwaq Art Space, Cunard Line, Costa Crociere, Carnival Cruise Line, Compagnie du Ponant, P&O Cruise, Princess Cruises, Aida Cruises, Moby, Corsica Ferries, Mondomarine, Famous Italian Fashion Brands

2



3



1.Hotel Park Hyatt, Milan
2.Hotel Four Seasons, Florence
3.Restaurant Jules Vernes, Paris

4



5

4.Les Eaux Primordiales Installation, Milano
5.Arcimboldi Theatre, Milano
3.Hotel Intercontinental, Amstel, Amsterdam
7.Hotel Kodály körönd, Budapest



6

7





8

9



- 5.Cory Arcangel Installation, Bergamo
- 6.FSG Offices, Stockholm
- 7.Hotel Villa d'Este, Cernobbio
- 8.Hotel Arts, Barcelona

10



11



12



14



13

12.Hotel Martinez by Hyatt, Cannes
13.Hotel Laguna Plavi, Parenzo
14.Sun Princess, Princess Cruise
15.Goldberg Installation, Bergamo



15

RADICI

CARPET