

Salvinelli  
italian cutlery concept

A STORY MADE IN ITALY

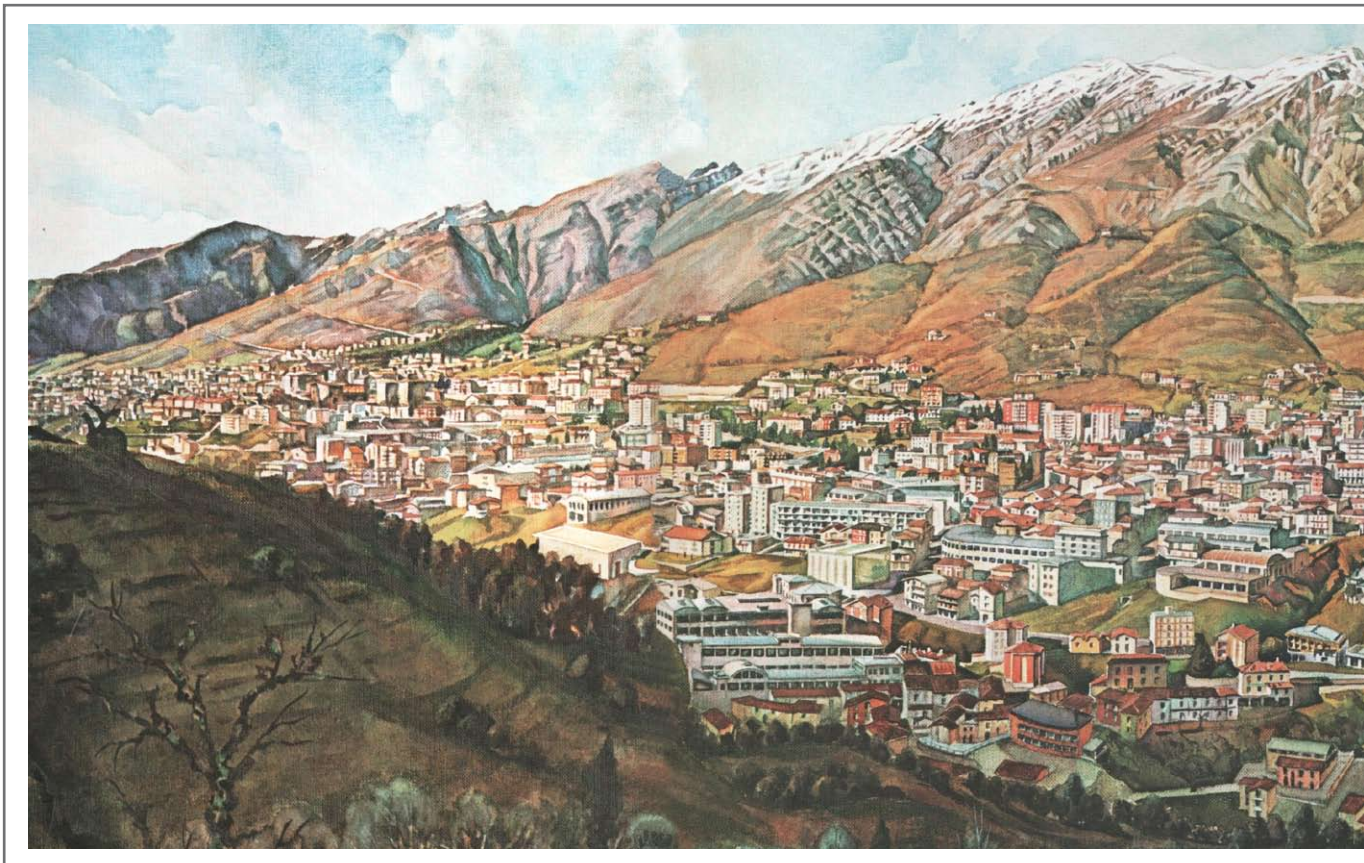


Cutlery samples of F.lli Salvinelli in the 1988



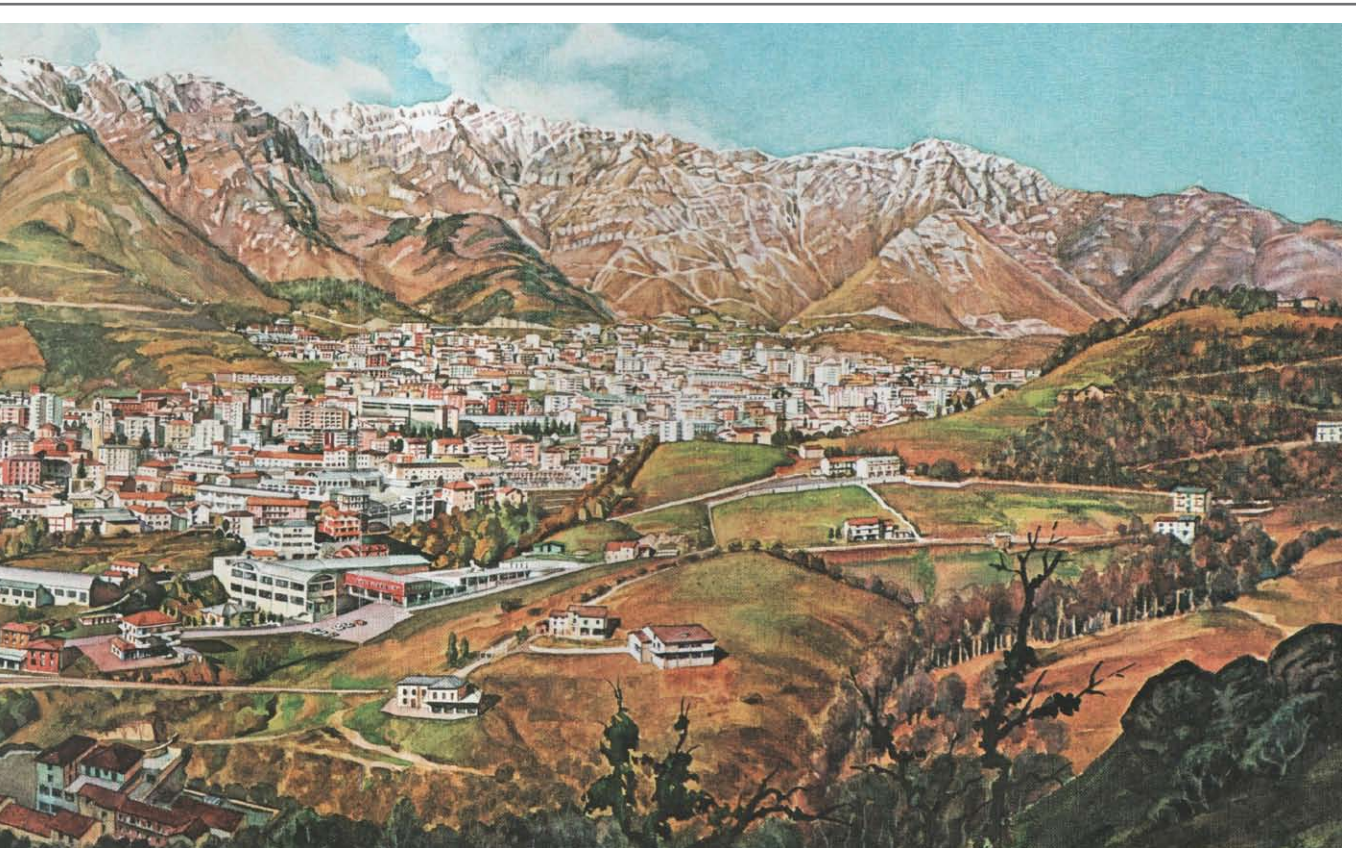
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Painting of Lumezzane in the 1990



## THE VALLEY OF THE FACTORIES

Lumezzane is one of the strongest pillars of Brescia economy and one of the reference points for Lombardy and National economy. This industrial city is situated in the "Valtrompia" area, a land rich in