

“To each his own”- Masters Spring Summer Collection 2018

Hall A1 –Stand 206

Bassano del Grappa, 18 giugno 2017



“To each his own”

Masters is listening to all needs and does everything to support and even anticipate these. It is in the very soul of the company which this year celebrates 40 years, to try to offer products tailored to individual users.

A commitment to research and design, innovation, extreme attention to detail, quality control and “made in Italy” at every stage of the production, the SS2018 collection expresses the essence of Masters.

“We wanted to introduce a special line of two models - Vision and Meet - the first of a long series, so you can experience our 40 years’ know-how. Vision and Meet are materials, graphic and finishings that represent us and our team. The technical part evolves continuously and comparison strengthens the group” says Laura Zaltron, Marketing Manager and Managing Director together with her brother Paolo.

Green choices for the production process

Masters pays attention to environmental impact of its products and of the company itself because they strongly believe that the outdoor product must respect the environment: poles are used on mountain trails, country walks, ski slopes as well as off piste where Nature is the master. Attention to paint, materials, and power consumption are a result of this.

The company has already started to use components that are in line with Reach standards and has installed the photovoltaic plant in May 2011 and like this was able to use the energy obtained which was sufficient to cover the work and production process.

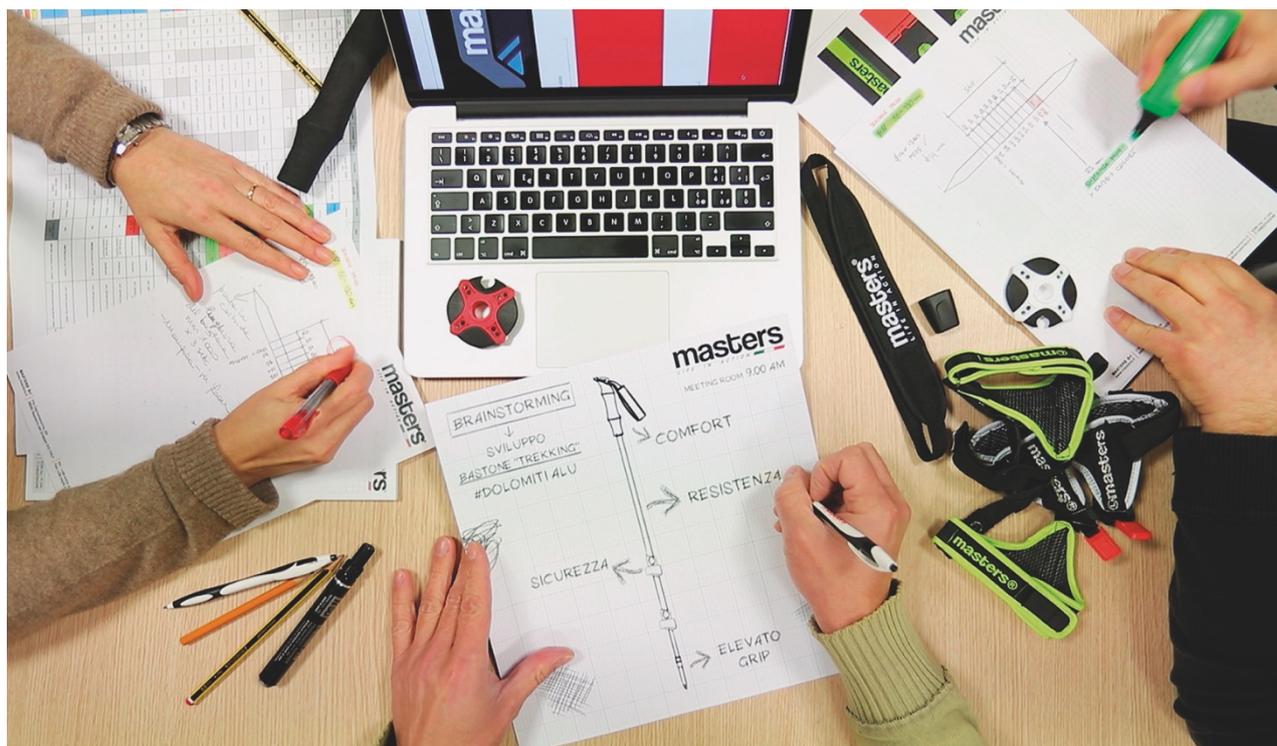


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About Masters:

1977, Bassano del Grappa. Renato Zaltron set up a company producing components and accessories on behalf of third parties. In the mid 90s, Masters first exhibited at Outdoor Friedrichshafen.

2017, 40 years later. Masters is a leading player in the industry, operating in over 40 countries, with one million poles produced in 2016 and a turnover exceeding 4 million Euro. This year they launched the sales network for the Italian market with great success.

These solid results are fruit of specific corporate values such as vision, research and development, social responsibility, environmental sustainability, quality and safety. Important international brands entrust the production of their customized articles to Masters.