

YOUR FUTURE

Company Profile

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Watch the video
and learn more about us

**The right cap:
beautiful,
tailor-made,
sustainable.**



Atlantis is the brand of the Italian company Master Italia S.p.A. specialized in designing and manufacturing hats and beanies since 1995.

Acknowledged among the major international headwear players, Master Italia manufactures its products both under the Atlantis brand and for third parties, with almost 30 years of know-how developed thanks to the network of thousands of companies all over the world. We produce and export more than 10 million sports and casual hats every year, which stand out for the high quality, ranging from more conventional fabrics to those alternatives and with reduced environmental impact.



Master Italia was born in 1995 from an idea by Gianni Pasin. A person with a free, curious and enterprising character, in his travels he senses the opportunity to start a business based on international networks and on the production of a single product: **the hat!**

Facts & figures

30 years of activity in 2025	2 business lines	+50 people in the team of which 61% women	+100 millions hats sold worldwide
1 LCA analysis and carbon footprint	+78% investments in social projects in 2021	6000 sq.m warehouse	40 authorized distributors
+30 million € turnover in 2022	3 million Atlantis Products in stock	1 code of ethics and code of conduct	12 partnerships, standards and programs to which we adhere
2 Sustainability Reports	2025 goal: 100% sustainable Atlantis collection	+600 Atlantis I Custom Made clients	150 thousand € welfare provided in 2022

Mission / Vision



Mission

With our products we help brands tell their story with the aim of raising market and supply chain awareness towards more responsible choices.

Vision

Changing the headwear business. We want to design products that last over time, minimizing our impact on the environment and positively inspiring the lives of the people who participate in our business.

History

Our numbers speak of a positive growth, where the protagonists are the people and their ability to make a vision concrete.



↘ 1995
Year of foundation

2000

First custom projects and beginning of foreign expansion.

2003

Launch of the b2b e-commerce platform, site reserved for customers

2007

First configurator of stylized hats

2014

Reorganization of the sales network with the opening of the distribution network

2015

Activation of the traceability system for all Atlantis products

2017

Members of the Global Compact of the United Nations

2018

Begin of the sustainability journey with the introduction of the first models in Oeko-Tex® Standard 100, more respectful of the environment dyeing processes and traceability passport for the products

2019

Launch of recycled polyester and organic cotton products in Atlantis collection

2020

First Sustainability Report

2021

Release of our Code of Conduct and enlargement of our Green offer, with the introduction of the Polylana fiber. Expansion into the US market with a NYC base

2022

Headwear evolution: new logo, new payoff. Launch of the first entirely sustainable collection

2023

Transition from conventional fabrics to the *preferred* ones of our bestsellers. Second Sustainability Report

2025 ↘

Goal of introducing 100% of Atlantis items with reduced environmental impact, by 2025

Governance and business model

We believe in interdependence and sharing among all stakeholders where our customers are our starting and arrival point.

Product » Research and Development » Design » Creation

We are constantly researching new materials and treatments that produce a lower environmental impact, permeating our collections with character thanks to the involvement of suppliers.

Brand » Atlantis

Alongside our customer branded products, we offer our own line under the brand Atlantis, which stands out for its comfort and technical materials. We are increasingly substituting the more conventional alternatives with materials that offer a reduced environmental impact.

Logistics » Inbound / Outbound Model

We are committed to continuously reducing the environmental impact of our logistics operations. We prioritize sea transportation with sustainable companies (such as the Clean Cargo™ Working Group) and track all the manufacturing and transportation stages of Atlantis merchandise until it reaches Master Italia's warehouses. We also measure the emissions associated with the distribution of our finished products.

