



**Você precisa. A Magma tem.**

# NOTES



## WHAT WE DO?

Fabrics, PU, PVC and TPU synthetic leather, VEGAN leather, conventional, recycled and special foams, Memory foam, Impact foam, Eco foam, Ortholite, EVA, insoles, counters.

Embossing, metallizing, conventional and digital printing, sublimation, perforation, bonding, adhesivation, application of films and foils and special finishings.

## FOR WHAT?

Shoes, handbags, decoration, automotive, carnival, clothing and insoles.

## WHY MAGMA?

We have been in the market for over 30 years, offering products with innovation, technology and quality.

Bringing solutions and novelties with customer orientation and positioning ourselves in an ethical, responsible and sustainable way.

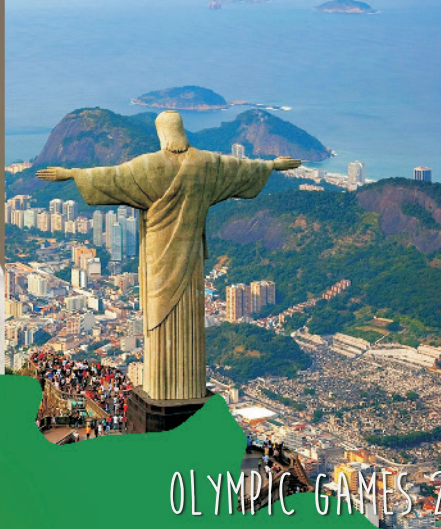


BRING  
YOUR IDEA

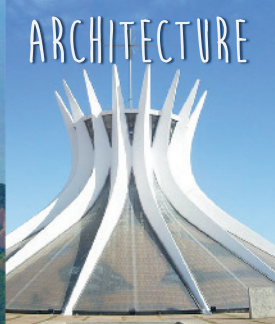
[WWW.MAGMA.IND.BR](http://WWW.MAGMA.IND.BR)



MULTI CULTURE



OLYMPIC GAMES 2016

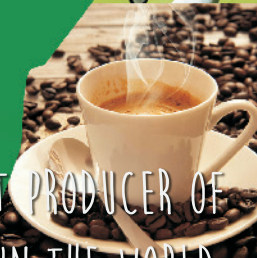


ARCHITECTURE



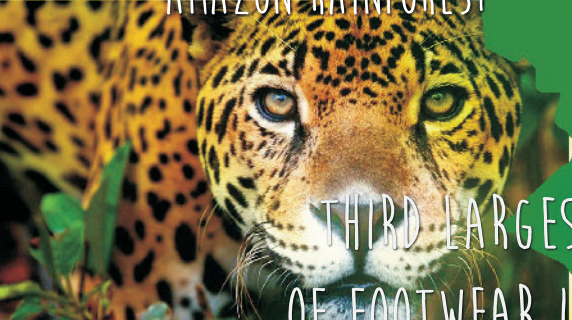
AMAZON RAINFOREST

# WHY BRAZIL?



LARGEST PRODUCER OF  
COFFEE IN THE WORLD.

← EMBRAER



THIRD LARGEST PRODUCER  
OF FOOTWEAR IN THE WORLD.





# ABOUT MAGMA

The history of Magma is indissociable from with that of his entrepreneur, Taurino Nicory who started his professional life at a young age in the late 1960s, on the footwear and textile industry.

Magma follows as a family business in training for the succession and is one of the leading companies in the industry, working in the trade, import, distribution and manufacture of fabrics, synthetic leather, foams, rubbers, insoles, bra cups and accessories.

Currently there are three physical stores located in São Paulo and Goiânia, besides the e-commerce, and three factories in the SP state, in São Paulo, São Roque and Valinhos.

