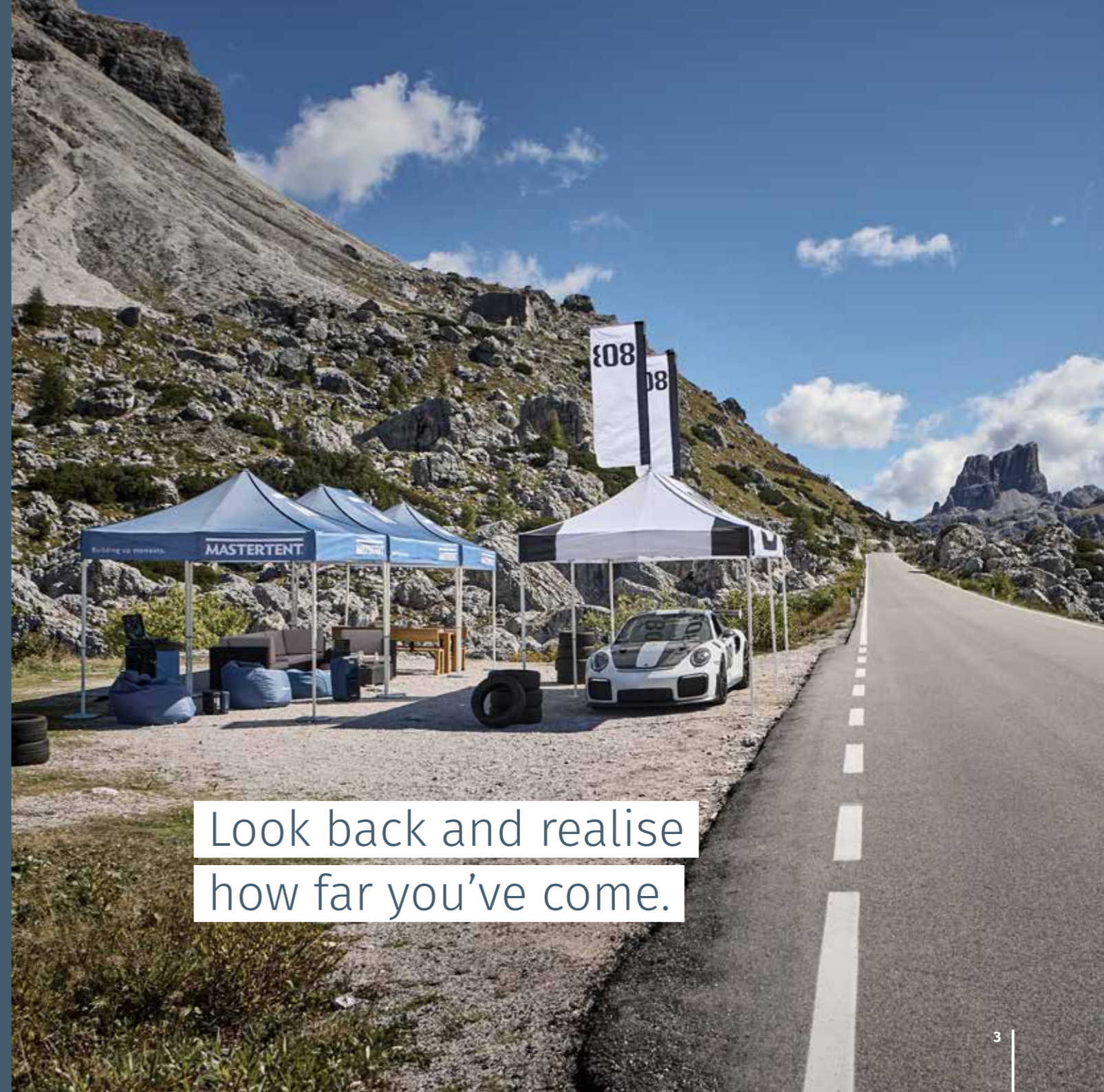


Building up moments.