mines where coal and steel were extracted, taking advantage of its richness of the territory and giving the way to a metallurgical tradition (steel, brass, copper, aluminium)



The productivity had been helped by the operosity of the popolation that creates a vally of factories.

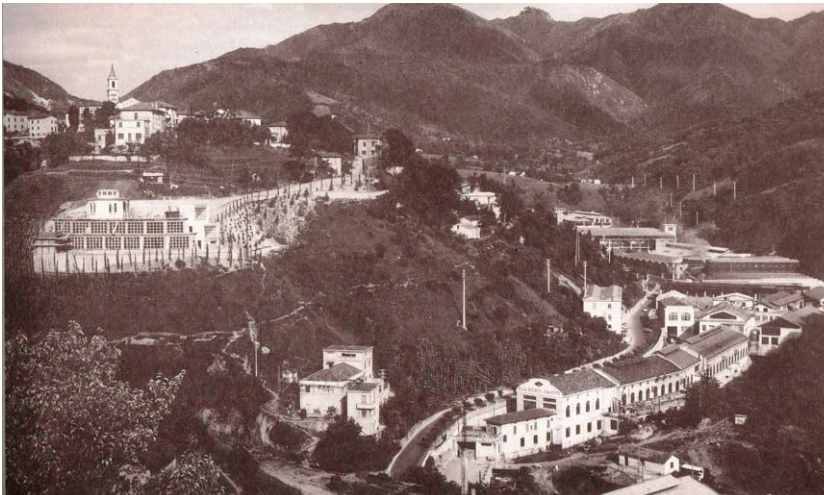
in the 1400, with the invention of the gunpowder, they started the production of the weapons to export in all Europe.



Picture of the first years of 1960  
The factories are built near the mountains.