The company has the innovation in its DNA as one of its strengths, being the pioneer in Brazil in the production of many products in which it engages, such as the establishment of the first EVA midsole factory, the first plant to make EVA foam in rolls and the first bra cup factory in Brazil, and has invented an entirely new product like the Tubox insole board, counters and toe puff

One of the biggest concerns of the company is its commitment to the environment, for this reason since the beginning of the activities the company seeks to minimize waste and environmental impact through the recycling of all plastic packaging waste produced by factories and stores, recycling and processing of waste from the insoles to make new Tubox goods. Also we do not use flame bonding or solvent base glue, which produces toxic waste to employees and the atmosphere.

In synthetic leather line we have developed water base coatings, free of any solvent, something new in the Brazilian market.

We seek the best practices and we are proud to be a company with Sustainable Origin certification from Assintecal (Brazilian Association of Companies of Components for Leather, Footwear and Manufactured Goods)

We are in constant search of the best raw materials, and technology partners working with industry leading companies from Brazil and the world to deliver the best solutions at the best cost benefit to our customers.



## MISSION

Offer the best solutions and products on the segments we serve through constant innovation in order to delight and meet the needs of our customers and partners.

## VISION

To be the best supplier option in the choice of our customers, being the reference in the search for the new, innovation, products and solutions.

## VALUES

Innovation, quality, responsibility, focus on customer, ethics, sustainability.



# COMPANY HISTORY

**1972**

Start of manufacturing of cork clogs in Bagaçu Street in Água Rasa region, enjoying the fashion trend of shoes with cork clogs that were in fashion in the 1970s.

**1975**

Start of manufacturing cork heel cover and leather metallic foil coating.

**1978**

Invention of the first 90m length joint free heel cover in rolls, something unprecedented at the time and that was a huge commercial success.

**1979**

Start in the textile business, outsourcing cotton canvas production in the Americana region (São Paulo state).

**1980**

Changed to Av. Rangel Pestana, 1249, address in where the store and company's office headquarters is still located to this date

Started the bonding production and expanded the product line to other cotton fabrics and Jutes, who was a fever in the market at the time.

Also in 1980 was is the opening of Nazare Couros in Vasco da Gama Street, an store dedicated exclusively to the trade of natural leather until its closure in 1985.

**1981**

Started metallic foil coating on PU synthetic leather. Establishment of the factory in Vila Maria dedicated to the manufacturing of latex insoles and fabric printing.

**1985**

Purchase of tarpaulins and canvas factory São Cristóvão located in Moóca which was then transferred to a new address in the American region, SP.

**1990**

Opening of fabric store on 25 de Março Street, which remained open until 1994.

**1991**

Started importing of goods, initially originated from South Korea, remaining this country as a great partner until 1993.

**1986**

Factory establishment in the Brás neighborhood in Rua Domingos Paiva, strategically located in front of the metro and train station, which keeps up until today focused as the company's bonding and special finishings factory.

**1992**

First trip to Hong Kong bringing many innovations back to the Brazilian market.

# COMPANY HISTORY

**1995**

In search for new markets such as the Carnival market, offering bonded and metallized fabrics. Quickly established itself as one of the largest suppliers of this industry in Brazil.

Another market developed was the automotive upholstery market, mainly with printed fabrics for making car seat covers.

Development of the process of bonding with hotmelt film this year, something unprecedented in the market, until then flame bonding and strong solvent base glue was being used.

In 1995 started the first bra cup factory in Brazil in Vila Maria, initially produced bra cup made from mesh, EVA foam and finally PU foam.

Later the factory moved to São Roque in 2006 and nowadays these products are manufactured in Valinhos, SP.

**2000**

Started the first plant to make EVA foam in rolls in Brazil, remaining sole in the market for a few years and gaining great market share in Brazilian and international market, with exports to several countries in Latin America such as Argentina, Ecuador, Peru, Uruguay, Guatemala.

**2001**

Expansion on the search for new international suppliers of products and machinery, in addition to the management of Bra Cup business from the group. From this period the product line expands with the addition of new raw materials and new machinery.