Distribution » Indirect channel » Direct channel » E-commerce B2B channel

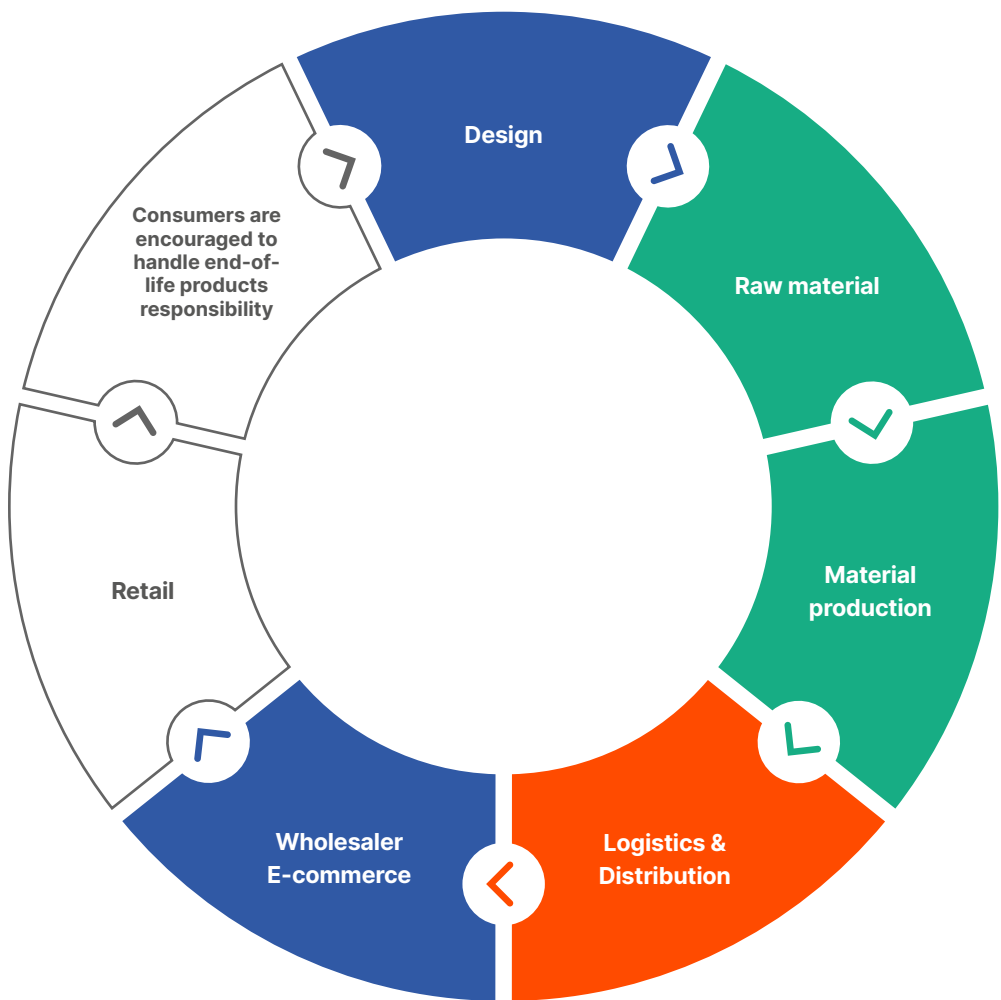
Our multichannel strategy enables us to effectively cover a wide range of markets in a balanced way, ensuring the long-term economic sustainability of our business.

Customers

We are consolidating our existing target by developing product lines and communication campaigns aimed to connect with audiences who share sustainability concerns, and to garner the attention of those who do not yet share this mindset.



