



A NATURAL AND SUSTAINABLE MISSION

# essēnt'ial

## Essenzialità

Essent'ial è un concetto, uno stile di vita. Per vivere ogni giorno con rispetto verso le persone, la bellezza, la cultura e la natura. Per coglierne l'essenza.

## Sostenibilità

Oggetti realizzati con materie prime riciclate e certificate. Profondo rispetto per l'ambiente, il territorio e la nostra cultura.

## Genuinità

Progettare oggetti da usare ogni giorno. All'apparenza sembra carta senza forma, in realtà sono prodotti resistenti, lavabili e bellissimi!

## Bellezza

Forme pulite ed essenziali prendono vita dalla matericità: la bellezza della semplicità.

## Essentiality

Essent'ial is a concept, a lifestyle. A way of living every day with due respect for people, beauty, culture and nature. Of appreciating their inner essence.

## Sustainability

Objects made from recycled, certified raw materials. Profound respect for the environment, the countryside and our culture.

## Genuineness

Designing objects for everyday use. Apparently shapeless paper, but actually tough, washable, very attractive products.

## Beauty

Simple, essential forms, given life through the tactile appeal of substance: the beauty of simplicity.

# essēnt'ial

5

vegan

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10

apple

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12

pineapple

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14

recycled bottles

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rewooly

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21

organic t-shirt

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**e** / VEGAN  
plasticfree

## Sacchi no PL vegan

Sz. 14 x 14 cm. H: 23/15 cm



**ES003158**  
(vegetal fiber)

## Sacchi no F vegan

Sz. 10 x 12 cm. H: 29/13 cm



**ES003159**  
(vegetal fiber)

## Sacchetto vegan

Sz. 31 x 14 cm. H: 21 cm



**ES003160**  
(vegetal fiber)

## Saccacci o vegan

Sz. 31 x 16 cm. H: 62 cm



**ES003161**  
(vegetal fiber)

### Si ze S vegan

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Sz. 19 x 7,5 cm. H: 11 cm

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**ES003165**  
(vegetal fiber)

### Si ze M vegan

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Sz. 25,5 x 7,5 cm. H: 14 cm

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**ES003166**  
(vegetal fiber)

### Si ze L vegan

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Sz. 42,5 x 13 cm. H: 21 cm

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**ES003167**  
(vegetal fiber)

### Si ze XL vegan

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Sz. 42 x 14 cm. H: 41,5 cm

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**ES003168**  
(vegetal fiber)

### Si ze XXL vegan

Sz. 41,5 x 21,5 cm. H: 32 cm



**ES003169**  
(vegetal fiber)

### Si ze XXXL vegan

Sz. 52 x 29,5 cm. H: 46 cm



**ES003170**  
(vegetal fiber)

### Money zi p medi um vegan

Sz. 17 x 10 cm.



**ES003193**  
(vegetal fiber)

### Si ze XL a portata di manico vegan

Sz. 42 x 14 cm. H: 41,5 cm



**ES003284**  
(vegetal fiber)

## Peter vegan

Sz. 46 x 21 cm. H: 39 cm



**ES003285**  
(vegetal fiber)

## Hei di vegan

Sz. 13 x 30 cm. H: 29 cm



**ES003286**  
(vegetal fiber)

## Di stri ct survi val bag vegan

Sz. 27,5 x 8 cm. H: 38,5 cm



**ES003287**  
(vegetal fiber)

## Messenger offi ce vegan

Sz. 43 x 31 cm. H: 58 cm



**ES003288**  
(vegetal fiber)



**essēnt'ial**<sup>®</sup>  
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"Apple" è un materiale sostenibile realizzato con fibre derivate dagli scarti della lavorazione delle mele.

"Apple" is made of fibers as the residuals from the industrial processing of apples.