Picture of the first years of 1940  
The territory is full of mountains

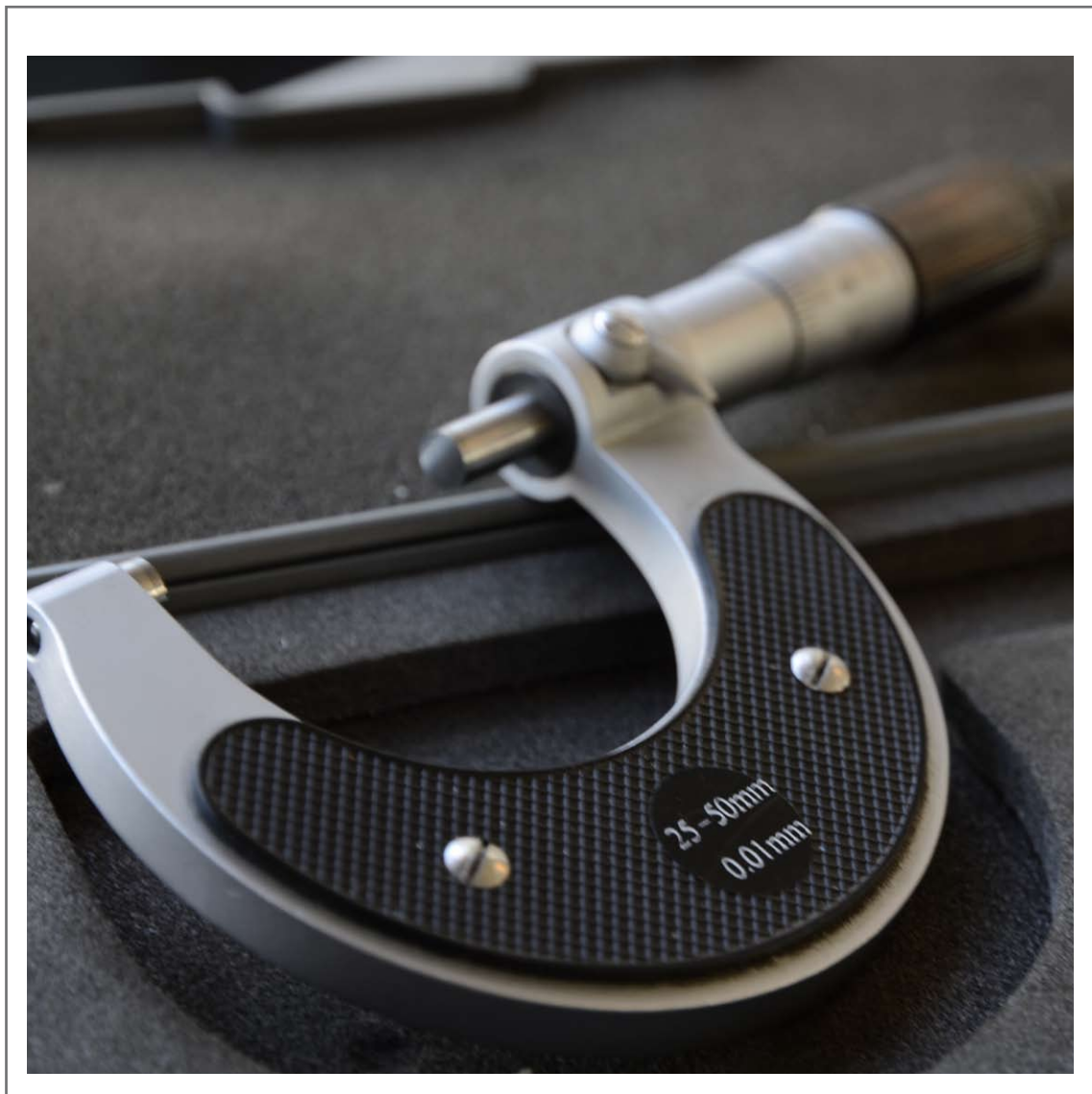


Picture of the first years of 1960  
The factories are built near the mountains.

Lumezzane increased its productivity very fastly and the main products were: tabs, cutlery, pods, accessories in stainless steel, brass and comb.

At the beginning of the 1900 Lumezzane had been appreciated for the various items that it could produce in its territory.

The world wars didn't stop the development of the factories, but they gave a reason to do better and to survive of the lack of work. In this way Lumezzane became the most important point of Italian economy.





The arme of Lumezzane shows the industrial story of this city; a shield with three symbols that represent the most important three districts of Lumezzane divided by the work activity.