Value chain

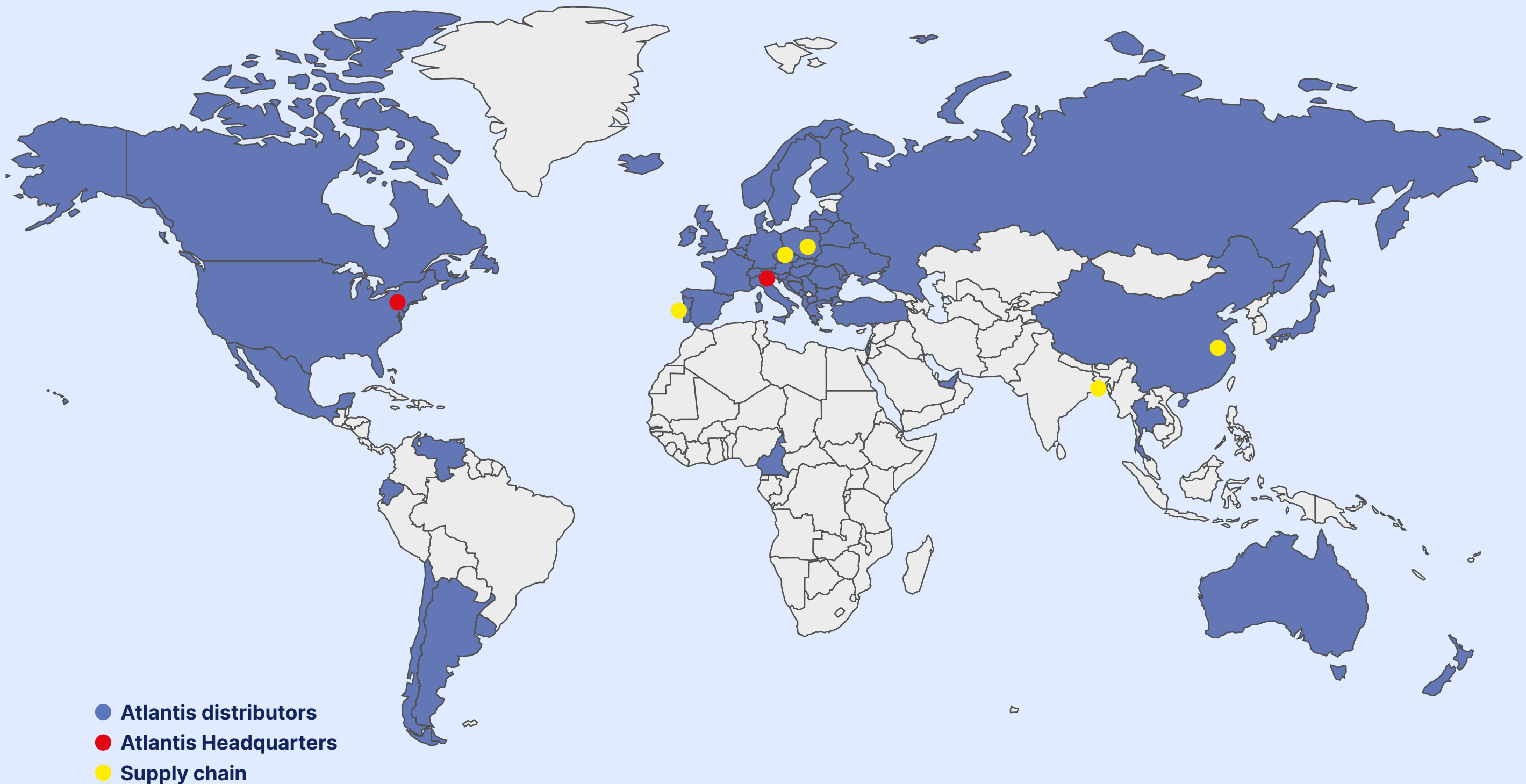


The above chart represents Master Italia's value chain. From sourcing materials to manufacturing our products and distributing them, we distribute the value generated to a multitude of stakeholders: employees, suppliers, customers, industry associations, schools and universities, communities, media, social networks, and consumers.

- Master Italia
- Supplier
- Partly Master Italia



Where we are in the world



<https://atlantisheadwear.com/en/contact-us/distribution/>

Know-how

We are a company that designs, develops and supplies hats and beanies. Thanks to our many years of experience, we guarantee solutions of the highest quality.



Long time experience

We support you with all our know-how, gained through collaboration with hundreds of brand for nearly 30 years.

Complete service

We follow your brand, at 360°, in the development and production of the perfect hat.

Sustainable by vocation

We have a wide choice of recycled or organic fabrics to suit every need.

The best solutions

Innovative materials, refined fabrics, technologies at the forefront. And keeping up with the latest trends!



High-quality standards

High-quality standards and attention to detail characterize each of our productions

International logistics

From production to delivery. We guarantee a complete service in every corner of the world.

Tracking system

Our operational and IT systems can monitor your order in real time at every stage in the supply chain and enable global tracking on international scale.

Digitalization

We support our customers with cutting-edge IT solutions and systems.

Supply chain & Quality

A quality supply chain made of historic and consolidated partnerships, which guarantees a fast and neat service.

+20 key partners

6 historical suppliers, with which we have been working for more than 15 years.

Quality supply chain

We share ethical and environmental standards with all our partners to be transparent and reliable.



High-quality standards

High quality standards and attention to detail characterize each of our productions.