**2004**

Invention of a new revolutionary process and product, Tubox, an environmentally friendly product, recyclable and replacement of shoes cardboard insoles with many advantages.

**2005**

Opening of a new store, Magmix also in Brás neighborhood, dedicated to the trade of stock and off grade from the leading Brazilian synthetic leather manufacturers, as well the bonding and metallic foil coating services for synthetic leather.

**2012**

Opening of a store in Goiânia, Campinas sector, a large district of shoe and handbags material suppliers.

**2014**

Acquisition of insoles and bonding factory Espugum, located in Valinhos, one of the biggest suppliers to the sport shoes segment. Quickly the company invests in new equipments, processes and raw materials expanding the range of products with Memory Foam, Impact Foam and Ortholite, besides the traditional EVA and PU foam.

**2016**

Magma's E-commerce launch, in complement to the trade presence of the company through agents, and stores, looking for opening of new markets that were not reached before.

## OUR PARTNERS

Ortholite®

**Texon**   
materials for life.

DuPont™  
**Tyvek**®

  
Powerful Antimicrobial Technology

 **VELCRO**®  
THERE IS ONLY ONE.®

 **The Vegan Society**  
One world. Many lives. Our choice.

 **magma**  
Você precisa. A Magma tem.





Powerful Antimicrobial Technology



## The Power of Elemental Ions

Silver and Copper, the elemental ions behind the power of Agion antimicrobial have been used successfully throughout history to stop the growth of various microbes.

As early as 4000 BC the ancient Egyptians would line their water vessels with silver when traveling on long journeys, to keep microbes from spoiling the water.

The trio of benign elements - Silver, Copper and Zinc - offer unparalleled efficacy and durability against a broad range of microbes including mold, mildew, bacteria and fungi.

## The Smart Antimicrobial

Agion is a "smart" material, only releasing its antimicrobial properties when microbes are present. It inhibits microbes with a trimodal efficacy, via a zeolite carrier, by starvation, sterilization and suffocation, leaving no resistant strains behind.

Agion has been shown effective against a broad range of microbes and can be applied to virtually any surface or material in different ways. Agion is a customizable antimicrobial solution, providing microbial inhibition for the life of your product.

## Proven Performance

- Agion boasts the most extensive regulatory package in the industry
- Consistently delivers antimicrobial efficacy (>99%) for the life of the product (50+ washes for fabric applications)
- Offers moisture management enhancements
- Color Stable



The Ortholite® Quality You Find In

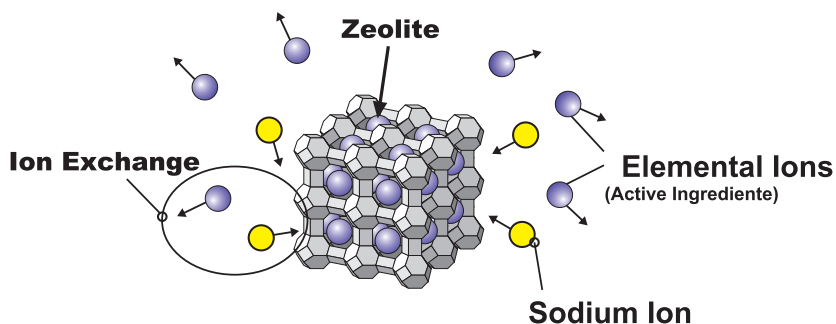
Rua Catharina Farsarella Gallego, 406, Chácaras São Bento - Valinhos | Telephone: (19)3881-4141 | [www.espugum.com.br](http://www.espugum.com.br)





## Agion® Antimicrobial

- Based on elemental ions that have antimicrobial properties.
- Controls bacteria related to odors on the surface of products.
- Proven in countless applications from footwear to medical devices, food and water applications, consumer goods and textile/apparel applications.
- Unique delivery mechanism: The smartest antimicrobial on the market - delivers only when needed for long lasting effects.



