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Photo: The Schneider Group/Pettinatura di Verrone

From left: Elena, Giovanni and Marco Schneider

THE MATERIALS

How Schneider Group's Authentico brand tracks its supply chain

by **Maria Cristina Pavarini** — June 07, 2024

The Schneider Group, an Italian historical wool and specialty fiber supplier founded in 1922 near Biella, has just launched Authentico by Schneider Group, a brand that stands for a complete, transparent, verified, traceable, ethical and high-quality wool supply chain–from farm to garment.

The brand aims to become a global trademark that enables to choose new levels of certified premium quality materials, including fully traceable and responsible wool, from fashion industry players down to end-consumers.

Through this brand, it aims to verify and trace the sourcing and manufacturing processes throughout its whole supply chain.

Part of the Schneider Group's global network are mills that produce RWS and GOTS certified wool and SFA certified cashmere, implementing the ZDHC Roadmap to Zero Program.

The group owns various subsidiaries. One is Pettinatura di Verrone in Verrone, Italy, along with Authentico's production sites–Fuhrmann in Argentina and Mediterranean Wool Industries in Egypt.

PETTINATURA DI VERRONE

Photo: The Schneider Group/Pettinatura di Verrone

Pettinatura di Verrone

To achieve its goals, the Schneider Group has created the Authentico Verification System, a series of criteria and guidelines that all its supply chain partners follow.

Part of the system is the Authentico Integrity Scheme, a series of best practices for farmers that guarantee mulesing-free management of the animals and sheep's respectful raising. In addition to that, the wool is sourced from carefully selected and highly committed farmers, who apply best practices and choose to subscribe to the dedicated Authentico platform.

Then the selected fibers are processed into tops in the Schneider Group's own mills located on several continents, which are directly operated and fully certified.

The Authentico Brand Guidelines include precise criteria set by the Schneider Group to ensure alignment with Authentico brand values and have to be followed by other supply chain players, including spinners, weavers, knitters, garment makers, brands and retailers.

Authentico by Schenider Group will make its debut during some of the key trade shows and events including Pitti Filati in June, Milano Unica in July, the Natural Fibre Connect (NFC) in Biella in mid-September and the Textile Exchange Conference at the end of October in Pasadena.

“At Schneider Group we want our customers and partners to rely on sustainability and traceability not only on farm, but also at industrial level, to consistently guarantee a complete respect for people and the environment,” commented Laura Ros, CEO, The Schneider Group.

“To this aim we have invested in a team of skilled people who are doing constant fieldwork with growers and brokers as well as in our certified network of mills across five continents,” she added.

Photo: The Schneider Group

Laura Ros

The fiber specialist is counting on an integrated global certified network that comprises trading offices, wool combing plants, cashmere and vicuna dehairing mills, as well as wool and byproduct treatment plants in nine locations. It employs over 600 people in eight countries across five continents.

The group supplies wool and specialty fibers ranging from under 10.5 to 30+ microns for a capacity of 19,500 tons of wool and over 600 tons of specialty fibers. The group delivers wool and other animal fiber and tops quickly, whenever and wherever the client needs them, ensuring everything is completely traceable.

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