Logistics

From the production site to the destination, our customers can take advantage of a service built according to their needs, also through international triangulation systems.



Deliveries in FarEast and the possibility for the customer to manage the shipping with own partners (FCA)



International triangulation service (cross trade) with specific knowledge and support about the countries of destination.



Tracking system to check the status of the imported goods



Online platform for document management (autonomous login for the customer)



Quick access to shipment tracking of the goods

200 TEU/year
import shipments by ship

500 cbm/year
import shipments by air



Team and wellbeing

Atlantis is a contemporary work environment, where many initiatives start to promote cohesion, performance and passion for a shared cause.



**1 garden
& BBQ area**

**+50
employees**
+24% in 2022

**150
thousand €**
welfare provided in 2022

**61%
women**

Relax area
sport and cooking competitions

1% of revenues
invested in solutions related to Quality & Compliance,
Sustainability, and Employee Welfare

Sustainability

Our sustainability manifesto

Since 1995 we have had a mission: to provide our customers with high quality headwear.

We create hats for any business, mixing colors, shapes and finishes and paying all-Italian attention to style. For us, the hat is not just an accessory, but an extension of personality and something to cherish to preserve memories. Wearing our hats is also a way to send a message and tell a story.

That is why we devote **passion and care to the accurate manufacturing of our products.**

Over the years, the dedication has become something more: a commitment to production that is increasingly responsible and respectful of the planet and people. Following a sentiment that was already running through our company and observing the effects of climate change, we realized that we would have to question the way we do things in order to start doing them differently.

As one of the first in the merchandising industry, we decided not to sit idly by and give a signal toward change in production and communication.

Our journey began in 2018 – with the introduction of the first Oeko-Tex® Standard 100 certified items, greener dyeing processes, and traceability passports for our products – and continued with the design of an overall strategy anchored in the United Nations Sustainable Development Goals, which led us to introduce new materials with a low environmental impact and publish our first Sustainability Report. Today we continue to deepen and consolidate

our strategy by working on three crucial pillars: product and supply chain, environment, and people.

By 2025 we want to do even more by including elements with reduced environmental impact in 100% of our Atlantis Collection, investing in research and development to reduce our environmental impact, taking care of our employees, and supporting local communities.

For us, being sustainable is not just a business opportunity, but a behavior to be adopted in everyday life. It is not just a responsibility.

It is a revolution. It is the natural evolution that every company must go through.



“A lot has changed since we first started discussing **sustainability** in 2018, focusing mainly on the product. It's only been five years, but in a company like **Master Italia**, which has been in the headwear market since 1995, we are used to constantly **evolving, innovating** and **adapting to change.**”

Alessandro Colle Tiz,
CEO of Master Italia SpA

Our sustainability strategy 2022-2025

Product and supply chain



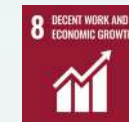
- Make the Atlantis collection entirely sustainable by 2025
- Invest in R&D and product innovation, with a view to a circular economy
- Raise awareness in the supply chain on issues of ethics and workers' rights
- Act transparently in our relations with customers about products and services

Environment



- Raise the awareness of the Supply Chain in the reduction of environmental impacts
- Evaluate suppliers on the basis of their ethical and environmental performance
- Propose more environmentally friendly logistics solutions.

People



- Encourage lasting, inclusive, sustainable economic growth and decent work, with the commitment to spread these principles also in the our purchasing processes
- Value our employees and invest in their professionalism
- Value our roots in the local community

Framework

We have set the ambitious goal of introducing 100% of Atlantis items with reduced environmental impact, by 2025.

The Product Sustainability Framework is the tool that will allow us to reach our goal. It contains sustainability guidelines and criteria to ensure more responsible purchasing and production choices, which will be updated as we gain knowledge and awareness of the best options available on the market. The Framework is the result of a long self-analysis and a desire to improve and evolve. It's the starting point of a long journey that mustn't be travelled alone but shared together with all our stakeholders.

