

# ENDURING *BEAUTY*



Italian fabrics from Parà are sure to make a statement in outdoor spaces.

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## REGARDED AS THE GLOBAL LEADER

in fabric design, quality, and innovation, Italy has a rich history in the textile industry that dates back centuries. Textiles have evolved into what is today one of the most important and vital sectors of the Italian economy, with the heart of the industry centered around Milan. For three generations, the Parà Industrial Group located in Brianza, Italy, (near Milan) has been producing premium high-performance Tempotest fabrics used in a variety of applications, including sun protection, marine, and indoor/outdoor furnishings and accessories.



*TOP LEFT: High-performance Parà Tempotest fabrics provide effective solutions for sun protection.*

*TOP RIGHT: Marco Parravicini*

*Bottom: Superior quality in materials and production ensures years of performance in all fabrics.*



decades of reliability and performance to millions of consumers. Furthermore, there is a low environmental impact as products treated with Teflon do not contain PFOA (Perfluorooctanoic Acid) or its derivatives.

Developed in partnership with Teflon, Parà has created Teflon Extreme by Parà, Fabric Protector to further reduce environmental impact and help make fabrics last for an even longer amount of time, which helps to eliminate unnecessary landfill waste. The unique finish is a nanometric particle surface treatment that forms a molecular barrier around each fiber, providing double-action protection and a self-cleaning system that repels water and oil-based stains.

“It is an effective solution able to help consumers save energy. Teflon is synonymous with less cleaning, washing, reduced water, and energy use—all less harmful to the planet,” Parravicini says. During testing, products treated with Teflon Extreme for Parà have been shown to reduce the need to clean or remove stains from fabrics because much of the dirt that forms simply slips away. He adds, “Treated fabrics also allow easier removal of stains compared with untreated fabrics and also dry more quickly, helping to preserve the fabric’s beauty and performance over time.”

Tempotest fabrics are also treated with a special type of finishing called Hi-Clean, which creates an impenetrable barrier without compromising the fabric’s breathability. The Hi-Clean finishing makes Tempotest fabrics repellent to water, grease, and oil as well as protects against rotting and the formation of mold and fungus. Hi-Clean makes the fabric self-cleaning, allowing dirt as well as fine dust to wash away with water or rain.

To avoid the unpleasant formulation of molds, fabrics are further treated using Sanitized,

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Founded in 1921 by the Parravicini family, Parà proudly celebrated its 100th anniversary last year. Every successful story starts from a solid foundation, says Marco Parravicini, CEO of Parà S.p.a. “And Parà’s foundation is represented by the values of the Parravicini family, which has strong roots in Brianza.” He adds, “We are proud ambassadors in the world of Made in Italy, and our products have always been characterized by a strong Italian stylistic identity.”

Beyond design, quality has almost become an obsession for Parà, Parravicini notes. A constant focus on innovation while maintaining the utmost in superior quality is the company’s standard operating procedure. “This is what sets us apart from the competition.”

Operating at the highest level has enabled Parà to work with the best suppliers in the industry, which have become real partners over the years. Indeed, through a strong distribution network in the United States, Tempotest fabrics can be seen on the frames of many high-end casual domestic manufacturers and is a globally recognized high-performance fabric brand in a variety of applications.

Among the many benefits of Parà is its long-standing production process of treating materials with Teflon. Teflon, the most widely recognized brand of the Chemours Company, was patented over 75 years ago and has provided

a comprehensive odor management in textiles and shoes. Sanitized protects plastics, surfaces, and mattresses from the formation of fungi and algae, reduces dust mites and odors, and provides long-lasting material protection.

Parravicini notes that Parà was the first company to introduce to the industry a shade fabric collection for sun protection with Global Recycled Standard (GRS) certification. GRS is an international, voluntary standard that sets requirements for third-party certification of recycling materials.

This collection won the sustainability award at R+T 2021—the world’s leading trade fair for roller shutters, doors/gates, and sun shading systems. By recycling 328 plastic bottles, over 225 square feet of fabric was produced. “Through a recycled and GRS-certified PET (Polyethylene terephthalate, 100% recyclable) yarn, we created this fabric that is characterized by exceptional elastic recovery and better resistance to strong forces and strains, which make it particularly suitable for large structures.”

In another effort to help protect the environment, Tempotest has received the STANDARD 100 by OEKO-TEX, one of the world’s best-known labels for textiles tested for harmful substances. It stands for customer confidence and high product safety. “This certification signifies that Tempotest products do not contain any harmful products and is in harmony with the environment,” Parravicini says.

A vertically integrated manufacturer, Parà has always had total control of all phases of the production cycle, from the spinning and weaving stages, printing to dyeing, to coating and finishing. Vertical production has

allowed the company to effectively manage both fluctuating availability of raw materials and the substantial growth of product demand over the last couple of years as consumers focus more attention and dollars on their homes.

Parà has five production facilities, all located in Northern Italy. To help meet increased customer demand, the company expanded its Pontirolo Nuovo plant by increasing production capacity and hiring new staff.

### INVESTING IN THE FUTURE

While celebrating its centennial, Parà also remains committed to the future by using the latest technological advancements to create innovative and beautiful fabrics. The company is constantly investing in research and development to achieve a perfect combination of materials and style in shade protections as well as indoor and outdoor furniture, Parravicini says.

“Our style department is the heartbeat of our company, and they have the courage to experiment with innovative solutions in terms of materials that come to life with their unique and impressive patterns.” Regular visits to trade fairs, museums, and Italian flea markets, webinars, and searching specialized design magazines are the “daily bread” of Parà’s creative team, keeping them current as well as ahead in design trends in furniture and fashion. “Our design team is a group of interesting and very different personalities.



*Fabrics from Parà come in a variety of visually appealing color options.*

Each brings great technical and creative skills that work well together.”

Parà continually invests in the latest generation of machinery and in the most advanced production processes in terms of efficiency and environmental impact. To that end, it is clear that the search for sustainable products is a trump card in the technical textiles sector, according to Parravicini. “The market is increasingly aware of environmental issues and rewards companies that demonstrate they are active in this field.” Parà is undertaking an ambitious corporate project, “Fabrics for the Future,” with a focus to develop more sustainable collections.

A sharp focus on ecology and sustainability are the themes of several future products Parà has in its pipeline. The company will continue working to reduce the environmental impact of its outdoor products while making sure all their textiles deliver excellent performance, natural appearance, and “Made in Italy” quality. “We are always looking to the future to achieve excellence in quality and service in order to achieve maximum satisfaction for our customers and end users.” ■