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The Ortholite® Quality You Find In

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# A world of possibilities...

Texon T484 has proved so successful that many high street brands, household names and designer labels from around the world including; Adidas, Calvin Klein, Hollister, Ikea, Levi Strauss, Marks & Spencer, Nike, Ralph Lauren, Timberland, Walmart and Wrangler now use this high quality material in a diverse range of consumer fashion items such as hats, caps, luggage labels, hang tags, leathergoods and stationery items.



## LABELS

Texon's variety of pulp fibre blends are used successfully in printing both internal and external labels suitable for clothing and other garments including denim.

Hard wearing and flexible thanks to its high stitch strength and abrasion resistance, Texon T484 retains its quality even after printing. It can withstand the stonewash process and can be washed and dry-cleaned.



### DID YOU KNOW?

The quantity of material produced by Texon is enough to supply a label for every pair of jeans sold in the U.S. market, that's about 480 million labels - per year!



### DID YOU KNOW?

Texon supply many of the leading brands of finished leathergoods products such as: handbags, briefcases, belts, travel luggage and wallets.

# ...and all of them green

**Texon take their environmental credentials very seriously.** Our technical innovation is focused not only on developing sustainable products but also on processes that will reduce our impact on the environment by reducing CO<sub>2</sub> emissions, energy consumption and the use of fresh water in our manufacturing operations.

All of our products are routinely tested to comply with worldwide restricted substances standards. To solve the eco challenges as well as the demands of the fashion industry, Texon have developed T484 – a printable, washable, extremely resilient and flexible material that looks like leather but is actually environmentally friendly paper.

## The Benefits of OrthoLite® Open-Cell Foam Technology



### **Ecological**

All OrthoLite® foams are environmentally friendly, containing 5% recycled rubber



### **Long - Term Cushioning**

Unlike traditional insoles, the compression set of OrthoLite® insoles is less than 5 percent over time so the cushioning maximum comfort every time.



### **Moisture Management**

The unique open-cell structure of OrthoLite® insoles creates a moisture management system, helping to move moisture away from the foot to provide a cooler, drier, healthier shoe environment.



### **High-level Breathability**

OrthoLite's open-cell PU foam is 95 to 100 percent breathable, allowing air to circulate in and around the insole, keeping the foot cooler inside the shoe.



### **Lightweight**

OrthoLite® insoles are lightweight, enhancing the performance of the shoes with airy comfort.



### **Washable**

OrthoLite® insoles are machine washable, coming out like new every time while maintaining all of their performance benefits after washing.



### **Antimicrobial function**

A patented salt-based antimicrobial is added to all OrthoLite® foams to fight against the presence of fungus, bacteria and odor. Combined with excellent moisture management properties, the antimicrobial inhibits the buildup of the bacterial fungi associated with the cause of odor.

**The Ortholite® Quality You Find In**

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# THE CHOICE IS CLEAR

	Ortholite®	EVA	POURED PU
BREATHABILITY	✓		
LONG TERM CUSHIONING	✓		✓
ANTIMICROBIAL FUNCTION	✓		
MOISTURE MANAGEMENT	✓		
LIGHTWEIGHT	✓	✓	
BRAND RECOGNITION	✓		

## Ortholite®

**ORTHOLITE IS THE GLOBAL LEADER IN** the open-cell foam insole market with a 70% share

OrthoLite insoles can be found in over 300 million pairs of shoes globally each year

OrthoLite supplies and supports over 200 of the leading footwear brands

Consumers rank insoles as the #1 factor driving both comfort and performance of the shoe



# 60%

**of**  
**CONSUMERS VIEW INSOLES**  
as the most critical component in  
**DRIVING THEIR PURCHASE**  
of a pair of footwear.

