



SERQVIZ

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Introduction to the Ser-viz Group

The Ser-Viz group is one of key actors of hanger and clothing accessory industry with important operations worldwide and has great pride in its clients. In its internal structure, Ser-Viz has all of the technological tools to cover the entire array of product demands, including the following: design and production of transformed wood, injected thermoplastics, and the production of moulds from automated and robotic machinery. Mr. Tiziano Vizzardi created Ser-Viz spa in 1972 with its base in Grumello del Monte, in northern Italy. Ser-Viz spa distributes its products throughout Italy through its own means. Ser-Viz has acquired different companies of the same sector such as Langaplast and Seaplast improving its competitive position. In addition, Ser-Viz has running operations in Spain www.ser-viziberica.com, Rumania, Italy www.ser-viz.com, India, Tunisia and is exploring new markets.

Our vision

Ser-Viz's products are used by some of the most famous and prestigious names in the sector throughout the world. Ser-Viz's capacities to develop and exceed the expectations of its clients have made it create a product of the highest quality. One of our key strengths is the design and development of new hangers utilizing automated processes, special tools and state of the art moulds that is performed internally within the Ser-Viz group. This adds control and coordination to guarantee the maximum quality to the Ser-Viz products.

Advantages of Ser-Viz

Ser-Viz's products are used by some of the most famous and prestigious names in the sector throughout the world. Ser-Viz's capacities to develop and exceed the expectations of its clients have allowed us to create products of the highest quality. Ser-Viz has unique design and development capacities, and technological advantages using automated processes and tools of injected moulds that facilitate the design and manufacturing of hangers. Ser-Viz has the opportunity to lead the sector applying fundamental and differentiating criteria such as the cost effective, practical, aesthetic, technical and cultural ones.

- Economic: Proving the most complete array of quality/price to satisfy the needs of our clients.
- Practical: Direct and personalized client attention, concentrating on comfort, time and work reduction, and confidence in our company.
- Aesthetics: Clearly setting the pace in terms of design and finishing.
- Technical: We have observed the technical shortcomings in other existing products from the market and have incorporated changes into ours to better meet the needs of our clients.
- Cultural: To create an atmosphere for our clients of trust and confidence in our company and above all in the people that work for us.

The Ser-Viz strategic plan for 2006 – 2011 include the following key objectives:

- Maintain the right structure in terms of human capital, processes, products and technical resources to provide our clients with the precise and efficient solutions adaptable to their prompt needs.
- Maintain a stock of products in accordance with the needs of our clients and improve our supply chain capacities applying advanced planning systems.
- Offer our clients with the promise to guarantee the optimal solution with the highest quality, innovation and an exceptional price quality ratio.
- Produce a range of versatile and technologically advanced hangers to satisfy the demands of the textile sector.
- Through our network of associated companies, the Ser-Viz group assumes the challenge of serving an identically trustworthy product with exceptional quality and service wherever the client requires it.

Our Products

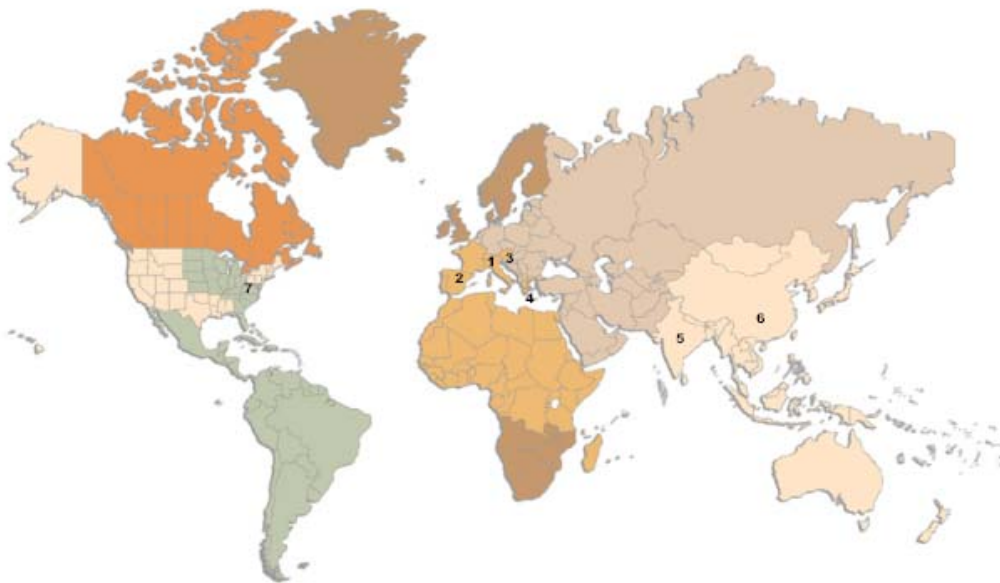
Collaboration is a fundamental factor for the design team that forms the Ser-Viz group. This is important for developing our general catalogue of hangers as well as to create tailor-made hangers. Our objective is to cover our clients' needs through close collaboration. By these means, we are capable of providing easily adaptable design solutions while avoiding complications in the process.