**Si ze M appl e**

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Sz. 25,5 x 7,5 cm. H: 14 cm

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**Marrone/Brown ES003409**  
(vegetal fiber)

**Si ze M appl e**

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Sz. 25,5 x 7,5 cm. H: 14 cm

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**Nero/Black ES003408**  
(vegetal fiber)

**Si ze L appl e**

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Sz. 42,5 x 13 cm. H: 21 cm

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**Marrone/Brown ES003411**  
(vegetal fiber)

**Si ze L appl e**

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Sz. 42,5 x 13 cm. H: 21 cm

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**Nero/Black ES003410**  
(vegetal fiber)

**Si ze XL appl e**

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Sz. 42 x 14 cm. H: 41,5 cm

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**Marrone/Brown ES003413**  
(vegetal fiber)

**Si ze XL appl e**

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Sz. 42 x 14 cm. H: 41,5 cm

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**Nero/Black ES003412**  
(vegetal fiber)

# essēnt'ial<sup>®</sup>

A NATURAL AND SUSTAINABLE MISSION



“Pineapple” è fatto di fibre dalle foglie della pianta di ananas.  
Queste foglie vengono scartate dal raccolto, quindi la materia  
prima non richiede risorse ambientali aggiuntive per la produzione.

“Pineapple” is made of fibre from the leaves of the pineapple plant.  
These leaves are discarded from the pineapple harvest, so the raw  
material requires no additional environmental resources to produce.

## Si ze M pi neapple

Sz. 25,5 x 7,5 cm. H: 14 cm



**Bianco Perla/Pearl White E5003416**  
(vegetal fiber)  
○○○○○○○○○○○○○○○○ 84

## Si ze M pi neapple

Sz. 25,5 x 7,5 cm. H: 14 cm



**Oro/Gold E5003414**  
(vegetal fiber)  
○○○○○○○○○○○○○○○○ 84

## Si ze M pi neapple

Sz. 25,5 x 7,5 cm. H: 14 cm



**Argento/Silver E5003415**  
(vegetal fiber)  
○○○○○○○○○○○○○○○○ 84

## Si ze L pi neapple

Sz. 42,5 x 13 cm. H: 21 cm



**Bianco Perla/Pearl White E5003419**  
(vegetal fiber)  
○○○○○○○○○○○○○○○○ 168

## Si ze L pi neapple

Sz. 42,5 x 13 cm. H: 21 cm



**Oro/Gold E5003417**  
(vegetal fiber)  
○○○○○○○○○○○○○○○○ 168

## Si ze L pi neapple

Sz. 42,5 x 13 cm. H: 21 cm



**Argento/Silver E5003418**  
(vegetal fiber)  
○○○○○○○○○○○○○○○○ 168

## Si ze XL pi neapple

Sz. 42 x 14 cm. H: 41,5 cm



**Bianco Perla/Pearl White E5003422**  
(vegetal fiber)  
○○○○○○○○○○○○○○○○ 336

## Si ze XL pi neapple

Sz. 42 x 14 cm. H: 41,5 cm



**Oro/Gold E5003420**  
(vegetal fiber)  
○○○○○○○○○○○○○○○○ 336

## Si ze XL pi neapple

Sz. 42 x 14 cm. H: 41,5 cm



**Argento/Silver E5003421**  
(vegetal fiber)  
○○○○○○○○○○○○○○○○ 336



recycled bottles



Size M

Sz. 25,5 x 7,5 cm. H: 14 cm



**Rosa/Pink ES003089**  
(recycled polyester from plastic bottles)



**Rosso/Red ES003095**  
(recycled polyester from plastic bottles)



**Verde/Green ES003086**  
(recycled polyester from plastic bottles)



**Blu/Blue ES003092**  
(recycled polyester from plastic bottles)



**Multicolor ES003393**  
(recycled polyester from plastic bottles)



**Bianco/White ES003396**  
(recycled polyester from plastic bottles)



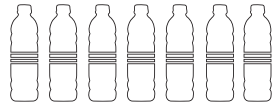
**Grigio/Grey ES003399**  
(recycled polyester from plastic bottles)



**Nero/Black ES003402**  
(recycled polyester from plastic bottles)

Size L

Sz. 42,5 x 13 cm. H: 21 cm



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**Rosa/Pink ES003090**  
(recycled polyester from plastic bottles)



