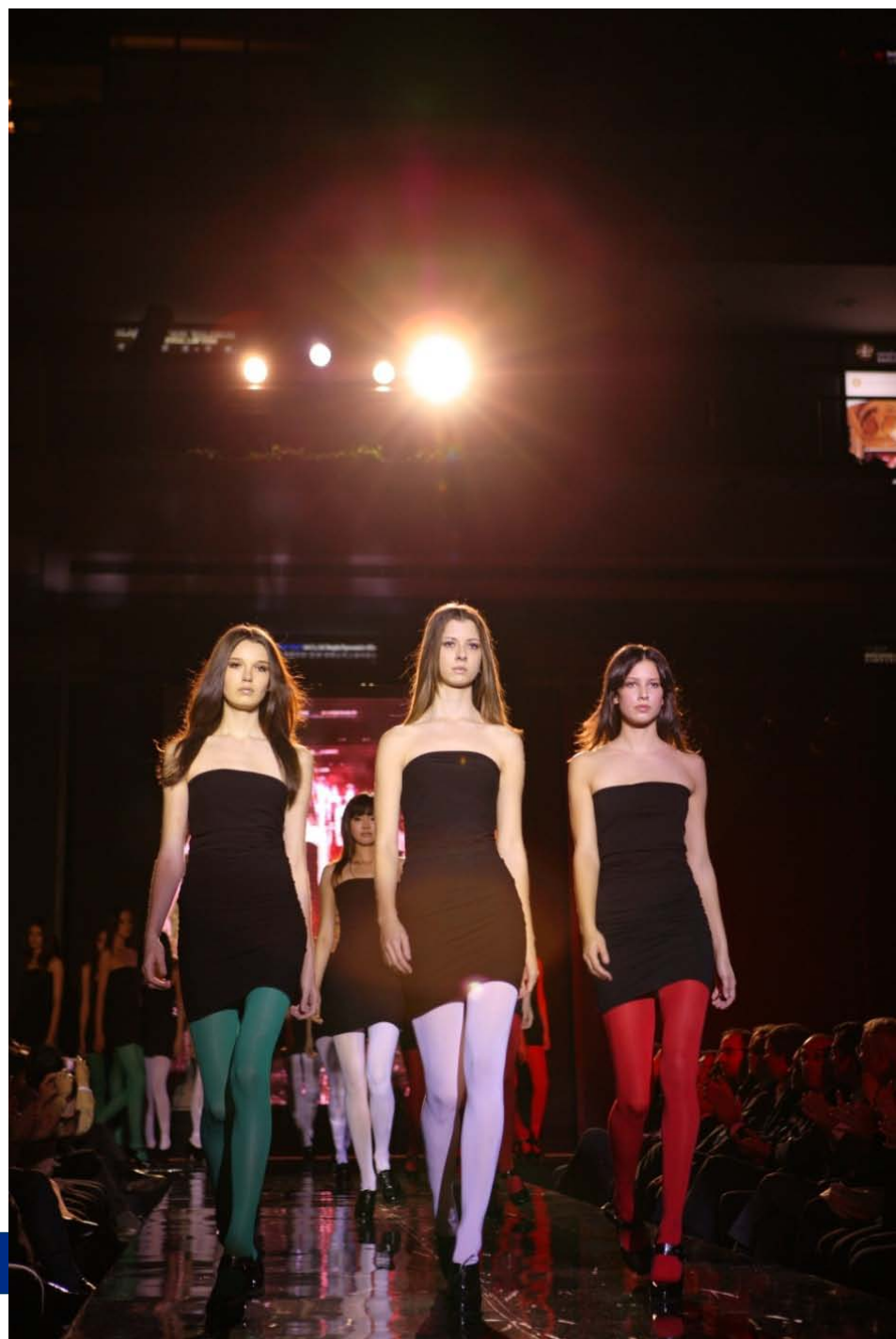CS

CENTRON
SERVIZ
CALZA

ITALIAN
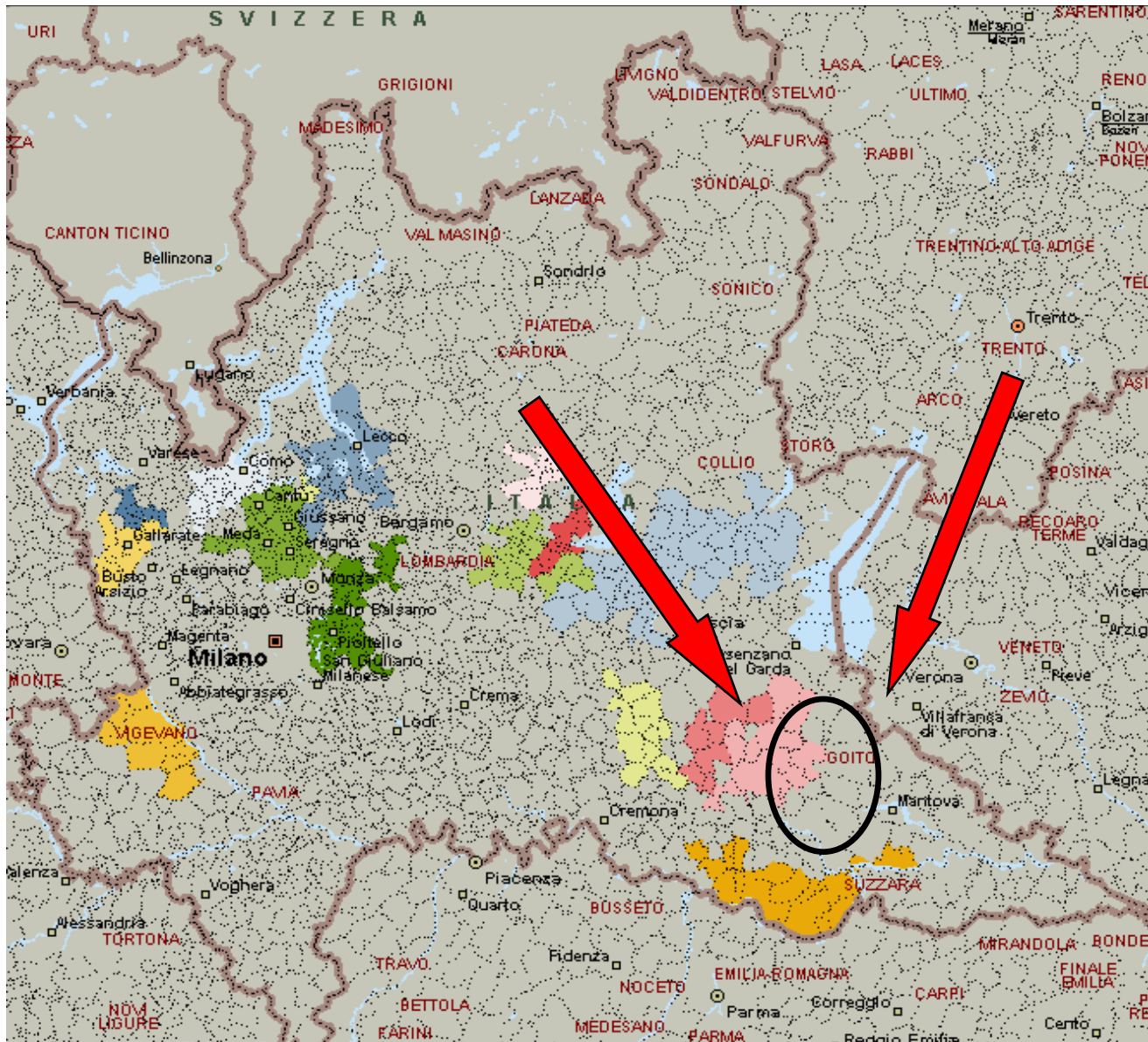LEGWEAR

a touch of excellence

THE HISTORICAL, ECONOMIC AND GEOGRAPHIC CONTEXT OF CENTRO SERVIZI CALZA

Centro Servizi Calza was born in the economic and geographical context of the Castel Goffredo Hosiery District. The cluster spreads off in a territory among the North-West part of the province of Mantua, the southern boundaries of the province of Brescia and the north east territory of the province of Cremona.

The economical history of the territory started just after the First World War with Noemi, the biggest and most important hosiery factory at that time. At the end of the fifties of the last century, Noemi ceased to work and the unemployment in the territory increased a lot: this was one of the most important reason that pushed the start up of a large number of small businesses.

Today in the district we can count approximately 350 firms that are employing more than 7,000 people.

Castiglione delle Stiviere

Solferino

Medole

Visano

Acquafredda

Castel Goffredo

Remedello

Casalmoro

Casaloldo

Ceresara

Asola

Piubega

Casalromano

Mariana Mantovana

Isola Dovarese

RegioneLombardia

Distretto 6
Tessile-calze

CASTELGOFFREDO

Comuni condivisi da piu' distretti
6, 7 Acquafredda

THE TOWNS OF THE DISTRICT

The borning historical and social conditions of district can be found on:

- a high level of **professional competencies**, as the result of a strong technical experience on the manufacturing activities;

- a fast circulation of **information** in the district, an import factor to promote a continuous **innovation**;

- the presence of a local **entrepreneurial culture**.

