

martini SPA

Since 1969

Company Profile

2026



OVER 50 YEARS OF CURIOSITY AND CONTINUOUS INSIGHTS

Ours is a dynamic story, made of intuitions, inventions and actions, and generating a restless and indomitable creativity, a continuous engine of successful projects and daily work.

Since 1969, the year of foundation, MartiniSPA has interpreted new lifestyles with originality, bringing in its products a constant evolution, inspired by creativity and technological innovation becoming the leader in the sponge and body care accessories segment in Italian market.

The growth of the Company continues with the acquisition of Il Coccio in 2008, an Italian leading brand in the production of humidifiers and ceramic housewares.



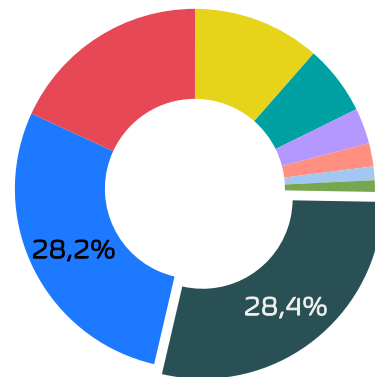
MARTINI TODAY

MartiniSPA is located near Parma, in the North of Italy.

The headquarter includes production plant, warehouse, logistic center, R&D and administration/trading offices, over an area of than 50.000 sq.m. as total.

Thanks to the recognized creativity and products quality, its production flexibility, the continuous innovation and consistent approach to the markets, Martini today is:

- **Leader in the sponge and cleaning accessories in the Italian market.**
- One of the most important partners in Italy and at export level for the Private label projects of the main international retailers
- Distributed in more than 40 countries at worldwide level




Source: Nielsen data

- **MARTINI SPA**
- **PRIVATE LABEL**
- **FOLLOWERS**


#1 BEAUTY

WE ALWAYS LOOK FOR
STYLE AND AESTHETIC
QUALITY
IN ALL ITS FORMS.




#2 MADE IN ITALY

WE DEFEND THE
"MADE IN ITALY"
AS A REALITY OF
CRAFTSMANSHIP, INITIATIVE,
GENIUS
AND INNOVATION.



#3 CARE

WE CONTRIBUTE TO A
360° WELL-BEING,
WITH THE PROMISE OF
A MORE SERENE, RELAXED,
"SOFT" LIFE.



#4 ENVIRONMENT

WE WORK TO CREATE
A VIRTUOUS PROCESS THAT
CONVERGES TOWARDS
ENVIRONMENTAL
SUSTAINABILITY
OF ALL PRODUCTION PHASES.




#5 INNOVATION

WE CREATE OUR PRODUCTS
ACCORDING TO
LATEST INNOVATION CRITERIAS.




#6 LET'S HAVE FUN!

WE WORK WITH PASSION
AND ENTHUSIASM,
TO CREATE OBJECTS
THAT MAKE LIFE SOFTER
AND FUNNY.




#7 CURIOSITY

WE ALWAYS LOOK FOR
NEW TRENDS AND NEW STYLES
IN THE WORLD OF
DESIGN AND BEAUTY.



#8 SUSTAINABLE
CREATIVITY

CREATIVITY
TURNS OUR MOTORS ON.