The group's design team has proven its ability to develop the knowledge and specialization across all of the sector's fields that allow us to operate at all times at the

highest technological level. Our company's experience is an added value to our clients. The continuous and ongoing innovation towards perfect products is Ser-Viz's mission. Our products are of the utmost quality thanks to the processes, machines, tools and commitment of our R&D specialists. When purchasing a Ser-Viz product, our clients become part of our company's philosophy that strives for continuous improvements in customer service, quality, innovation, production processes and R&D. In addition we take seriously our commitment to the environment.

The international capabilities of Ser-Viz

Ser-Viz has a clear international calling. The challenge of globalisation has motivated Ser-Viz to have an international presence in different geographic areas where our clients demand our products and services. Presently these include Northern Europe (Sweden), Southern and Central Europe (Spain, Portugal and Italy), and Africa (Tunisia). In Asia, the group has a commercial office in Hong-Kong that distributes throughout the region and another joint venture agreement in India. It is our priority to further develop these capacities and become an international player that is able to follow any of its clients in their international operations. Currently Ser-Viz is also developing agreements in other key markets such as United States and Latin America. The companies of Ser-Viz group offers the same quality, flexibility, innovation and price / quality to all its clients throughout the globe. Ser-Viz has a specific international department that will study any sort of need and quickly develop an answer.



The Ser-Viz group:

- 1) Ser-Viz Italia: headquarter, R&D, operations, 3 production plants, transport and commercial departments.
- 2) Ser-Viz Ibérica: full operations, marketing, production, transport, commercial team, and international coordination.
- 3) Ser-Viz Rumania: production and sales
- 4) Ser-Viz Tunisia: production and sales
- 5) Ser-Viz India: full operations, marketing, production, transport, and commercial team.

Network:

- 6) AH Alliance China
- 7) SJB Corporation USA

Products & R&D

General Vision

Ser-Viz is always focused on continuous and innovative processes for developing better products to better serve our clients. Our work is done when each of our clients' needs are met. To adapt to the growing variety of fabrics and forms, Ser-Viz has a wide and exhaustive range of hangers that adapt to any garment. The extensive product array provides all types of solutions for garments with the clear objective of solving the most diverse and demanding problems that may arise. Our company sets the standards for the textile sector by combining standard needs with innovation. Ser-Viz is able to provide its clients' garments with a refreshing touch.

Our knowledge of hanger design has been developed so that the display of garments will be highly attractive to our clients' customers. By being in the fashion world that is subject to constant changes, we aim to be at the forefront of change. The Ser-Viz group hangers are of a subtle design, easy to use and contribute to our clients' maximization of profitability at cost savings. We are aware that careful design in a hanger can have an important impact on how the garment appeals to our clients' customers. We, therefore, continue introducing new products that are versatile, multifunctional and effective. More than ever, the hanger is a key asset for the textile industry. Ser-Viz understands the demands of our clients when displaying or transporting a product. Ser-Viz thus continues developing and improving its product offerings. Our creativity meets the new tendencies head on. The Ser-Viz group counts on the associations that collaborate closely with our clients offering them the practical advice needed to meet all the challenges of presenting garments.

Personalization

Once the ideal hanger has been selected for the right garment, we also have the ability to personalize the hangers to improve their visual impact. In this market, personalization contributes to the sale of a garment, differentiating our clients' products and avoiding confusion. Ser-Viz offers its clients a wide variety of flexible options for personalizing hangers – rubber, seals and letters in relief. Through the use of new technologies, our clients receive effective means of reinforcing their image inside the market place. Our clients will be able to choose among a wide range of engravings and personalization options that will allow the client to create a visual impact to the garment. Once the client has sold the garment, the customer takes the garment with the hanger home, reinforcing the impact of the product.