**Pieve**, represented by a sun, this district was a agriculture zone.

**San Sebastiano**, represented by three swords, so the affirmation Lumezzane in the economy

**Sant'Apollonio**, represented by the anvil, so the work of the steel, comb and brass.



Arme of Lumezzane drawn byt hand



Samples of cutlery of F.lli Salvinelli in the 1988

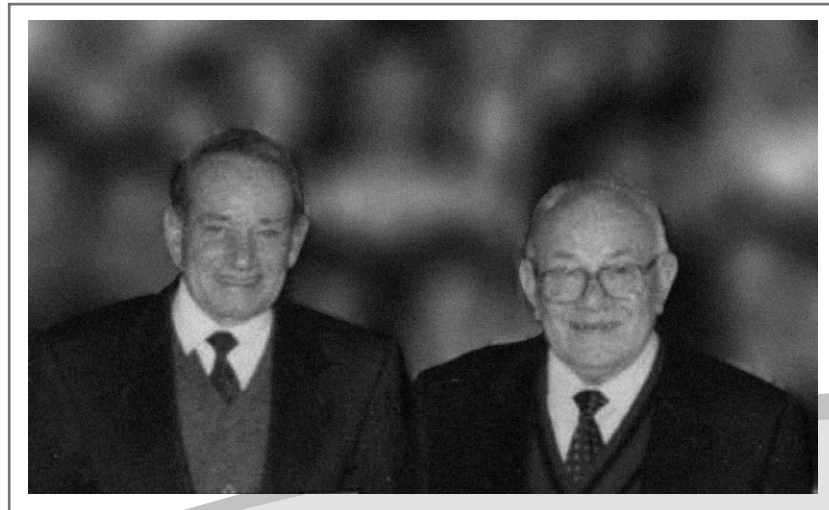
## THE LITTLE FACTORY OF THE CUTLERY MOULDS

It's a story of progress and development, but above all it's a story of experience handed down through the generations.

This factory is situated in Lumezzane, in a valley called "Valtrompia" that has been the center of the economy of steel, comb and brass.

Salvinelli started as factory of moulds.

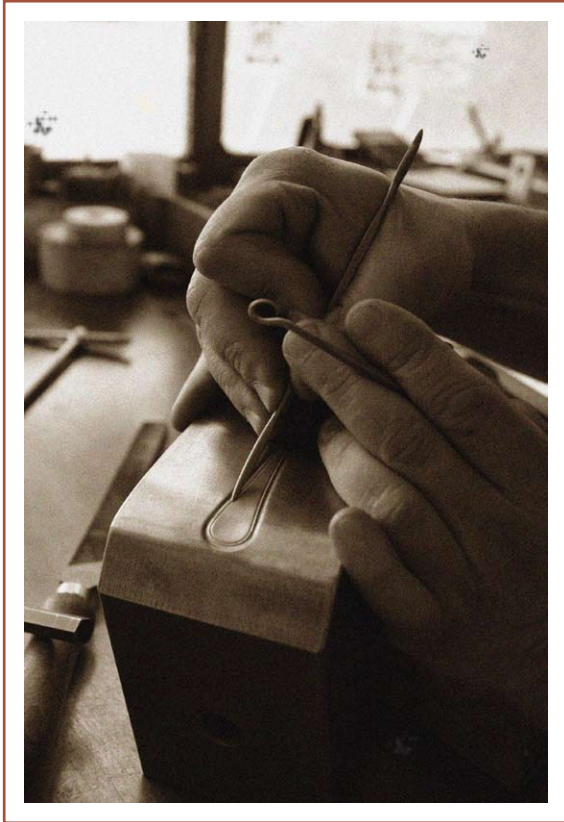
Its founders were the brothers Costanzo and Faustino Salvinelli, that in the 1964, created a little mechanical department in the garage of their house. By the time they bought the necessary tools to build moulds for local factories.



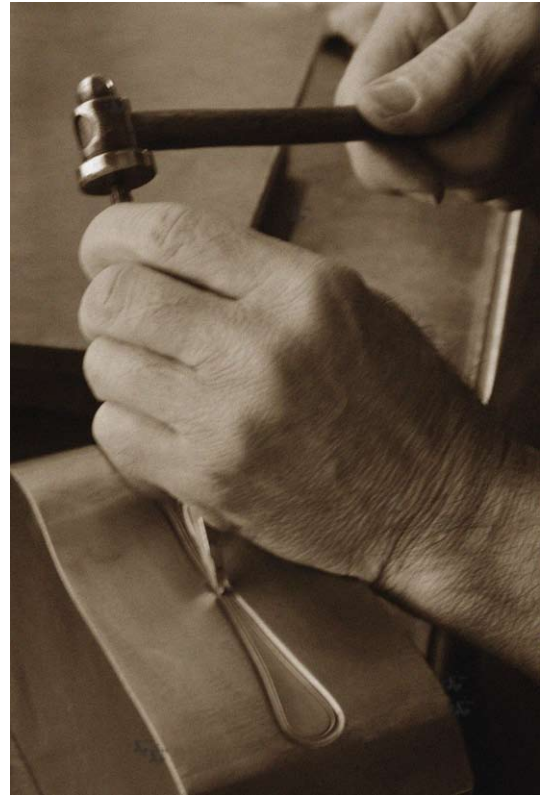
The brothers Faustino and Costanzo Salvinelli 1995

The big requirement and the satisfaction with their work, made born a little Factory with the name "Salvinelli Brothers".





Picture of the craftsman  
in Salvinelli factory





Picture of the craftsman  
in Salvinelli factory

In the 1970 they built near the garage a bigger department, where nowadays is still situated the mechanical department.