#9 TEAM & SOCIAL
RESPONSIBILITY

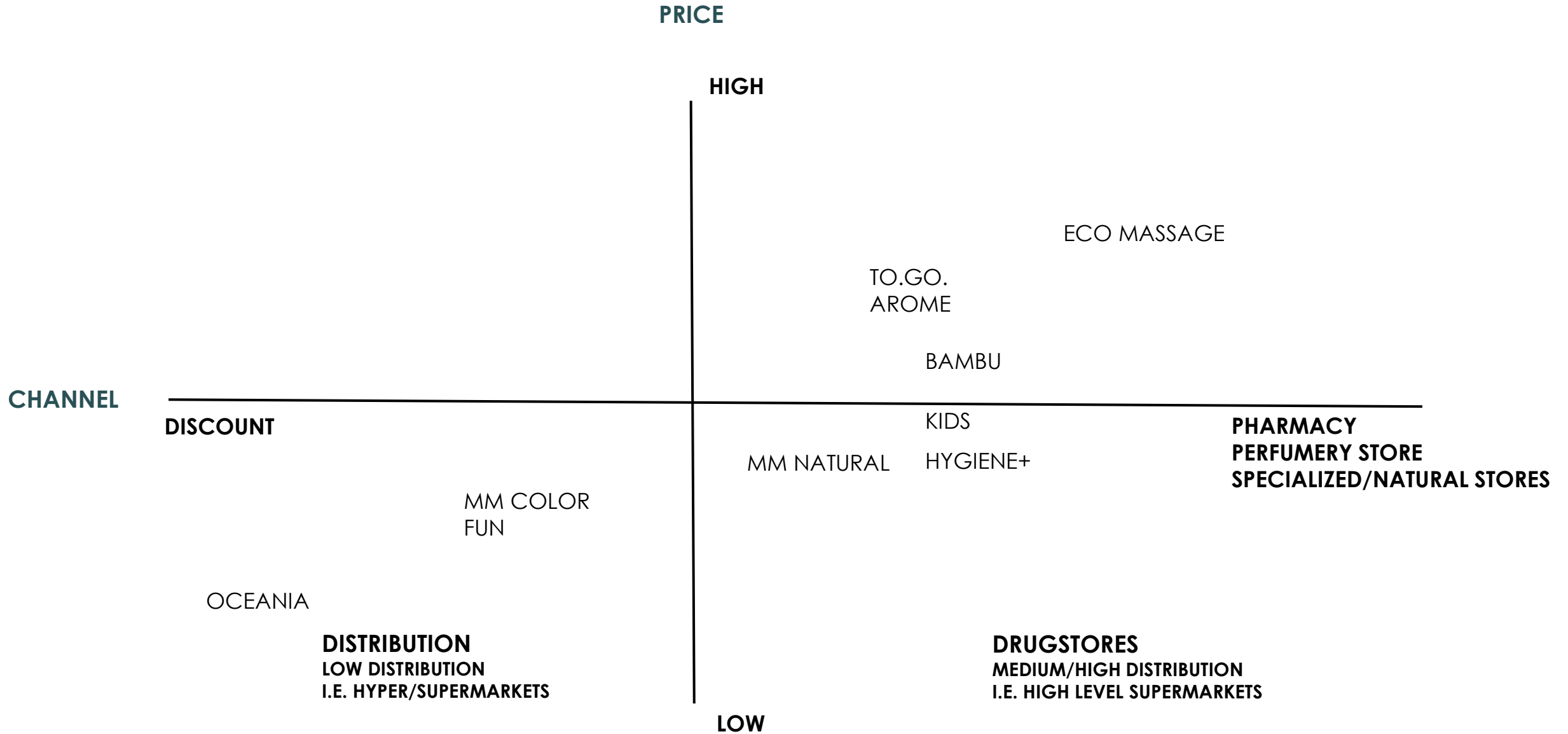
WE ARE PROUD OF BEING PART
OF MARTINI "FAMILY"
AND OF OUR ROOTS.
WE FEEL INVOLVED IN A PROJECT OF
ECONOMIC AND SOCIAL GROWTH,
AIMED TO THE DEVELOPMENT OF THE
TERRITORY AND THE DEFENCE OF AN
INTELLECTUAL AND CRAFTSMANSHIP
HERITAGE.



#10 BALANCE

WE WELCOME THE CHALLENGE
OF FINDING THE RIGHT BALANCE
BETWEEN
NATURALNESS AND
TECHNOLOGY,
ORDER AND FLEXIBILITY,
LOYALTY TO THE TERRITORY AND
INTERNATIONAL ENVIRONMENT.





Company Certifications



Constantly striving towards high quality standards, Martini SPA has obtained the certifications relating to the company quality system ISO 9001 and BRC Global Standard.



Looking specifically into the products, the innovative 4039MMM Compostable mesh sponge has obtained the TÜV certification, recognized as an accredited symbol of quality, safety and sustainability worldwide,

Company commitment to a cleaner world



Respecting nature to improve the quality of life for all is a path that MartiniSPA has been cultivating for some time.