**Rosso/Red ES003096**  
(recycled polyester from plastic bottles)



**Verde/Green ES003087**  
(recycled polyester from plastic bottles)



**Blu/Blue ES003093**  
(recycled polyester from plastic bottles)



**Multicolor ES003394**  
(recycled polyester from plastic bottles)



**Bianco/White ES003397**  
(recycled polyester from plastic bottles)



**Grigio/Grey ES003400**  
(recycled polyester from plastic bottles)



**Nero/Black ES003403**  
(recycled polyester from plastic bottles)

## Size XL

Sz. 42 x 14 cm. H: 41,5 cm



14



**Rosa/Pink ES003091**  
(recycled polyester from plastic bottles)



**Rosso/Red ES003097**  
(recycled polyester from plastic bottles)



**Verde/Green ES003088**  
(recycled polyester from plastic bottles)



**Blu/Blue ES003094**  
(recycled polyester from plastic bottles)



**Multicolor ES003395**  
(recycled polyester from plastic bottles)



**Bianco/White ES003398**  
(recycled polyester from plastic bottles)



**Grigio/Grey ES003401**  
(recycled polyester from plastic bottles)



**Nero/Black ES003404**  
(recycled polyester from plastic bottles)



# CANVAS from Recycled plastic bottles

## Size M

Sz. 25,5 x 7,5 cm. H: 14 cm



**Ecrù/Natural ES003082**  
(recycled polyester from plastic bottles)



**Nero/Black ES003078**  
(recycled polyester from plastic bottles)



## Size L

Sz. 42,5 x 13 cm. H: 21 cm



**Ecrù/Natural ES003083**  
(recycled polyester from plastic bottles)



**Nero/Black ES003079**  
(recycled polyester from plastic bottles)



## Size XL

Sz. 42 x 14 cm. H: 41,5 cm



**Ecrù/Natural ES003084**  
(recycled polyester from plastic bottles)



**Nero/Black ES003080**  
(recycled polyester from plastic bottles)



## Shoulder Bag

Sz. 42 x 13 cm. H: 33,5 cm



**Nero/Black ES003081**  
(recycled polyester from plastic bottles)



**Ecrù/Natural ES003085**  
(recycled polyester from plastic bottles)



## Borsa Larga

Sz. 57,5 x 10 cm. H: 39 cm

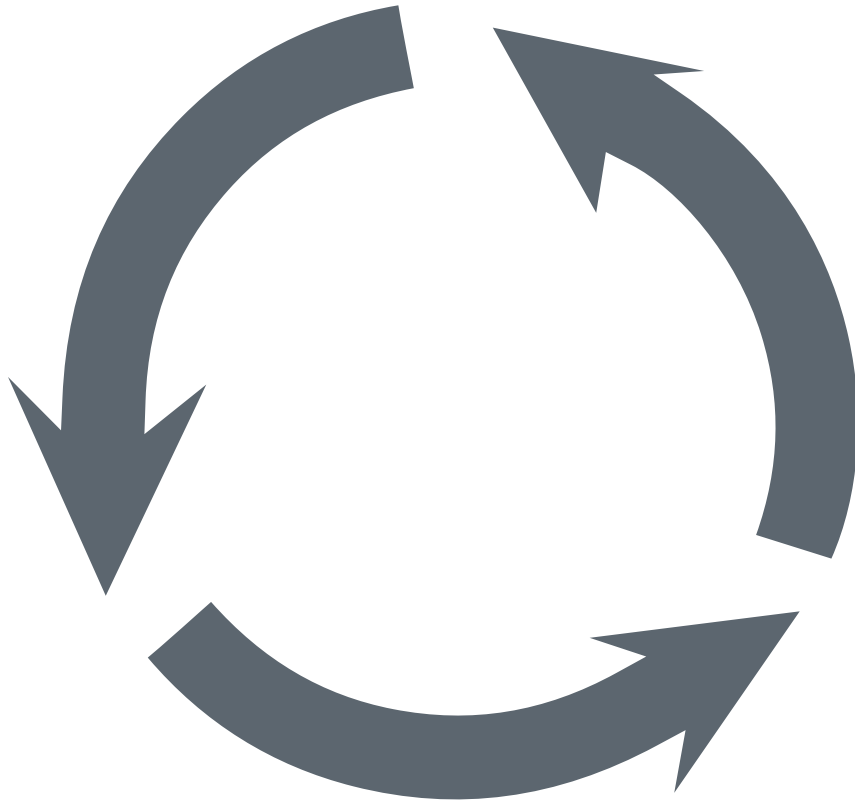


**Nero/Black ES003066**  
(recycled polyester from plastic bottles)



**Ecrù/Natural ES003067**  
(recycled polyester from plastic bottles)





**REDUCE**

**REUSE**

**RECYCLE**

## Si ze M

Sz. 25,5 x 7,5 cm. H: 14 cm



**Rewooly ES003405**  
(recycled wool)

## Si ze L

Sz. 42,5 x 13 cm. H: 21 cm



**Rewooly ES003406**  
(recycled wool)

## Si ze XL

Sz. 42 x 14 cm. H: 41,5 cm



**Rewooly ES003407**  
(recycled wool)

# essent'ial<sup>®</sup>

## ORGANIC T-SHIRT



**Pera ES003435**  
(organic cotton natural dyes)



**Carota nera ES003434**  
(organic cotton natural dyes)



**Carbone ES003433**  
(organic cotton natural dyes)



**Indaco ES003432**  
(organic cotton natural dyes)

### TAGLIE UOMO / MAN SIZES

S  
M  
L  
XL

### TAGLIE DONNA/ WOMAN SIZES

XS  
S  
M  
L



Le organic T-Shirts sono fornite con la scatola in cartone avana. Min. ordine 36 pz. (incluso box espositore)

The organic T-Shirts are sold with an havana cardboard box. MOQ 36 units. (Carton display included)

THE MORE  
WRINKLED I AM  
THE MORE  
BEAUTIFUL I AM



NO IRONING



