



# THE CHOICE OF “BEING” MADE IN ITALY. **SAFETY. QUALITY. VALUE.**

Since its establishment Itap has embraced the culture of Made in Italy and this choice has become part of the company philosophy and guarantee of safety, quality and value.

Italian products' forgery and copying, including industrial ones generally and Itap ones particularly, are always current and not negligible topics.

But, what does it mean “being” Made in Italy and why are we so persuaded that it is one of the key points in a company success?



## SAFETY



Made in Italy products are safe, trackable in the whole production chain and guaranteed through a sharp and strict control system.



## QUALITY



We don't need to write much about it. A naked eye comparison between a Made in Italy product and a fake one is enough to understand the quality difference between the two.



## VALUE



Each 100% Made in Italy product gives the right value to every ring of the production chain, from the beginning to the end. Those who import products or buy raw materials and semifinished products from abroad pay them less having personal benefit but causing great damage to the whole Country.

We receive samples of forged Itap products from everywhere in the world.  
Companies that even try to take possession of our trademark, trying to pass off as Itap.

Unnecessary but fitting to underline is that forged products are really far from our product and from its quality standard.

Even badly forging our products, it's very hard that these producers will succeed in reproducing our service, our quality, our delivery speed and all the typical Made in Italy features.

## FIND THE DIFFERENCES

