

Unique products for an exclusive experience

Quality, sustainability and creativity
These are the ingredients of **Capitol's** luxury hotel amenities



ICONIC PRODUCTS OF CAPITOL



RAFFAELLA BOMBRINI AND FAUSTO ARRÀ

Luxury hotels and resorts can count on Capitol, a partner driven by a true passion for beauty, to create exclusive and personalized amenities that will transform their guests' stay into an unforgettable experience. With thirty years of know-how in the sector, handed down from father to son, the company led by Fausto Arrà looks to the future under the banner of planning. "My father focused his activity on luxury hotels, crossing the Italian borders.

When I joined the company in 2006, I continued to pursue this orientation, focusing on innovation and expansion of the product range as well as on the expansion of our presence abroad, particularly in the United Kingdom". Nowadays we design indelible memories for guests in cooperation with our clients, developing creations with a high level of uniqueness and personalization".

Capitol offers a wide range of products ranging from classic bedroom and spa slippers to umbrellas, from hangers to cotton bags, from cork products to giveaways, from small leather goods to furniture accessories. Our products are above all of high quality - excellent testimonials of Italian creativity. "Since 2018, also to meet the needs of our customers, we have been creating green products to reduce the environmental impact.

Therefore, we have developed a complete range of plastic-free accessories for the bathroom and bedroom using bamboo, wood, certified biodegradable and compostable materials". A few examples? Toothbrushes made of bamboo, combs and razors made of wood instead of plastic, umbrellas made of waterproof cotton instead of nylon, slippers made of cork, cotton and other natural materials. "We took advantage of the lockdown periods to improve our communication on all channels - explains Raffaella Bombrini, marketing manager - from social networks to direct contact with hotels, to which we send boxes with small samples to let them see for themselves the quality of our materials and the originality of our products. Online communication is important, but we believe that today more than ever there is a desire for direct experiences. We believe that tourism will experience a small renaissance after the crisis linked to the pandemic and with its structure of flexible SME, able to operate even on small quantities of product, Capitol is ready for any new challenge". ■



ECO-FRIENDLY BATHROOM ACCESSORIES AND COMPLEMENTS