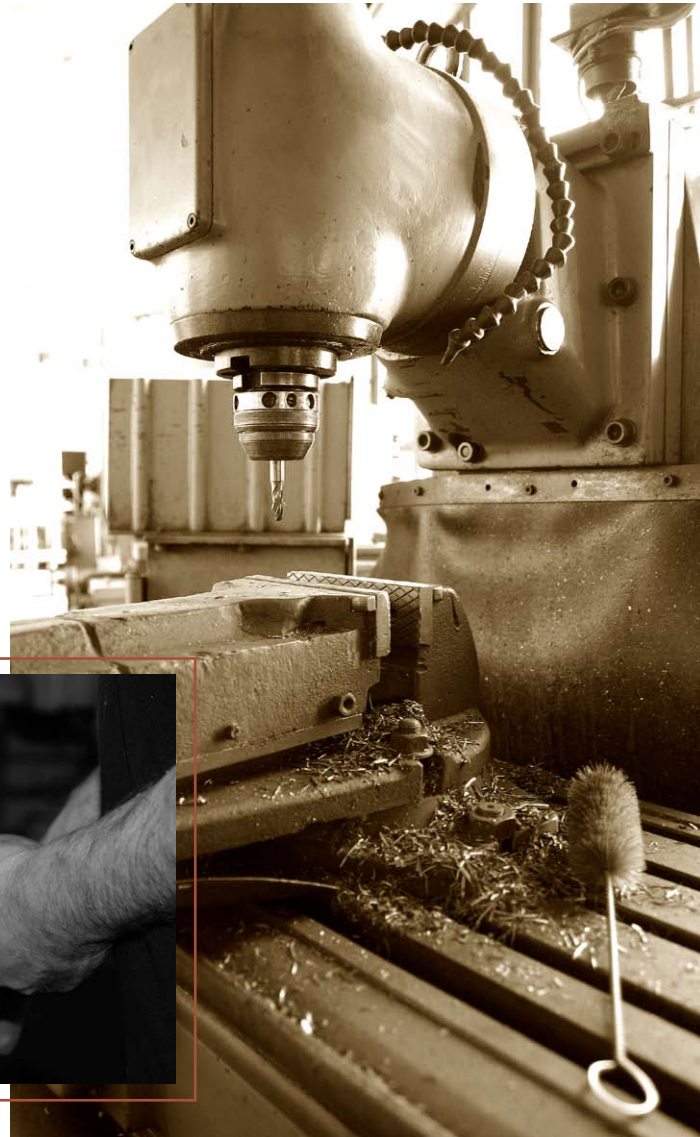
*“Till today we have preserved in a zone of our factory most of the old tools for don’t forget the work of our craftsmen.”*



Picture of the craftsman  
in Salvinelli factory

In few years the little factory became bigger and the brothers decided to produce not only moulds but also the cutlery.

Was created a new sector in the factory to produce, packing and store the cutlery.







## IT'S BORNING SALVINELLI srl

By the time the factory gave up building moulds for local factory and started to produce everything for itself. In this way it could dedicate attention to its work.

In the 1980 the factory changed the name in "Salvinelli srl", but the "Salvinelli Brothers" continued to work in handing down theirs experience to the sons Amelio and Donato Salvinelli.

The passion for this work and the experience is in all moulds considered a realy piece of art work.



Faustino and Costanzo Salvinelli while are receiving a plaque from workmen and sons.

In the 1990 Salvinelli increased its space and bought more buildings to create the warehouse and new offices. Fortunatley the factory has found these building near the mechanical department, so today it can work without any problem and with efficient. The productivity increase and also the name became bigger.



Cutlery moulds of Salvinelli

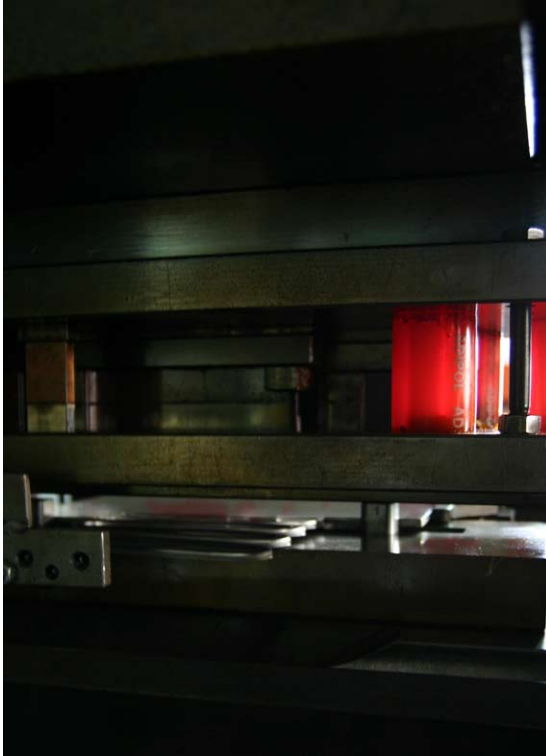
The ability will be increased thanks to new modern machines, softwares, computers and an often adjournment of the workmen.

Nowadays the turnover of the workers is very low.