# 91%

of consumers  
**PURCHASE**  
their athletic shoes based on  
**COMFORT**



# 96%

of consumers agree  
**INSOLES = COMFORT**

IMPORTANCE OF INSOLE BY SHOE TYPE

## 86%

ATHLETIC SHOES

## 67%

CASUAL SHOES

## 63%

DRESS SHOES

Consumers perceive  
THE QUALITY OF THE INSOLE  
as a proxy for  
QUALITY OF THE SHOE



Ortholite®  
the secret inside

COMFORT FOAM INSOLES

Ortholite®  
comfort foam insoles

US-080417

DISCOVER ORTHOLITE FOAM  
TECHNOLOGY. THE SECRET TO  
COMFORT AND PERFORMANCE.



Long-term cushioning



High-level breathability



Moisture management



Lightweight comfort

ortholite.com

Ortholite®  
comfort foam insoles



Long-term cushioning



High-level breathability



Moisture management



Lightweight comfort

- WORKING TOGETHER, ORTHOLITE WILL CREATE SALES ARGUMENTS THAT BRANDS CAN USE TO PRESENT THE BENEFITS TO CUSTOMERS ORTHOLITE RETAIL.
- PROMOTIONAL LABELS DESCRIBING THE BENEFITS OF TECHNOLOGY ORTHOLITE INSOLES ARE AVAILABLE.
- ASSOCIATE YOUR BRAND TO BRAND ORTHOLITE IT HELPS PROMOTE SHOES WHICH HAVE COMFORT, PERFORMANCE AND QUALITY OF ORTHOLITE INSOLES.
- THE ORTHOLITE MAINTAINS ONGOING MARKETING EFFORTS TO PROMOTE ITS LEADING POSITION AND BENEFITS ITS FOAM TECHNOLOGY TO SEVERAL TYPES OF PUBLIC, BENEFITING MANUFACTURERS AND SHOE RETAILERS.



The Ortholite® Quality You Find In

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# Why vegan?

Animals.  
People.  
Planet.

 The  
**Vegan Society**  
One world. Many lives. Our choice.

## COMPASSION FOR ANIMALS



In every livestock system, animals are denied their basic needs and interests. Dairy cows are separated from their young shortly after they give birth, so that humans can take their milk. Bull calves are either killed or exported for veal. Even those with bigger cages end up in the same slaughterhouses. Vegans enjoy a variety of delicious and nutritious food with a clear conscience.

## JUSTICE FOR PEOPLE

The world's population is set to exceed 9 billion by 2050. We've got to find fairer and more sustainable ways of feeding everyone – and fast. Currently, 40% of the world's grain harvest goes to feed livestock instead of hungry people. Vegans reduce food waste by getting everything they need directly from plants.



## PROTECTING THE PLANET



Animal farming is responsible for at least 14.5% of greenhouse gas emissions globally. Up to ten times more land and water is needed to support a typical diet of meat, fish, eggs, and dairy than a plant-based diet. Ditching animal products could reduce your carbon footprint significantly. Vegans also have less impact on the rainforests and ease water shortages.

## ...and it's good for your health

Naturally rich in vitamins, high in fibre, and low in saturated fats, plant-based foods can provide all the nutrition we need in all stages of life.

Hundreds of thousands of people across the globe are turning to veganism as a more compassionate, fairer, and greener way of living.

Try being vegan for 30 days! Take the Vegan Pledge with The Vegan Society today: [vegansociety.com/try-vegan](https://vegansociety.com/try-vegan).



