

December 2020

## ACIMIT GREEN LABEL GETS A RESTYLING

New communication certifying the sustainability of Italy's textile machinery sector, a veritable tool that seeks to differentiate manufacturers represented by ACIMIT, the Association of Italian Textile Machinery Manufacturers.

The aim is to offer a recognizable image, consistent with the identity and goals set out at an international level: these are the assumptions that have guided the restyling of the Acimit Green Label, a certification that identifies energy performance as well as economic and environmental sustainability for textile machinery.

*"ACIMIT's Sustainable Technologies project, whose primary focus is the Green Label, has proudly celebrated its tenth anniversary,"* states Alessandro Zucchi, President of the Association of Italian Textile Machinery Manufacturers. *"We've thus deemed it necessary to launch a renewal process with the aim of promoting awareness in the textile industry on the ongoing commitment of our manufacturers to provide machinery and installations that are sustainable, both economically and at an environmental level."*

The renewal process undertaken by ACIMIT and developed by TAKE, a Next Group integrated communication agency, also regards the creation of the entire ecosystem of communications linked to the Green Label:

- a video explaining the positioning, mission and prerequisites for certification;
- the website (<https://green-label.it/>), optimized as a tool for disseminating issues relevant to certified companies, rendering it quick and easy to use.

As Zucchi concludes, *"In the future, ACIMIT Green Label will increasingly serve as a tool that can differentiate Italian manufacturers that are certified in the textile machinery sector, providing an essential asset for global players in the industry and textile customers worldwide."*

### **General information on Italy's textile machinery sector and ACIMIT**

ACIMIT represents an industrial sector that comprises roughly 300 manufacturers (employing around 12,000 people), which produce machinery for an overall worth of around 2.3 billion euros, of which 82% are exported. Creativity, sustainable technology, reliability and quality are the hallmarks that have made Italian textile machinery worldwide leaders.

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