



COMPANY PROFILE
ENGLISH



BRAND

A premium quality product is different from the others because of its details. The family company, **Meritex**, has been a synonym for **Italian Style Sock** since 1923.

The high quality materials, the manufacture made with craft technique and the attention to detail in the packaging are the features that make the Meritex brand one of the finest and longest-running in Italy.



STORY

Meritex, on the market since **1923**, is a historical brand always up to date,
known for its vitality, creativity, and modern design; recognized factors
by the target customers.



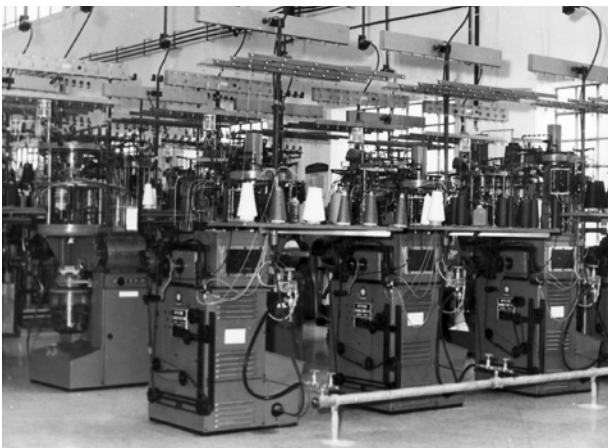
1923

VINTEX S.R.L. was born from the Amodio family's commercial experience, one of the first in Italy to work in the hosiery manufacture and sale.



1954

In 1954 the company F.lli Amodio S.n.c. "Industrie Meridionali Tessili", with the Meritex brand, started the weaving sponge production besides the hosiery one.



1989

In the 80s-90s the Meritex production reached its peak through one of the biggest and most innovative textile mills of the South Italy, with over 500 employees and over 600 hosiery machines.



2004

Starting from 2004 the company has been gradually relocating the production abroad, keeping the collection design in Italy, constantly inspired by the evolution of fashion.

MISSION & VISION

To provide Italian Style Sock.

High-quality products affordable by everyone in the global market.



Vintex S.R.L. qualifies as a young company, based on fashion, capable of dynamically adjusting to the market's demands, with particular care of the quality of its products and it has made their customers comfort and wellness an essential part of the company.

It's guaranteed a high production standard thanks to the constant supervision of all the manufacturing processes: yarns custom research and quality control made by qualified personnel on the 100% of the production.

PRODUCTS

All the products are designed in Italy following the evolution of fashion and of the market, as well as the customers' requirements and tastes in the variety of the offered products.

100 ranges of products, wide varieties and colours.



Meritex offers a complete selection of products:

Men socks, women socks, children socks, infant tights, toddler tights, women and men tights, non-slip socks, shoe liner, women leggings and the newly active line for sport.



The packaging creativity of the last collections has made the brand a case history in the current market.



RELIABILITY

The high quality of the raw materials used and the excellent performance.

CERTIFIED QUALITY

The fibres used are guaranteed by the most important certification.

CONSISTENCY AND TRANSPARENCY

Everything stated on the product is true.

ENDURANCE

The product maintains its shape and consistency even after many washings.

REINFORCED STRUCTURE

Toes and heels reinforced for a long-lasting product.

BABY CARE

The product is suitable and recommended since the earliest days of life.

GENTLE ANKLE GRIP

Guaranteed performance, without vascular constraints.

INNOVATION

Use of technologically advanced machines.

NON-TOXIC

The products do not contain any harmful components.



DISTRIBUTION

Meritex product range can be found in about **300 shops** in the Italian market.

The distribution has always been a prerogative of the wholesale centers.

This allowed a complete spread in the peninsula, throughout
an international commercial net.

Vintex has been working since 2018 with qualified partners for the distribution
of the Meritex brand in countries like **Spain, France, and Benelux**.

SERVICES

WIDE FASHION COLLECTIONS

Over 300 designs per year.

STOCK SERVICE

Over 100 classic products available all year.

SALE NETWORK

About 30 qualified agents between the wholesale centers, mass retail channel and retailing.

PRIVATE LABEL

Internal department meant for the creation of specific lines, as in the case of:

Yamamay

CUSTOMER CARE

Courtesy and commitment for our customers,
with a rapid dispatch of the orders and restocking.

LICENSES

Amadio's family has invested in different licensing over the years,
as in the case of:



ONYX®



COMMUNICATION

Vintex does both productive and commercial business, and in the commercial area the company is focusing its energies to improve the Brand Awareness through communication means like b2b/b2c platforms and especially social media.

Without neglecting the efficient activities BTL like Outdoor and P.o.p.





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