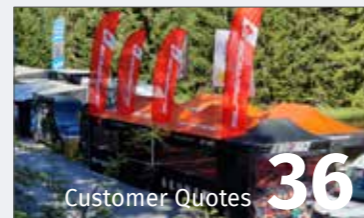
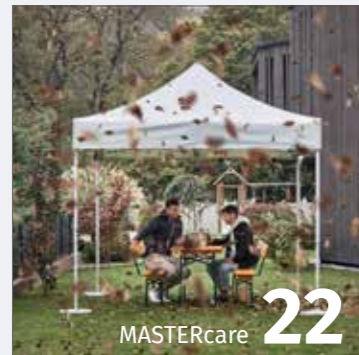
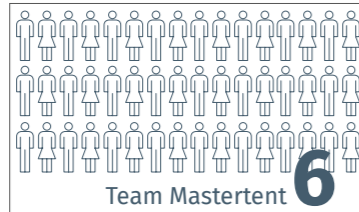
The exciting journey of

2021



Look back and realise
how far you've come.

Our year 2021 on 44 pages



“



2021 was a very exciting year with many challenges, interesting experiences and innovations, which pushed us into 2022 with great motivation. What I appreciate the most is that we always manage to reinvent ourselves. We are open to new things and focus on meeting our customers' expectations with our usual professionalism and, if possible, exceeding them. This enables us to keep up with the changing times as well as to offer our customers high-quality products and an appropriate service.


Georg Zingerle

Owner and CEO of Zingerle Ltd.

What do our employees think about Mastertent...?



Martina

Marketing

„I've been working at Mastertent for 10 years now and every single day I was happy to go to work - we've always been an unbeatable team!“



Fabian

Warehouse & Dispatch

„It's pretty amazing if, by the end of the year, you realise that your hands helped to get thousands of folding gazebos ready for their delivery to countries all over the world.“



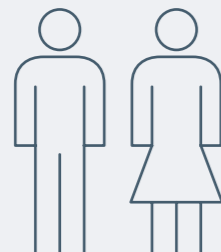
Caezilia

Wellbeing Manager

„When I first set foot in the company, in 1996, it was still called Zingerlemetal. A lot has happened since then and I'm proud to be part of this successful company.“

55%

of all employees have been working in the company for more than 5 years



10 years

Matthias Ladstätter
Sales

Manuela Wierer
Graphics

Christian Lechner
Folding Gazebo Production

Martina Fink
Marketing

Stefano Aprili
Sales

Jakocs Katalin
Production

Ilyes Lajos
Production

15 years

Nicola Mazzuoli
Sales

Anna-Maria Demeter
CEO Cetate Production

Boros Ilona
Production

Benedek Ibolya
Production

Berkecz Hajnal
Production

Marosi Erzsebet
Production

20 years

Alexandre Remondi
Sales

Ricard Navalón
Production

25 years

Caezilia Fűrler
Wellbeing Manager



Ø5

new employees per year

Team Mastertent in action

There was a lot going on in the past year! We've played paintball, did a lot of yoga together and our dart board was under attack every day as well as our coffee machine. All these great activities we do together strengthen our team spirit and this in turn benefits our customers.



2.500
croissants consumed



142
dart games played



1.847
ordered "green boxes"



Our Headquarters
South Tyrol, Italy

4.8 mil
individual parts were
assembled in our
gazebo production hall
in 2021

9,780
gazebo layouts were
created for our
customers

43
countries were
supplied with our
products from here



Fall down, stand up, straighten the shirt and keep on playing!

Since 2021, we are the proud main sponsor of the SSV Brixen women's football team. We are already looking forward to the great cooperation and the victories we will celebrate together.

Caring about others

Once again we had to cancel our „Culture in the Factory“ event series due to Corona. At these events we used to collect donations for people in need, but „there is another way to show social commitment“, we said to ourselves. We really wanted to organise a joint project between employees and the local population. We decided to collect donations for the South Tyrolean „Vinzenzgemeinschaft“ community, which takes care of people in need throughout South Tyrol.

