

APOSTOLI DANIELE: SHADING WITH PASSION AND INNOVATION



Apostoli Daniele is an entirely Italian company, which operates since 1959. Their strengths are Made in Italy and they develop manufacturing processes following rigorous standards that allow to obtain results of the highest quality modulated on customer requests, who receive custom made products with a high technological content, checked with the utmost precision.

The company conceives, designs, creates, assists and preserves residential and industrial closures, mobile and fixed coverings, technical curtains and textile furniture.

Interview with Eugenia Matovka, Sales & Export Department at Apostoli Daniele Srl.

Easy Engineering: What are the main areas of activity of the company?

Eugenia Matovka: Apostoli Daniele operates in two main sectors: industrial closures and technical blinds. The company was initially born with the only production of Venetian blinds and then expanded its domain to all kind of technical blinds: venetian blinds, roller blinds, panel blinds, awnings. There are perfect solutions both for indoor and outdoor and our products can be manual or motorized.

After few years, the company started developing solutions for Industrial environment. We also offer a wide range of rapid doors, folding doors, sectional doors, Hangar doors, fireproof doors. So, with all these solutions, the company approaches industrial, residential, commercial, maritime and aeronautical sectors.



E.E: What's the news about new products?

E.M: Lately, we've been launching to the international market the new concept of industrial door:

Saildoor® – a high-speed folding door that results being a perfect choice for airports, shipyards, industrial buildings that need big doors with high wind resistance, durability and easy maintenance.

Its main characteristics are:

- Very high wind load resistance: class 5 according to the European EN 12424 standard;
- Low energy consumption;
- High speed opening/closing system;
- The materials do not suffer thermal-shock and weather conditions;

- Motors placed on the floor to facilitate maintenance;
- Fast Installation;
- Patented System.

E.E: What are the ranges of products?

E.M: Apostoli Daniele produces roller blinds, venetian blinds, panel blinds, awnings, rapid doors, flap doors, PVC partitions, folding and sectional doors, dock shelters, shutters, fire rated gates, coverings such as carports, gazebo and tunnels, residential closures and many other special solutions designed by engineering and service department.



E.E: At what stage is the market where you are currently active?

E.M: The customers pay attention to the energy savings, both for residential and industrial environments. What is also fundamental is the product's design, especially for home and office solutions. It matters a lot, because people select among the voluminous range of fabrics that we embrace with much dedication.

E.E: What can you tell us about market trends?

E.M: There's a strong attention to price-quality ratio, because customers are more attentive and reasonable. They prefer making clever investments and we always must offer a cutting-edge product for them.

We offer the possibility to differentiate each product by giving the design that each customer wants. We customize the curtain applying directly on the fabric a logo, a graphic made ad hoc or a photograph. In this way, it is possible to coordinate the perfect graphics for any context, proportioning the print in relation to the size of the curtain and its colors.

The proposal occurs always following a careful needs' evaluation, offering a professional and tailored advice.

From 1959 to today, Apostoli Daniele has become the sector representative to entrust the study of solutions for technical problems and coverings.



E.E: What are the most innovative products marketed?

E.M: The most innovative product is, without any doubt, the Saildoor® that we have already discussed about. But, there's another important element, that is the deep research for the best worldwide fabrics that we select so accurately. The research varies according to the product, there can be roller blinds, or panel blinds, or even furniture for interior décor. The fabrics must be innovative for their performances and exclusive, able to combine wisely the technical effectiveness and the aesthetic elegance.

E.E: What estimations do you have for 2023?

E.M: By the end of 2023, Apostoli Daniele hopes to achieve a certain level of stabilization comparing to 2022, in which the price fluctuation was still unstable due to the raw material prices, so consequently it was difficult to establish fixed costs and a price list. We also hope to achieve larger margin of profit.