## Origini

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Essent'ial nasce nel 2006 ed è prodotto e distribuito da A.G.C., società che dal 1999, come tipolitografia, fonda la propria capacità creativa e innovativa nel mondo della stampa di supporti estremi come tele e materiali non convenzionali. In linea con la propria educazione, sostiene i temi della tutela ambientale portandoli concretamente nella pratica produttiva quotidiana.

## Eco sostenibilità

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A.G.C. prosegue in questa direzione apportando ulteriori migliorie gestionali quali: l'analisi dei consumi, il riciclo dei materiali d'imballaggio, la riduzione dei carichi energetici, l'utilizzo controllato di solventi, inchiostri e materie prime, insieme all'attenta selezione dei fornitori e l'uso di carte e fibre rigorosamente ecologiche, certificate FSC. Tale comportamento sostenibile e responsabile ha consentito ad A.G.C di ottenere il merita-

to premio per la Responsabilità Sociale d'Impresa nell'anno 2007 e nell'anno 2009 con il progetto Essent'ial, per aver saputo mettere a punto un progetto per il recupero delle materie prime inutilizzate da una parte e che allo stesso tempo ha creato impiego per le persone. L'azienda è stata tra le prime realtà imprenditoriali che hanno fatto parte del Club delle Imprese Modenesi per la Responsabilità Sociale. In questi anni è stata infatti

definita con tanti aggettivi, tra cui eco design ed eco chic, grazie alla sua costante attenzione al mondo eco sostenibile, con l'utilizzo di materie riciclate o riciclabili.

## Origins

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Essent'ial was born in 2006 and is produced and distributed by A.G.C., a company founded in 1999 as an offset printing concern, which concentrates its flair for innovation and creation in the area of printing on extreme substrates such as canvas and unconventional materials. In line with its background, it brings its concern for environmental protection directly to bear in its daily production practices.

## Eco sustainability

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A.G.C. continues its commitment to these principles with further improvement to its management practices, including consumption monitoring, the recycling of packaging materials, energy load reduction, controlled use of solvents, inks and raw materials, and the careful selection of suppliers and the use of strictly environment-friendly papers and fibres with FSC certification. These sustainable, responsible

practices enabled A.G.C. to win the well-earned Corporate Social Responsibility Award in 2007 and 2009 with the Essent'ial project, for its success in running a project to recycle waste raw materials on the one hand while at the same time creating jobs. The company was a founder member of the Modena Socially Responsible Business Club. During the last few years, the product has been descri-

bed with many adjectives, including ecodesign, eco-chic, thanks to its constant focus on eco-sustainability, with the use of recycled or recyclable materials.

**essēnt'ial**  
ecodesign made in Italy

**essent-ial.com**

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