Warm clothes and blankets were collected at our headquarters in December 2021. The participation of employees and the local population was huge. In addition to the donations, we supported the charitable institution financially. At this point we once again would like to thank everyone who took part in the initiative.

“*Whether employees or citizens from the nearby communities, the participation was overwhelming!*”



Sustainability is not a state but a path

As a family business, we don't think in quarters, but in generations. And we know that we can influence many things if we want to. Every day we try to counteract the unavoidable emissions by making conscious, sustainable decisions to protect the planet. This includes little things, like washing our hands without wasting water or separating our waste.

Saving CO₂ thanks to district heating

The municipality's district heating network uses wood chips to cover the entire heating needs of the company's building in Italy.

We cover 100 % of our energy demand

with the photovoltaic system on our company building in South Tyrol (Italy). On average this helps us to **save 250 t of CO₂** per year.

We are not giving up. In 2021 our employees planted another 8,560 trees together with the local forestry authority in Transylvania.



< To the reforestation video



During the production of this brochure 0.339 t of CO₂ were generated. We offset these unavoidable CO₂ emissions by supporting „Deutschland plus Alpen“ (Germany plus Alps), a certified climate protection project. It is, among other things, committed to reforestation and forest protection in the Alpine region.

Reforestation



Plastic-free area

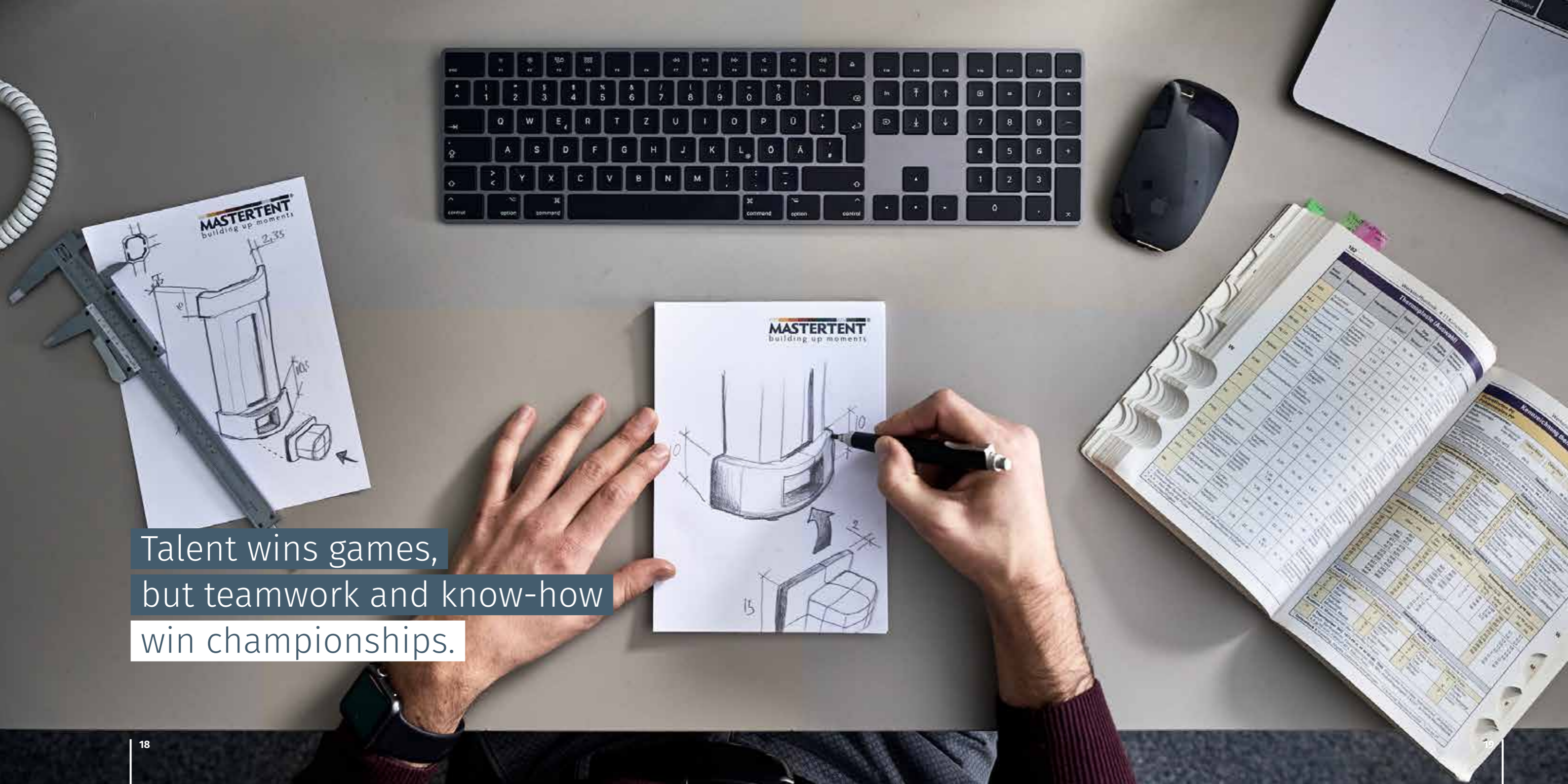
Our lounge is where our employees spend time together, whether it is in the morning, during the day or in the evening. It is where we have a coffee, tea or an after-work beer together and where we exchange ideas. It is also the place where we welcome our customers. The typical snack machine has been banned and replaced with fresh fruit, healthy snacks from the fridge, a large selection of tea and fresh coffee. Everything is plastic-free, of course!