NOW PARTNERS



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INNOVATION

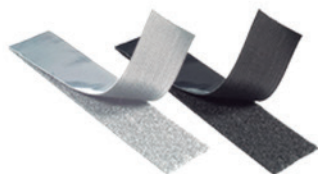


SOCIAL AND  
ENVIRONMENTAL  
RESPONSIBILITY

INSPIRED BY BURDOCK SEED, GEORGE DE MESTRAL CREATED THE WORLD'S FIRST HOOK AND LOOP FASTENER. DE MESTRAL ORIGINALLY DESIGNED THE VELCRO® BRAND HOOKS AND RINGS AS A FASTENER FOR CLOTHING. TODAY, IT IS USED IN MANY SECTORS: IN HEALTH, IN YOUR GARAGE AND IN THE MILITARY. ALTHOUGH EACH BRAND VELCRO® PRODUCT IS MANUFACTURED FOR A SPECIFIC TASK, THE MAIN MECHANICS REMAIN THE SAME. THE SAME VELCRO® BRAND SOLUTIONS THAT HOLD THE TABLET TO THE WALL HAVE THE SAME PRINCIPLES AS THE SOLUTIONS NASA USES TO PREVENT PLATES FROM FLOATING IN ZERO GRAVITY SPACE.

## TYPES OF PRODUCT

### STANDARD TAPE 100% NYLON



25MM/50MM

### BASIC TAPE 70/30



16MM/20MM/25MM/50MM

### TAPE ADESIVO



25MM

ALSO AVAILABLE IN FULL **COLOR**. ON REQUEST.

PARTS ARE SOLD TOGETHER (HOOK + RING) AND SEPARATELY



# TYVEK.®



# POSSIBILITIES.

## WHATS IS TYVEK?

DuPont™ Tyvek® is made of pure high density polyethylene fibers randomly laid and bonded to form a remarkably tough printing substrate, perfect for all applications where durability is of prime importance. Tyvek® combines the performance of paper, film and fabric. And, because of its unique physical properties, Tyvek® is versatile, recyclable, and printable, making it ideal for a wide variety of graphics applications including posters and banners, tags and labels, maps, flags, lamps and much more...

## WHY TYVEK® ?

- Lightweight
- Strong and tear resistant
- 100% recyclable
- Distinctive appearance and soft, silky touch
- Highly weather resistant - withstands water and extreme temperatures (-75° to + 100°C)
- Excellent printability - barcode and variable information printable
- Can be creased, folded and stitched
- Unaffected by most chemicals
- Manufactured under ISO 9001/2008 certified Quality Management System

DuPont™  
**Tyvek.**  
∞ possibilidades.

## APPLICATIONS:



**magma**  
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# TUBOX

insole and counter



## Tubox insoles



## Counter



### Did you know?

Products using TUBOX helps giving new life to waste that would not be possible to recycle by any other way and that would end up in landfills.

WE HAVE SEVERAL TYPES OF DUBS AND THICKNESSES. CONTACT

## FREE OF RESTRICTED SUBSTANCE



**Recyclable Material**



**Waterproof**



**Reverse logistic**



**Thermo Moldable**



**Durable**

replaces cardboard, resin board



**Reduce Manlabor**

### What does it change for you?

A traditional footwear when gets wet, deforms its insole, because it is paper-board made, which crumbles and ends up marring completely.

With TUBOX your insoles will have a much longer usage life, since it does not get wet, does not absorb sweat or moisture.



[www.tubox.com.br](http://www.tubox.com.br)

TUBOX IS FROM THE GROUP:





# MEMORY FOAM



Comfort of another world!

A complete line of viscoelastic insoles  
you will find at Espugum!

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The less impact you get on your body, the more you can enjoy skateboarding, walking, running, before you get painful or tired

Impact foam insoles also protects from injuries caused by heavy loaded impacts, such as heel contusions.

**Breathable**  
Eliminating bad odor

**Military Grade**

Contains **3x** more material per millimeter.

**Absorbs up  
to 90%  
of impact.**



**IMPACT  
FOAM**

A tecnologia Impact Foam® você encontra na Espugum.

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**Breathable**



**Lightweight**



**Recycled and Recyclable**



**High Rebound**



**Anti Microbial**



**High Density Foam**

**The Ortholite® Quality You Find In**

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### MAGMA LOJA VIRTUAL

www.lojamagma.com.br



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