The name of Salvinelli starts to go in the Lumezzane and Brescia market and its objective is to increase in Italy and abroad.



Cutlery moulds of Salvinelli



First phase of the work  
Cutting



Second phase of work  
Millwork



Third phase of work  
the prongs of the fork



Third phase of work  
the cup of the spoon



Forth phase of the work  
Coniage



Particular phase to do just for the cutlery of 5 mm of thickness :  
heating in high level of temperture to make the steel softer during  
the phase of coniage

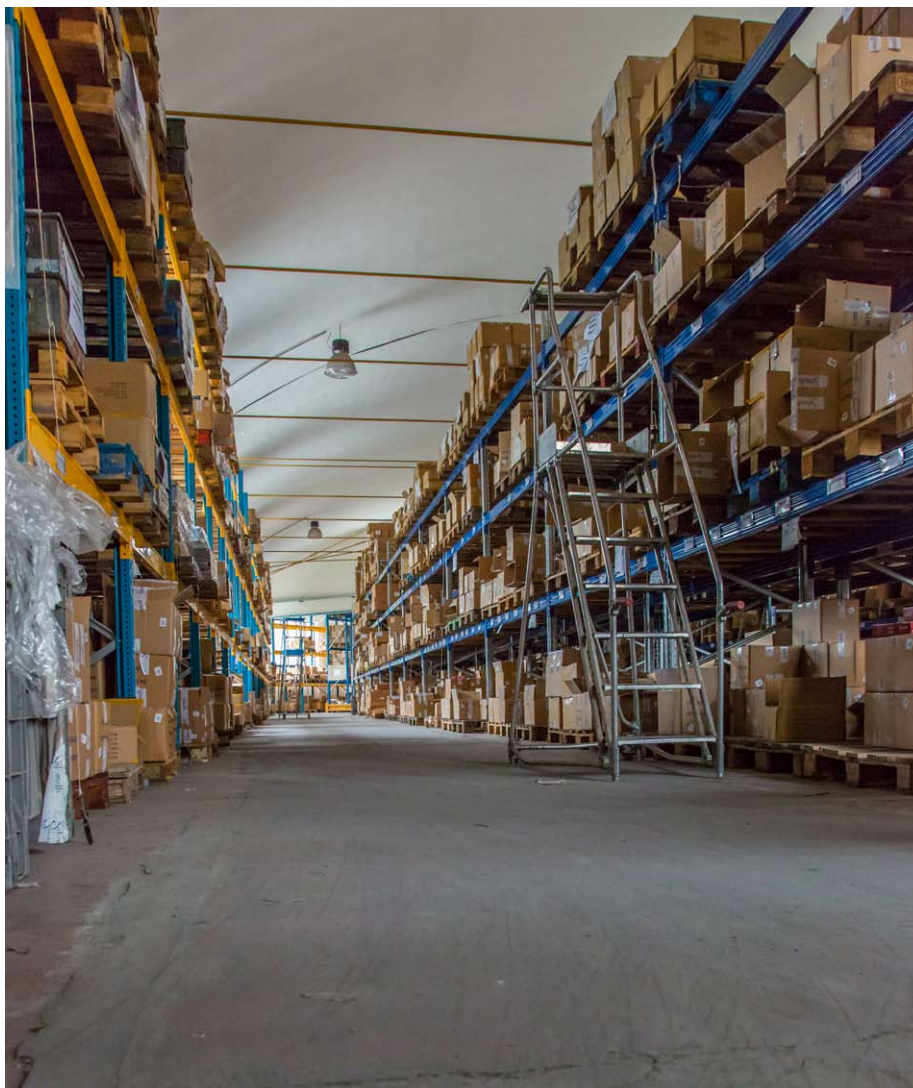


For small quantity of pieces:  
cutting with water and sand.  
In this way we avoid high cost in building  
of moulds





Sixth phase:  
Polishing



Our warehouse for stock; 2.500 mqs



Advertisement and Marketing

Salvinelli has come in the HO.RE.CA sector where is known with the adjectives: “quality”, “professionality” and “trust”.