All Mastertent products are 100 % recyclable.



Change happens where people come first.



Talent wins games,
but teamwork and know-how
win championships.

Everything NEW

New products 2021



Eco-fabrics

This new textile is more environmentally friendly than conventional ones, regarding its materials and production processes. Read more about it on page 22.



Square with awning

Since 2021, our popular „Square“ model, which offers a generous advertising space, is also available with an awning. Thanks to this, your customers will definitely stay dry under its shelter.



Full-face printable valances

Finally also coloured gazebo roofs can be combined with cross-stitched, full-print valances!



The new Mastertent insurance

A folding gazebo can, of course, be damaged in strong winds and storms. We don't want our customers to pay for all the damage and this is why we now offer MASTERcare and MASTERcare+. Read more on page 24.



Pagoda family

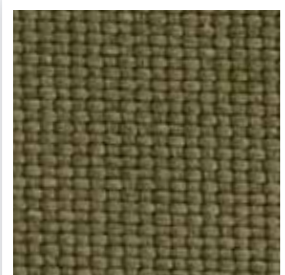
Now the compact pagoda tent is also available in 3x3 m and 4x4 m. The pagoda shape gives every folding gazebo an elegant look.

Innovation

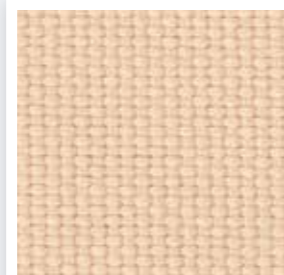
It drives us every day
to develop first-class
customer solutions.

Eco fabrics, made from 100 % recycled plastic

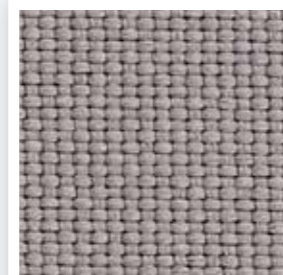
We are always striving to produce in the most environmentally friendly way possible. For this reason a new fabric is available since 2021. It is made from 100 % recycled material which results in less plastic waste ending up in landfills or the sea. Several energy-intensive steps are skipped in the manufacturing process of these fabrics, thus avoiding large amounts of CO₂ emissions. The fabric is available in three elegant colours Olive, Sand and Stone!