Colour and Special Finishes

The colour of the hanger is essential for presenting the garments and influences the customers' decision-making process in a decisive way. This is very important for merchandising. Ser-Viz has many special colour options that include the wood, transparency, metallic and colourful effects, as well as others. Ser-Viz uses procedures that are environmental friendly and innovative. Our production facilities have incorporated the widest range of technologies of adaptation to be flexible and capable of accommodating the specifications that our clients demand. As a result, we guarantee solutions to the non-standardized needs at the point of sale, and always in an environmentally friendly manner.

Logos

The logo is a marketing tool of great effectiveness that adds value to the presentation of the garment when it is sold. Ser-Viz has a wide range of colour options, styles, materials and forms. Ser-Viz seals are of best quality and have the highest innovation

standards that allow us to create hangers that are completely different. The seal constitutes a display aid that adds a highly distinguishing factor and is extraordinarily attractive to the end customer.

Accessories

Accessories in the fashion industry are an increasingly important factor in the marketing of garments. The range of accessories that the Ser-Viz group prepares is wide and diverse offering innovative solutions to displaying products. The key to success in the sale of these products is to present effective and efficient display systems as those that Ser-Viz offers. The wide range of Ser-Viz accessories allow clients to display an extensive and varied array of products such as footwear, ties, scarves, hats, belts, socks, etc.

Complementary Items

Ser-Viz offers a series of complementary items to our clients enhancing the impact of the hangers. As previously mentioned, colour and personalization are important elements to improve the aspect of a hanger. Nevertheless, Ser-Viz offers clients the most appropriate finishings to optimise the personalization of products, adapting the clients' specific needs to the presentation. Our complementary options can be foam or other finishes that result in a greater aesthetic impact. The option of using complete or partial coating also gives the hanger a better feel, contributing to its value and functions. Ser-Viz also considers that the display of garments with identification systems contributes in many ways. Our size indicators serve our clients as a simple tool that is included into each hanger with metal hooks, guaranteeing a uniform system at the point of sale.

R&D

The Ser-Viz group strives to be the leader in research and development, and invests heavily in its R&D department. Investment in R&D is the only road towards achieving better and more cost effective processes and products. Ser-Viz is aware of the strategic importance of R&D and that it is the only possible solution to the market challenges of the near and immediate future. Please view a series of pictures and videos of our production processes.

Consulting

The Ser-Viz group has a specific consulting program analysing the needs of our clients and recommending the right hanger for each garment. The program provides the retailer with the necessary solutions to optimise the efficiency of transport and distribution. This will increase the sales opportunities and will exhibit the garment in the most attractive and uniform way possible. To support this program, all Ser-Viz products have the same quality and design in each of its production plants, giving the clients a completely uniform and identical service. This program becomes extremely user-friendly through our highly qualified sales personnel that can help the client decide which hanger is best suited to the client's needs.

When the hanger that best suits the clients' needs has been chosen, the retailer sends the order. Then, the hangers are sent to the clients' installations where all garments are placed on the specified hanger and later sent to the retailer's distribution centre or directly to the point of sale. Our re-use process is very flexible and adaptable to the client's needs. When adapting each specific program to the client's business, the client is able to reduce costs since the hangers that are transported are also the ones that are used when the garment is displayed at the final point of sales.

This program has the objective of “one hanger, one expense”. The Ser-Viz products can satisfy any of the garment display issues, which is a competitive advantage. Our program frees clients from wasted time at the point of sale, allowing them to concentrate their efforts on selling garments, not getting them ready for sale. Since the garments arrive at the sales points in the same hanger used for display, there is no need for extra storage space for the hangers or extra time for changing hangers.

Environment

Respect for the environment has been at the foremost of the Ser-Viz group’s concerns since its origin. Consequently, we seek out solutions for our clients that avoid the generation of residuals in the production process. The Ser-Viz group has been a pioneer in the introduction of hanger recycling. At the present time, our recycling facilities provide an effective cost savings advantage to our clients, as well as assuring our clients that we do not generate plastic residuals. The Ser-Viz group recycling plants provide our clients a highly effective service from the time of initial order, inspection and classification up to the point of final distribution. Our commitment to the environment includes developing cost effective and respectful solutions that help solve the environmental problems associated with plastic residuals.