Compass Criteria

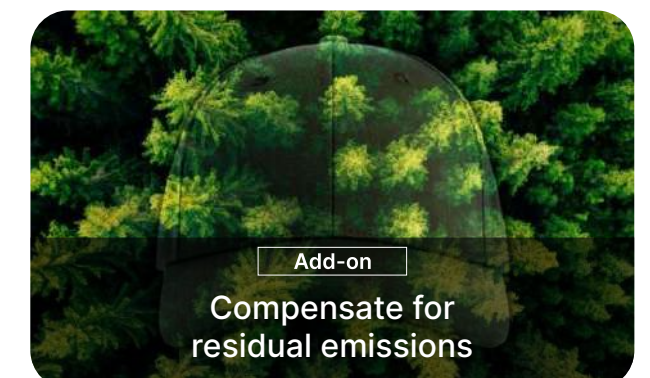
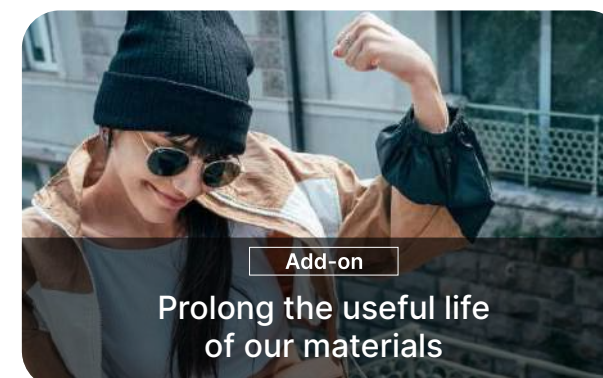
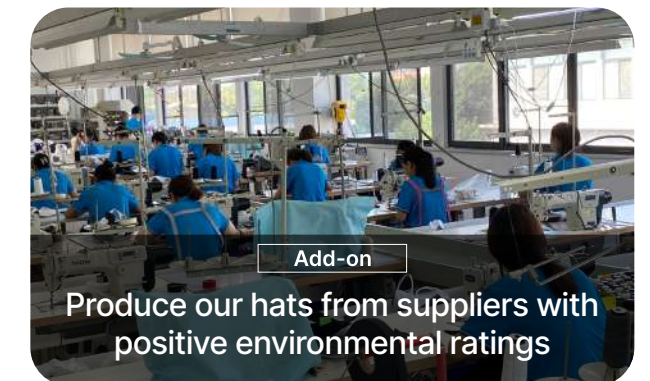
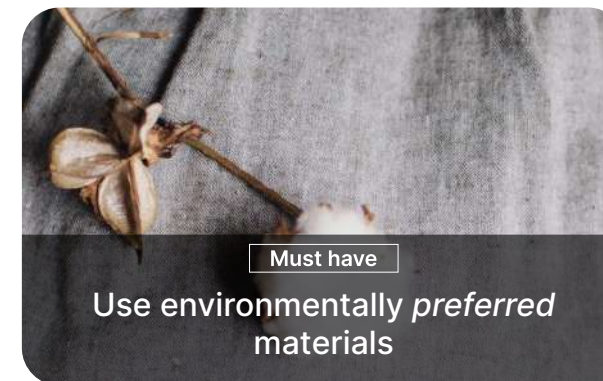
They are our criteria which will enable us to travel in the right direction to achieve our goals:

- ↘ Life cycle analysis/external studies with scientific relevance
- ↘ Reliable certifications, documentation and sample testing
- ↘ Traceability and transparency
- ↘ Respect for people in the supply chain



Principles of Sustainability

We created a “Must-have” Sustainability Principle, which we deemed as a necessity to meet with one product then gradually expand the Principle to all of our products, reaching 100% products by 2025, and three “Add-on” Sustainability Principles:



Our responsibility

We care about quality and sustainability.

We are serious about our sustainable mission and want to prove that we are transparent and trustworthy through partners who promote the highest standards in the industry.

We want our hats to be on people's heads for as long as possible since high-quality headwear has a longer life cycle.

Through collaborations with international standards and associations, we want to give consumers the certainty that the products they buy have been accredited by a third party. This means that our products are made responsibly and that we work with all partners in our supply chain to adhere to strict environmental and social standards.

Partnership, Standards
and Third Party
Programs



Community, environment and projects

Each project is a small step towards improving our impact on the environment.