Olive
PMS 7763 C



Sand
PMS 4248 C



Stone
PMS Cool Grey 8 C

“
Reduce,
Reuse,
Recycle

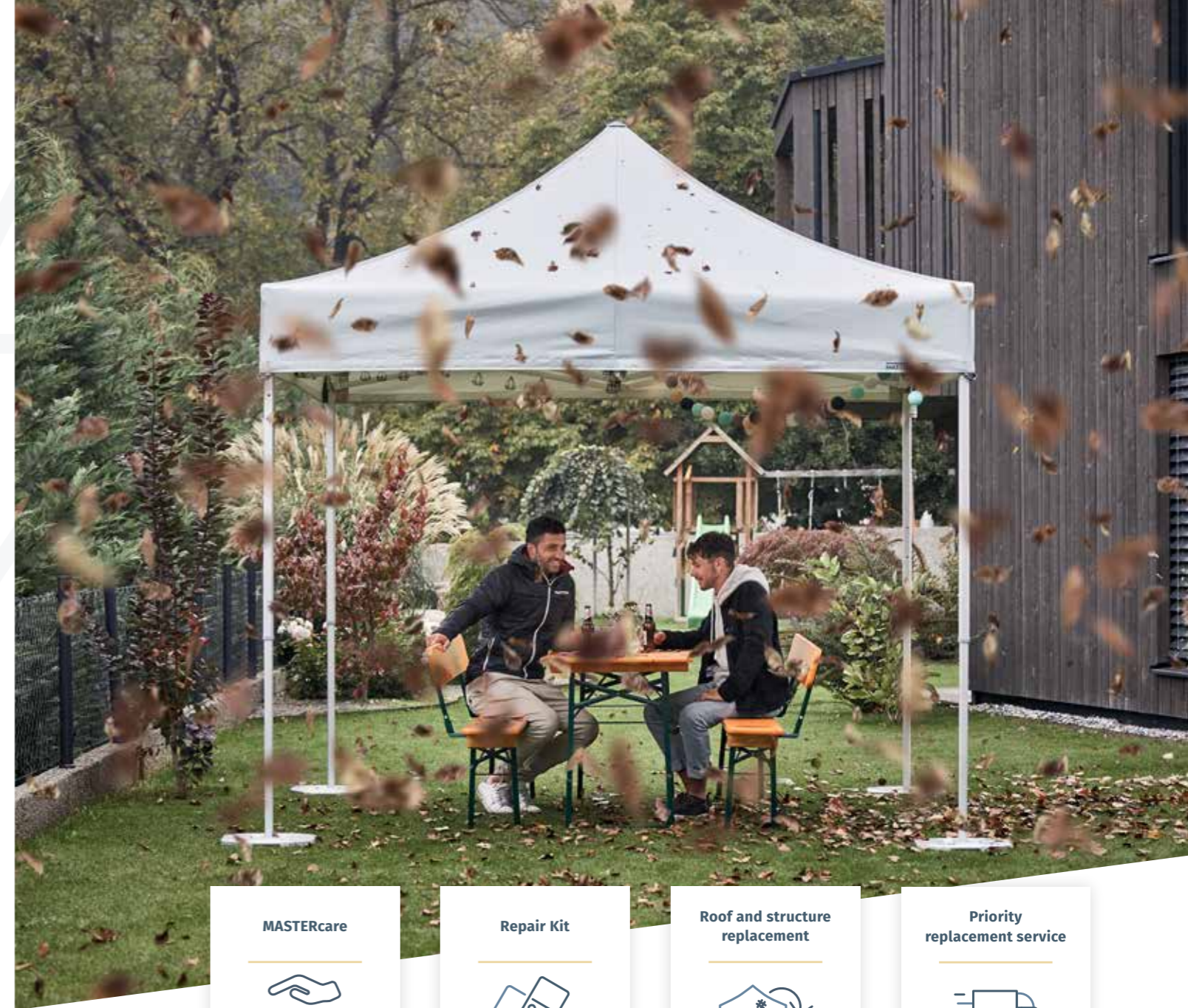


MASTERcare

Are you already covered?

