



CAT ALO GUE

Maria Soler
made in spain



The company originally named "José Vicente Soler Mulet" was conceived as an artesanal family firm founded in the 1880/90 decade by "Jose Soler Fornés" great-grandfather of today's proprietor. He commenced making and selling containers of hats from palm-tree materials.

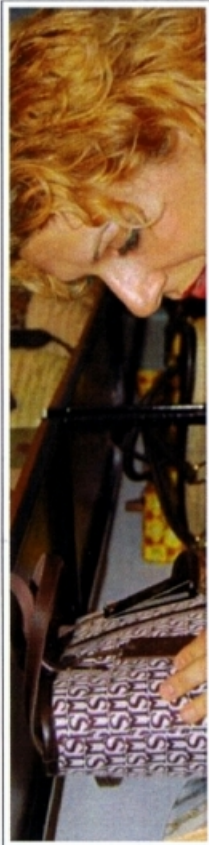
In 1924 his sons Francisco and Jaime Soler Signes took over the management until his death in 1934.

The company then continued under the name of "widow of Francisco Soler" until 1958 when the associated company was dissolved. It proceeded again with the sole ownership of "Jaime Soler Signes" until his death in 1973.

On the 16th February 1977, José Vicente and Felipe Soler Mulet successors of the decade decided to form a legal private limited company which continued until 1980. They then decided to start again under the title of "Casa Soler, S.L." (a private limited company) until 1984 when it once again returned to the sole ownership of "José Vicente Soler Mulet" under his stewardship it was registered, as an individually owned artesanal company, by the Council of Industry, Commerce and Tourism, being number 128 in the artesanal qualification register.

As to the immediate future of the firm, it is titled "Soler Bags Company" in the name of "Jaime Soler Arbona " the son of José Vicente Soler Mulet who retired on the 25th May 2000. The son and daughter have helped in the running of the firm since 1986 and are now the 4th generation of the family.





We are able to see from the above that the company is more than 100 years old. During this time, we have progressively improved our products according to the markets and the times. Below is a quick resumé.

Firstly, hand-crafted articles were made from palm-tree products of the region. This type of manufacture, fundamentally containers similar to baskets also hats, lasted the longest time until the fifties.

From the fifties till the seventies the majority of manufactures were of wicker and plastic, although we still used some palm-tree materials.

However, gradually, due to the intense competition from Morocco and China in palm-tree and vegetable fibre products, our own productions lapsed into difficulties during the serious sixties, there was great success in exporting articles of wicker-plastic as well as baskets and bags mainly to the U.E. and United States of America. During this decade, we had the distinction of being quoted in the now Bulletin Commercial defunct Information of Spain, as one of the leaders in these exports.

In that decade, the company once again started to produce in great numbers, handbags with newly-designed, fasteners, clips., adornments, etc.

Nowadays, our main products are canvases, fabrics, felts, ecological cottons, fireproof cloths, waterproofs, leathers, etc.. In this field we stand out for our design, quality and value.

Our registration number is 439

Our objectives have always been to keep the company growing. **Our philosophy** is to design new collections from season to season, selling and distributing our bags throughout Europe, opening new horizons in different continents, making everybody aware of our types of manufacture and always being in continuous evolution.



PHILOSOPHY

THE COMPANY OBJETIVES

& MARIA SOLER

"Maria Soler" Collection of Bags are Ecological because they use textiles, eg. cottons, etc. which carry the label "Made in Green". A special symbol for all manufactures providing the guarantee that they are free from substances harmful to health. A great seal which is certified by "Aitex", Textile Institute proves the chain has been manufactured in factories which respect the environment, and the universal rights of workers.

- **Respect for the environment.**
- **Respect for human rights.**
- **Free from harmful substances.**

"Maria Soler" Collection of Bags carries the label of "Artesanía" a label given by the Autonomic Valencian Government which guarantees the craft quality of the company. To be able to use the label, it is necessary to be in possession of the Crafts Qualification Docuemt (D.C.A) (Our registration number is 439).

Consumers nowadays are always demanding more products which are eco-friendly. They are hoping and expecting that companies will take a responsible attitude towards the environment. Becose of this, we have staked our reputation on helping to find a solution to the enormous problems caused world-wide by "throwaway" plastics.

Plastic products made with totally degradable d2w™ additives will break down completely and surely, leaving only water, carbonic anhydride and a small quantity of biomass.

The oxo-degradable plastics d2w™ have numerous benefits, environmental as well as for publicity and sales. They do not leak, they are stronger and more versatile. They allow time to adjust to the rate of degradation , and less quantity of materials are used to produce them.



SOCIAL
RESPONSABILITY
& MARIA SOLER

MAKING



BAGS OF PALM

There are various stages involved in the manufacture of palm bags, all of them by artisans. The process starts with the collection of the mediterranean palm leaves, the best one being from the centres of the plants. This particular palm grows mainly wild in the uncultivated regions of Andalucia, where it is harvested by hand. After its collection, it must be dried in the sun on canes or special bases, where it also becomes bleached white by the action of the sun. If there are adverse climatic conditions or extra whiteness is required, the leaves are transferred into small containers (or even hermetically sealed ovens) where they are subjected to the action of anhydrous sulphate due to the burning of natural sulphur. Next comes the sorting process of the palm leaves, which entails cutting and disposing of the rubbish and both ends of the leaves which are of poor quality. The process then continues by making ribbons of different widths ready for plaiting. Afterwards, they are hand-sewn together, border to border and moulded into shape, using the knees of the sewing women. Until now, the process has been completed by self-employed women in their own houses. Now commences the creative side of the handbag design, attaching the linings, handles and specific adornments, etc.

STRAW BAGS

These are produced using braids of fine wide wheat straw, employing special small sewing machines.- They are sewn at great speed in the factory by specially skilled people using only a single thread.- Besides manufacturing these basic articles such as, wallets, holdalls, handbags, hats, etc.. These experts finish them off with the handles, adornments, etc. to a pre-selected design. Mostly, then they are ironed under pressure with heated hydraulic machines.

BAGS OF VARIOUS MATERIALS, E.G. RAFFIA, COTTON, PVC, PATENT, LEATHER, LINEN, ETC

The first step in the making of these bags, is to draw the creative thoughts on to paper and then handmade the bag from fine cardboard. When the patterns are finally completed, we start the cutting and making of the bags. This, of course, involves cutting and shaping the materials(cotton, raffia, etc...) to the exact specifications of the patterns. For this process we use machines for die-stamping, stretching, riveting, laminating leather and machines for inserting eyelets, etc...



"Thank you all the people that make this dream become true"

Maria Soler



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