Enginoars

With our hats we supported the **Enginoars** team, a group of English and Norwegian engineers, engaged in the Atlantic Challenge, a rowing boat crossing of the Atlantic Ocean for a total of 4800km, to raise awareness of environmental problems, which is why they chosen us as a partner consistent with their mission. The purpose of this competition is to raise funds for **Engineers without borders**, an active worldwide organization that believes in engineering as the main vehicle **for the positive development of communities and the planet**.

Emporio Basso Piave

Support to the “**Emporio Solidale Basso Piave San Vincenzo De Paoli O.d.V.**” in **San Donà di Piave**.

The collaboration with San Vincenzo started in December 2021 and was strengthened a year later when Master Italia employees donated essential goods to the families assisted by the association during Christmas 2022. For 2023, Master Italia and San Vincenzo have agreed to a monthly supply of frozen meat, which will be distributed at the Emporio Solidale.

3bee

Our company has supported **3bee**, an agritech company that develops monitoring and diagnostic systems for bee health, and their “**Pollinate the Planet**” initiative by adopting a beehive and protecting over 300,000 bees in their pollination activity.



Bosco dei Racconti

Master Italia owns a forest at its countryhouse Casa dei Racconti, about 8 km from the headquarters, where almost **600 trees** and plants live, which, since planting to date, have absorbed around **182 tons of CO₂**. This project was followed together with the Divisione Energia Srl team, a studio specialized in energy and environmental projects, with whom we worked to count and geo-reference all the flora present in the area, drawing up a technical report illustrating the CO₂ absorbed by each plant.

Ca' Foscari University

We have ongoing collaborations with local high schools and we support of **Ca' Foscari University**. In recent years, Master Italia has participated in a hackathon involving local students, and it has acted as a company partner in the Simulimpresa project organized by a technical institute in the city, it has participated in promotional events for degree courses promoted by Ca' Foscari, and it has hosted internships for both high school and university students.

Business lines



**Permanent items that are always in stock,
combining timeless style with the latest
fashion trends**



**Service for our clients with the highest
level of personalization**

Atlantis Collection

We provide blank promotional headwear, designed specifically for printing and embroidery applications.

Our collection comes from yearly research and turns fashion trends into innovative headwear using sustainable fabrics, smart solutions and durable products.

+1300 items
available in stock

180 models
3 mln items in stock

6000 sq.m
of warehouse

Over 40
distributors worldwide

60 countries

2025
Fully sustainable

The Atlantis blank headwear collection is constantly changing and release every year new articles, conceived in compliance with the sustainable philosophy.

Thanks to the continuous research and development of solutions with a lower impact and the progressive conversion, by 2025, of all items into more sustainable versions, we aim to improve the style, design and quality of our products.



To better identify the products designed with a recycled/organic core, look for the green S: old name, same look, new sustainable soul.



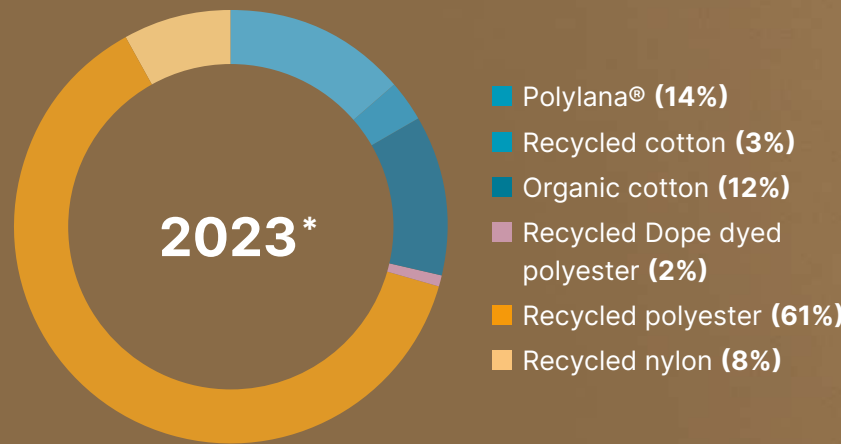
Wear what you believe
Look for the green leaf
to share our commitment.

Scopri di più su <https://atlantisheadwear.com/collection>

Preferred materials

Discover the low environmental impact fabrics that we use in our products.

Not only sustainable fabrics but also individual components, treatments applied to fabrics up to packaging: thanks to our R&D we do our best to make our products more respectful of the environment and people.