Boredom? There is no such thing with us! We ask ourselves every day which additional services we could offer to ensure an **excellent customer experience**, because not even we are perfect... For this reason, we have taken a close look at numerous feedbacks from our customers. **When do our folding gazebos get broken?** The answer was clear: not even our folding gazebos can withstand severe storms, floods or other **natural disasters**. These result in dissatisfied customers. We want to prevent this at all costs. But how?

With our new **MASTERcare and MASTERcare+ services** we have succeeded in launching an attractive insurance package that **protects our customers from high repair costs in the event of damage**. We successfully tested MASTERcare in selected markets last year. **In 2022, we have now officially added MASTERcare to our product portfolio**. Find out more about it on our website.



MASTERcare



Repair Kit



Roof and structure replacement



Priority replacement service



Setting new standards with pioneering spirit and innovation



2017 The mission

Our production manager Georg S. has the courage to always think in new ways and the will to constantly search for an even better solution. His mission in 2021: developing the best tent fabric on earth.

Travelling the world

All beginnings are difficult, but on his journey, Georg S. talks to experienced textile manufacturers and thus gathers important knowledge to set a new standard for our product.



The goal comes closer

He questions, he researches and compares, information is evaluated and various textile samples are subjected to numerous endurance tests...



2021

Done!

... until a very special fabric meets all the criteria!

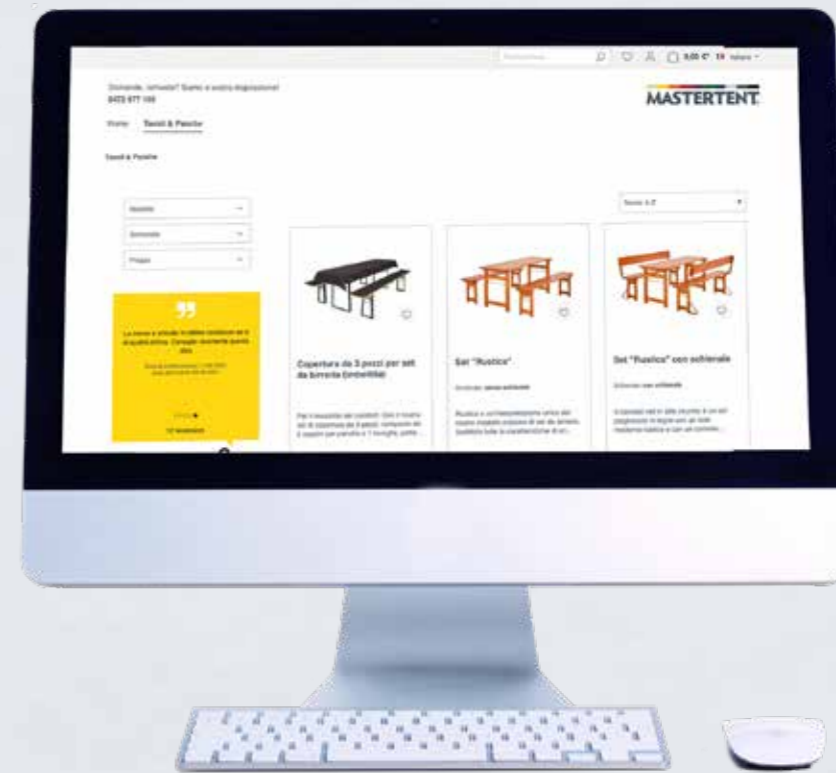
And the winner is: Pirontex®!





The new online store with our tables and benches

It is well organised, intuitive and the purchase and delivery can be done quickly and easily. In 2021, the first customers from [Italy and Spain](#) already bought folding furniture sets in this new online store! The most popular product was our [classic beer garden table set](#), which is perfect for private use but also the first choice for large events.