Recycling

The sole objective of the recycling plant and recycled materials is to help our clients collect and eliminate hangers that cannot be used again. The Ser-Viz group offers cost effective and environmental solutions through recycling hangers and reusing materials in our production processes. Recycling is an activity in expansion inside our company philosophy. This activity is based on continuous investment plans that highlight our commitment with the hanger supply sector.

Our recycling processes – with machinery specifically developed for this purpose – recover plastic and metallic by-products. The recovery processes ensure that none of the waste materials will be disposed in non-ecological manner. All these processes are flexible and can be adapted to any of our clients’ needs. We promote recycling to guarantee to our clients that largest number of possible recycled hangers return to market. The effectiveness of our distribution system guarantees that the garment manufactures will not receive recycled hangers together with new ones when they make normal orders from our company.

Our Values

1. Implement and improve our action plan for the recovery of materials.
2. Work with our clients to develop and implement technologies that minimize the products’ impact on the environment.
3. Reduce the usage of residuals and polluting agents, conserving natural resources and recycling materials in each one of the stages of the productive cycle.
4. Develop the safest and cleanest technology to optimise the best environmental practices.
5. Promote a company culture based on these values.

Our ultimate objective is to develop an environmental methodology that we can all feel proud of, with which we can guarantee and win the trust of our clients, and therefore contribute to sustainable development.

Our Clients

Ser-Viz considers its clients to be the company's main asset. We work each day to satisfy their needs in a more extensive way. Our professionals offer the personalized management of its portfolio of clients at both national and international levels. One of the key success factors of our mission is to search for new solutions that create value and trust, and to consolidate relationships with our clients. We are proud that many of our new clients come from the referrals. There is no better guarantee of success than the recommendation of our clients. We would like to thank the thousands of clients that have entrusted their business and trust in Ser-Viz.

Contact

Please do not hesitate to contact us for any query, request for orders, or any other suggestion you may have. A sales representative will be instructed to contact you in 24 hours in any market.

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Striving to improve the hanger world jointly with our clients

Catalogo

Modello: Etrusco



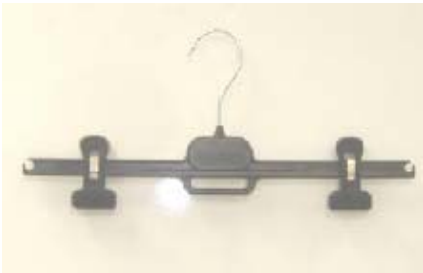
Size: 42, 43, 45, 46, 48 cm
Width: 7,2 cm
Units per box - without bar : 100
Units per box - with bar: 80
Type of hook: Metal
Hotel hook: Sí
Colours: Sí
Personalization (logo): Sí
Clip: Sí

Modello: PP 98



Size: 34 cm
Width: 0,8 cm
Units per box - with bar: 300
Type of hook: Metal
Hotel hook: Sí
Colours: Sí
Personalization (logo): Sí
Clip: No

Modello: PGP



Size: 28, 36, 40 cm
Width: 1 cm
Units per box - with bar: 300
Type of hook: Metal
Hotel hook: Sí
Colours: Sí
Personalization (logo): Yes
Clip: Yes

Modello: DBS



Size: 40 cm
Width: 2 cm
Units per box - without bar : 450
Units per box - with bar: 350
Type of hook: Metal
Hotel hook: Yes
Colours: Yes
Personalization (logo): Yes
Clip: Yes

Modello: Polar



Yesze: 40 cm
Width: 3,3 cm
Units per box - without bar : 220
Units per box - with bar: 140
Type of hook: Metal
Hotel hook: Yes
Colours: Yes
Personalization (logo): Yes
Clip: Yes

Modello: HZ



Yesze: 38, 40, 42, 45, 48 cm
Width: 4,8 cm
Units per box - without bar : 220
Units per box - with bar: 140
Type of hook: Metal
Hotel hook: Yes
Colours: Yes
Personalization (logo): Yes
Clip: Yes

Modello: GN



Size: 38, 41, 43, 47 cm
Width: 1,1 cm
Units per box - without bar : 350
Type of hook: Metal
Hotel hook: Yes
Colours: Yes
Personalization (logo): Yes
Clip: No

Modello: ICEBERG



Size: 40 cm
Width: 0,5 cm
Units per box - without bar : 450
Units per box - with bar: 425
Type of hook: Metal y plástico
Hotel hook: Yes
Colours: Yes
Personalization (logo): Yes
Clip: No