(*) % Purchases in 2022 for 2023 collection



dope dyeing



recycled polyester



recycled cotton



Polylyana®



organic cotton



recycled nylon



Technologies and treatments
with reduced environmental
impact



More *preferred* materials in our sustainable collection

Dry-tech is completely in 100% recycled polyester



We have reduced the number of hangtags and swapped plastic stickers for recycled paper, cutting the overall packaging weight of our new collections by up to 55%.



Our traditional treatments become more human and eco-friendly

keeping high quality and performances of our fabrics



New WR-PFC free

Water resistant treatment that keeps our caps dry without environmentally harmful components



Not only fabrics, we are using a recycled alternative for the hat components

such as buckram, closures, sweatband etc.



New recycled nylon for lower impact performances

New ReTraze Aqua-® for dope dyed recycled polyester

**We help Brands create
custom hats and caps.**

**From the idea to the end
product!**



+600 customers

4 main business sectors

merchandising, fashion, sportswear,
corporate&promotion

10 specialized merchandisers

per sector

288 pcs

minimum order per style



4 main business sectors

Merchandising



**Make your
Brand stand
out with the
right hat**



Fashion



**Spotlight
on style**



Sportswear



**High
Performance**



Corporate & promotion



**Premium hats
and caps to
promote your
Brand**



Headwear experts

The Atlantis | Custom Made division deals with the design, development and the supply of custom hats and beanies.
Thanks to our long-time experience in transforming ideas into products, we guarantee top quality solutions. You can choose delivery times, orders starting from 288 pieces and a wide range of styles, colours and customized graphics.



**We can develop
all kinds of
projects**



**Exclusive
customizations**



**We favor
sustainable
fabrics and
processing**



**We can even
customize your
packaging**

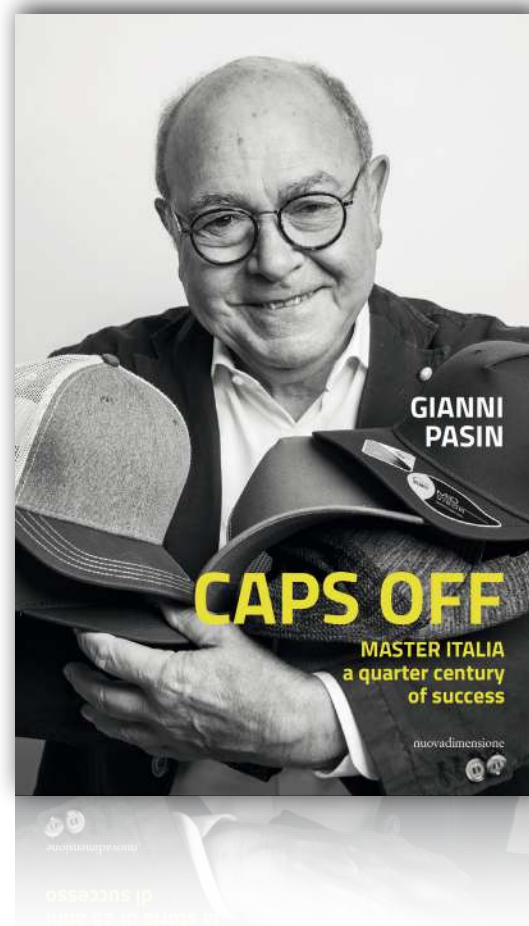


**We look for
innovative
fabrics**



**Coordinated
collections**

Editorial projects



Caps off

Master Italia the story of 25 years of success



Rotta su Venezia

By boat and by bike along the Venetian coast from Chioggia to Trieste

Hospitality

In our home, like a true friend

Our guests and friends are more than welcome at “La Casa Dei Racconti”, a charming, completely restored early 19th-century mansion, located in the green of the Venetian countryside.

With its elegant bedrooms, restaurant, large patio for parties and conferences, swimming pool and solarium, park and wood, the house is the perfect place to spend a few relaxing days and easily reach Venice and Treviso, as well as the numerous art cities and tourist resorts of Veneto.

<https://www.casadeiracconti.it/>



**Headwear as we have
always done, but in a more
responsible way.**



**Company
Profile**


Atlantis

www.atlantisheadwear.com