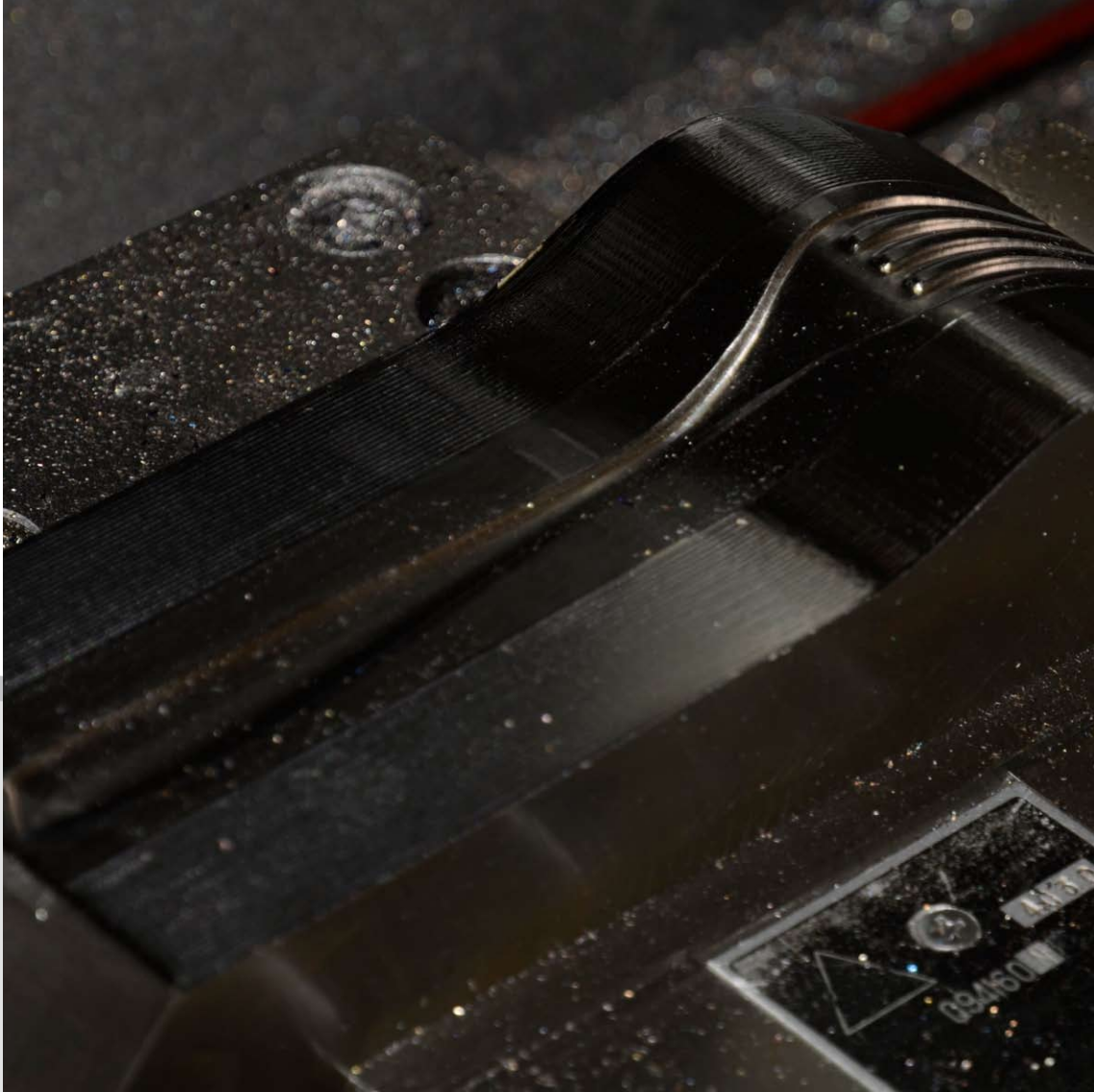
It supplies cutlery of high level to hotels, restautants like Excelsion in Florence, personalized cutlery for Dolce&Gabbana, Lancetti and Pierre Cardin for caffeterias and pubs.

The quality is so excelent that the cutlery are required by Ferrari, FIAT, ALFAROMEO and IVECO.

Big Brand like Porcellana Bianca and Mondialcasa require elengant cutlery for an exigent clients. While Lagostina put them in its outlet shops to make the brand Salvinelli to everyone.



Picture  
of 1995



## A WORK EXPERIENCE THAT HAS COME TILL TODAY



All design of cutlery are produced by Salvinelli, that studies the best way to increase the mechanical and project departments and its takes care about the fashion and the culture of the tableware.

All models have a unique style and design. They are the final study of fashion and quality. Salvinelli proposes a personalized packaging and cutlery to satisfy the clients requirements.

The first years of 2000 Salvinelli began to satisfy the requirements for the clients, and it's inserted more accessories for table and kitchen.

So it starts to go in the world of import-export, but only for those items that can't produce by itself like stainless steel trays, colanders, knives and so on.. all of them in stainless steel.

The cutlery are always "MADE IN ITALY" and to make stronger this concept Salvinelli wrote near its logo the slogan "Italian Cutlery Concept".

Style, ideas, production, design, fashion.. all cutlery are Made in Italy.





**Salvinelli**  
italian cutlery concept

All cycle of the production of cutlery is in the factory;

projecting and creating moulds,  
al phases of the production,  
heating of cutlery with high thickness  
packing and shipping.

Only the polishing of the cutlery are made out by  
specialized factories.



Warehouse for cutlery moulds



Show room and meeting room

Today the factory is big 5.000 mq among mechanical department, warehouse, offices, showrrom and meeting room. All around a own carpark.

Its a big satisfaction proposing more that 40 models of cutlery all MADE IN ITALY from the first cutlery produced in steel 18/C in 1,2 mm of thickness to the ones in stainless steel 18/10 of 5 mm thickness.

Nowadays the factory is taken by the third generation and the sons have great passion to grow up.

The essential element is the passion and the traditions joined to moden and new technology.