The need of a continuous improvement in the quality in a high competitive market was the driving factor that moved to the planning and the realization of a Centre able to support the quality improvement of the product by offering the needed specialized services.

THE HISTORY OF THE BEGINNING

The aim of the Centre at the beginning was:

"both to provide a service within Castel Goffredo's area to facilitate the availability of the information and to bring back in the production area the thinking, the research and the directions".

Centro Servizi Calza started to operate in spring 1990.

The headquarters are located in Castel Goffredo, the town where can be found the highest concentration of hosiery factories in Italy.

CSC was born as a mixed public-private consortium company and it belongs the Regional network of service centres for businesses promoted by Lombardy Region into the Innovation and Quality project.

The founding Members of CSC were:

- Associazione degli industriali di Mantova

- Associazione italiana delle industrie della filiera tessile abbigliamento - Sistema Moda Italia

- Banca di Credito Cooperativo of Castel Goffredo

- Comune di Castel Goffredo

- Confederazione Nazionale degli Artigiani

- Provincia di Mantova

- Unione provinciale Artigiani

The **MISSION** of Centro Servizi Calza is:

➔ TO LEARN, and then spread off the usage of the new technologies to support the quality of the product;

➔ TO PROMOTE and DEVELOP scientific and technological projects;

➔ HELP TO FIND new MANUFACTURING TECHNICAL SOLUTION and to spread off the IMPROVEMENT OF THE MANAGERIAL APPROACH;

➔ TO MAKE STUDIES and MARKET RESEARCHES, to cooperate to realize catalogues and all kinds of suitable promotional tools;

➔ TO MAKE THE QUALITY CONTROL of the productS and give assurance TO the customers of the Hosiery products.

THE MISSION

CSC MAIN AREAS AND SERVICES

TECHNOLOGICAL AREA

-Test and quality certification laboratory

-Laboratory products and services

-CE mark

-Ecolabel mark

-Technical advice

FASHION AREA

- Fashion Trend Observatory

MARKET AREA

- Women's Hosiery Observatory

- Consultancy

TRAINING AREA

- Training courses

Future...: to be innovative to fit the incoming needs of the cluster and the new business directions...

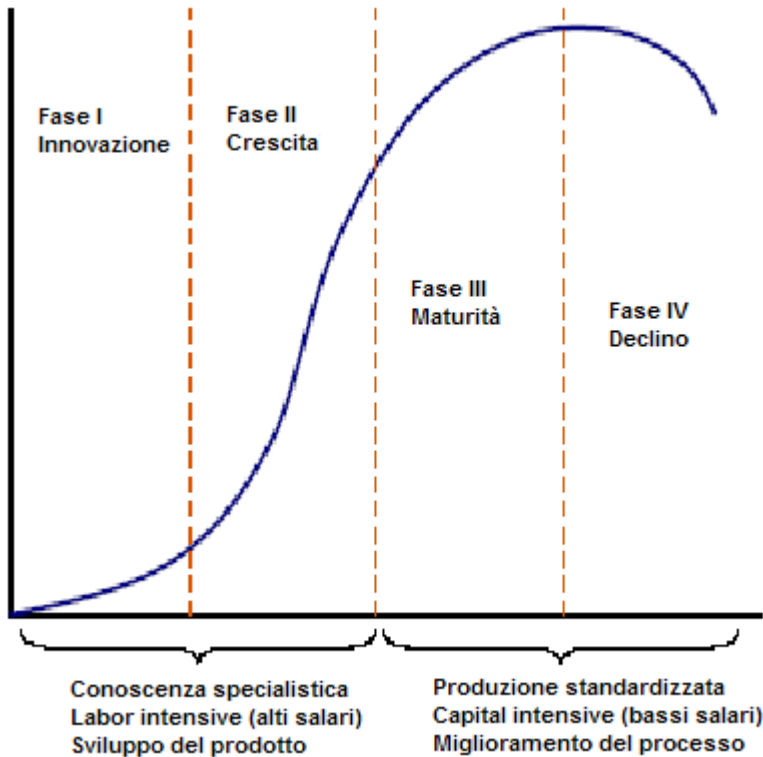Today : market and territory are changing.
…And the CSC, too

90's: laboratory activity and observatory of fashion

From 80's to 90's : thinking and planning of a research and innovation structure.
1990 - CSC go live : lab kick-off

CURVA DEL PRODOTTO E DEL PROFITTO – MODELLO DI VERNON