Since 2012, we have been using clean energy generated with the solar panels of the production facilities of the MartiniSPA group. Recently we created a forest that is slowly growing around the company: a real breath of fresh air to ensure cleaner air. Among the purposes for the future, MartiniSPA wants to increasingly adopt a green approach in all its business areas.

We believe in circular economy: for us everything can be turned to something else!



MartiniSPA offers products made with on a variety of different materials, from polyurethane to recycled materials, ingredients of vegetable origin like cellulose or yarns and fabrics from selected Italian or Mediterranean suppliers.

Suppliers provide qualitative materials and are strategic partners of the Company.

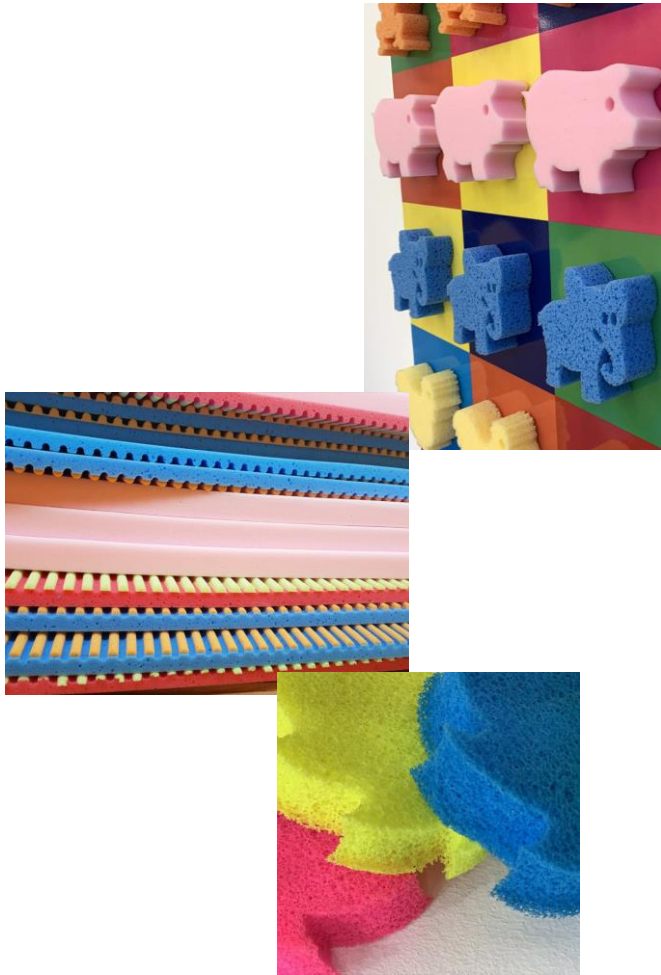
MartiniSPA pride is however the **internally developed X-Pand patented production process**. Xpand gives life to **unique products** that can be **enriched with fragrant essences and natural active ingredients** with cosmetic properties.

Extremely soft sponges, able to expand in water thanks to their **superior absorbency**.

All the pluses of X-Pand:

- Cold process
- Water-based reactions
- Without the use of chemical agents and solvents harmful to the environment
- Without catalysis
- No blowing agents
- Slow process and low energy impact
- Environment friendly process because it preserves the seabed





❑ PRIVATE LABEL FOR RETAILERS

For 50 years Martini SPA has been a precious ally of large-scale retail chains, both Italian and international, who wish to customize products with their own brand.

Thanks to the solid **expertise in the development of private labels**, the most modern technological equipment, production flexibility and continuous research and innovation, we are able to support our commercial partners for the development of **tailor-made products**.

❑ CORPORATE, CO-MARKETING, GADGET

We are a reliable partner with proven experience in the realization of collaborative **co-marketing projects** and for the development of **industrial semi-finished products, new products or gadgets**.

In order to achieve a **collaborative approach** to production, we are committed to providing **support and professionalism** to let you develop your product idea and achieve economic goals and customer satisfaction.

We also put at your disposal our **industrial technologies** and a **know-how**, that we consolidated in 50 years of experience.

Company Offers



01

Body Care



02

Home Care



03

Pet Care



04

Car Care

martini SPA

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