Salvinelli  
italian cutlery concept

## SALVINELLI MISSION

**Our target is to increase Italian style on the table everywhere.**

## OUR CLIENTS IN ITALY

- ADAR di Milano
- MEDAGLIANI di Milano
- SALVADORI LISTE NOZZE di Prato
- LOMBARDI srl di Viareggio
- LA COOP. DI CORTINA
- KITCHEN di Roma
- LA PORCELLANA BIANCA di Imola
- INTERREGALI di Palermo
- CANAVESIO srl di Torino
- MC ARTHUR GLEN GROUP
- C/C HOME AND COOK LAGOSTINA presso gli Outlet Village in Italia
- SCUDERIE FERRARI di Modena
- MEDRI di Cesena
- FERRERO - NUTELLA
- NEGOZI CASANOVA

## PROMOTIONAL

### ALREADY DONE

- PARMALAT



- FERRERO - NUTELLA



- CATALOGO NECTAR 2011



### WORK IN PROGRESS

- DADO SUPERMERCATI

DADO S.p.A.

- AVON



## OUR DISTRIBUTION IN THE WORLD

- SOUTH AMERICA : BRASIL, VENEZUELA

- CENTRAL AMERICA: MEXICO

- NORTH AMERICA : USA, CANADA

- CINA

-JAPAN

-COREA

-AFRICA: QUATAR, IRAQ, SOUTH ARABIA, MAROCCO, EGIPT

-EUROPA: FRANCE, SPAIN, PORTUGAL, CROATIA, ROMANIA, ALBANIA,  
ENGLAND, GERMANY, AUSTRIA, SWIZERLAND, SERBIA, IRELAND





## PRESS REVIEW & WEB

We are well known to Italian Market and also abroad with the adjectives quality and professionalism.

Our principal sector of sales is HO.RE.CA but we also take care about the requirements that we used to receive from private buyer that are looking for a good Brand.

Our Brand is becoming popular in the Web too, that is the most important way for the communication.

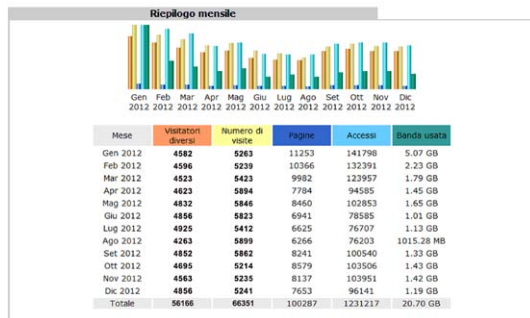
Our web-site [www.salvinelli.it](http://www.salvinelli.it) has about 4000 visitors in Italy and abroad in one month.



POSATERIA SALVINELLI - FORNITORI DI HOTEL RISTORANTI CATERING - SERIE PROFESSIONALE - POSATE INOX - CONFEZIONI REGALO - VASELLAME - MESTOLAME - COLTELLI E SPATOLE DA CUCINA - LAVORAZIONI PARTICOLARI - ACCESSORI DA CUCINA

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			(5.24 Pagine/Visita)	(66.1 Accessi/Visita)	(2480.16 KB/Visita)

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**Nazioni (Prime 10) - Elenco completo**

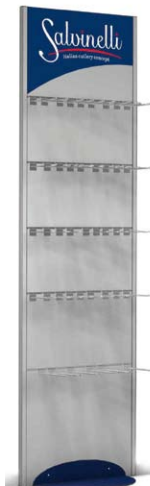
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European country	eu	5268	67170	2.43 GB
Sconosciuti	zz	626	8326	222.94 MB
United States	us	502	4318	131.08 MB
Germany	de	307	2337	66.51 MB
Great Britain	gb	192	1433	55.32 MB
Spain	es	162	1980	232.28 MB
Croatia	hr	102	2939	56.44 MB
Sconosciuti	ap	100	1115	37.79 MB
Romania	ro	96	1165	88.50 MB
Altri		1283	15073	701.95 MB

Our newsletter inform our customers about new products, trade fairs and events where Salvinelli takes part.



our new are also posted by our customers on the web like this one:  
<http://www.protagonistideltempo.it/wordpress/quando-lo-style-arriva-in-tavola/>  
 where our new model called STYLE is well mentioned for its elegancy and quality.

Our marketing is developed in shops and window shops through books, posters, catalogues and exhibitors for cutlery to reach the final buyer.



small  
box



We sponsor cooking lessons organized by Medagliani - (Milano) and we support the best Italian Chef with gifts at the end of competitions.



In 2012 we sponsored the competitions of horse at Ippodromo Savio Trotto at Cesena organized by Medri, famous supplier of hotels and restaurant in Italy.



We sponsored the competition of Altoga to reach Guinness World Record about the major number of coffee made in one minute. The competition were done during HOST trade fair in Milan 2011.



■ AMBIENTE - FRANKFURT (GERMANY)



■ HOST - MILAN (ITALY)



■ EQUIPE - PARIS (FRANCE)



■ HOSTELCO - BARCELONA (SPAIN)







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