Modello: D41



Size: 41 cm
Width: 1,8 cm
Units per box - without bar : 400
Type of hook: Metal
Hotel hook: Yes
Colours: Yes
Personalization (logo): Yes
Clip: No

Modello: BF



Size: 42 cm
Width: 2,9 cm
Units per box - without bar : 120
Units per box - with bar: 90
Type of hook: Metal
Hotel hook: Yes
Colours: Yes
Personalization (logo): Yes
Clip: Yes

Modello: LEONARDO



Size: 36, 39, 42, 45 cm
Width: 5,4 cm
Units per box - without bar : 170
Units per box - with bar: 110
Type of hook: Metal
Hotel hook: Yes
Colours: Yes
Personalization (logo): Yes
Clip: Yes

Modello: LM



Size: 42, 45, 49 cm
Width: 8,2 cm
Units per box - without bar : 130
Units per box - with bar: 110
Type of hook: Metal
Hotel hook: Yes
Colours: Yes
Personalization (logo): Yes
Clip: Yes

Modello: MR



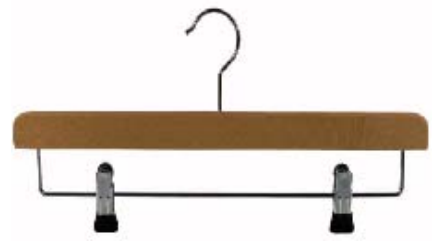
Size: 30, 34, 38, 40, 42, 45 cm
Width: 2,5 cm
Units per box - without bar : 300
Type of hook: Metal
Hotel hook: Yes
Colours: Yes
Personalization (logo): Yes
Clip: No

Modello: Raglán



Size: 42 cm
Width: 3,2 cm
Units per box - with bar: 110
Type of hook: Metal
Hotel hook: Yes
Colours: Yes
Personalization (logo): Yes
Clip: No

Modello: M 7108



Size: 38 cm
Width: 1,6 cm
Units per box - with bar: 100
Type of hook: Metal
Hotel hook: No
Colours: No
Personalization (logo): Yes
Clip: Yes

Modello: M 7109



Size: 45 cm
Width: 4 cm
Units per box - without bar : 100
Type of hook: Metal
Hotel hook: No
Colours: No
Personalization (logo): Yes
Clip: No

Modello: M 7111



Size: 45 cm
Width: 1,6 cm
Units per box - with bar: 100
Type of hook: Metal
Hotel hook: Yes
Colours: No
Personalization (logo): Yes
Clip: No

Modello: M 7160 Laminada



Size: 46 cm
Width: 1,1 cm
Units per box - with bar: 100
Type of hook: Metal
Hotel hook: Yes
Colours: No
Personalization (logo): Yes
Clip: Yes

Modello: M 7242 Laminada



Size: 42 cm
Width: 1,1 cm
Units per box - without bar : 100
Type of hook: Metal
Hotel hook: No
Colours: No
Personalization (logo): Yes
Clip: No

Modello: M 7732 Laminada



Size: 36 cm
Width: 1,1 cm
Units per box - without bar : 50
Type of hook: Metal
Hotel hook: No
Colours: Yes
Personalization (logo): Yes
Clip: No

Modello: Metálica 6344



Size: 36 cm
Width: 1,1 cm
Units per box - without bar : 100
Type of hook: Metal
Hotel hook: No
Colours: No
Personalization (logo): No
Clip: No

Modello: Metálica 6345



Size: 42 cm
Width: 2 cm
Units per box - without bar : 100
Type of hook: Metal
Hotel hook: No
Colours: No
Personalization (logo): No
Clip: No

Modello: Metálica 7971



Size: 34 cm
Width: 1 cm
Units per box - without bar : 100
Type of hook: Metal
Hotel hook: No
Colours: No
Personalization (logo): No
Clip: No

Modello: Metálica MAA 8294



Size: 40 cm
Width: 3,2 cm
Units per box - without bar : 50
Type of hook: Metal
Hotel hook: No
Colours: Yes
Personalization (logo): No
Clip: No

Modello: Metálica MAA 8294



Size: 42 cm
Width: 1 cm
Units per box - with bar: 50
Type of hook: Metal
Hotel hook: No
Colours: Yes
Personalization (logo): No
Clip: No

Modello: Metálica MRA 8317



Size: 40 cm
Width: 1 cm
Units per box - without bar : 50
Type of hook: Metal
Hotel hook: No
Colours: Yes
Personalization (logo): No
Clip: No

Bags and accesories