Our “M” nests

Staying on the ball is the credo of our marketing department. Nowadays, a logo is no longer enough to make ourselves visible on the numerous communication platforms. Those who follow us on social media might already know it: [Our M.](#)

Recently, we have also started using it in our entire corporate communication. Whether in the new product catalogue, on our new transport bags or on our sponsoring tents.





That's Mastertent.
Enjoy watching!

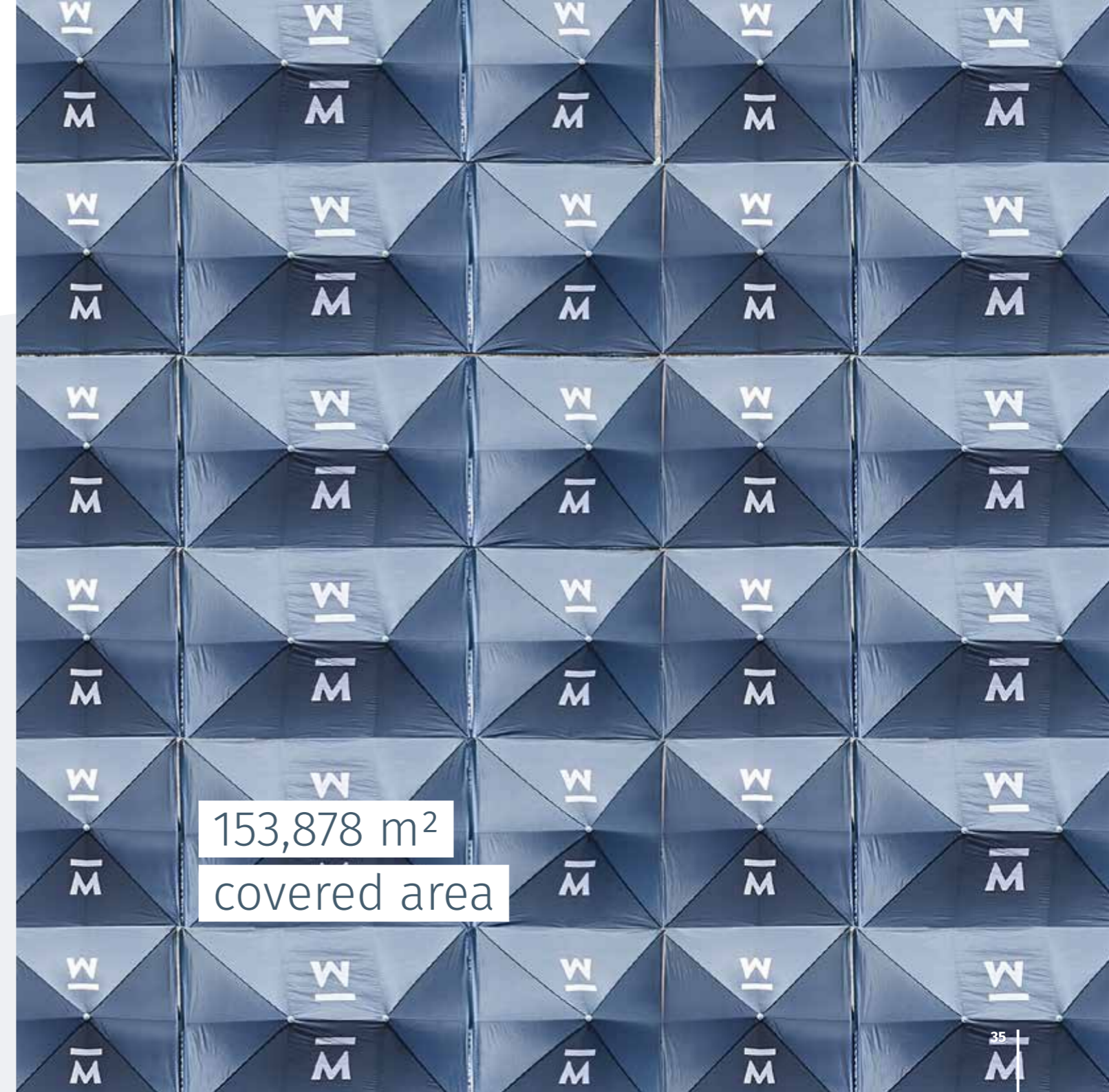
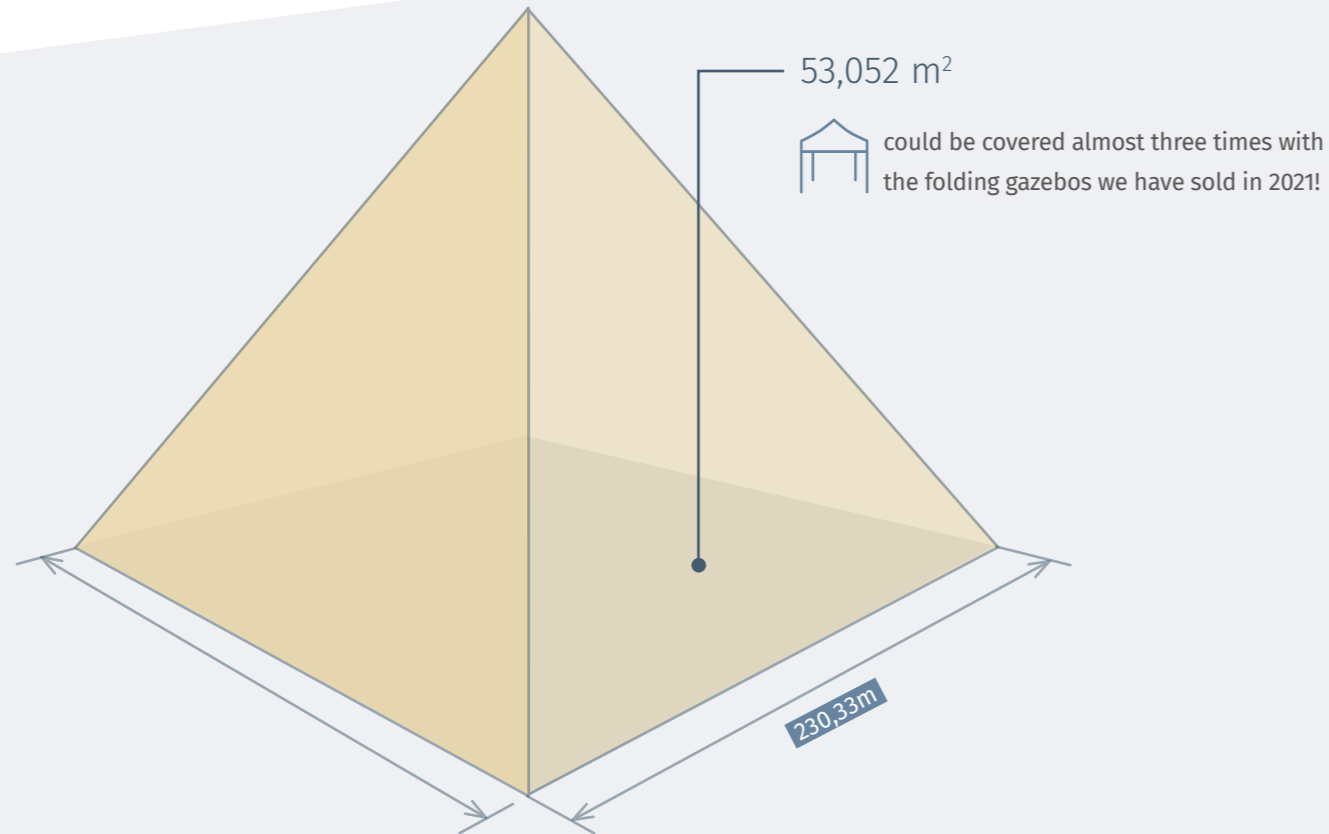


New image video:
Also our employees
took part in the film
shooting.



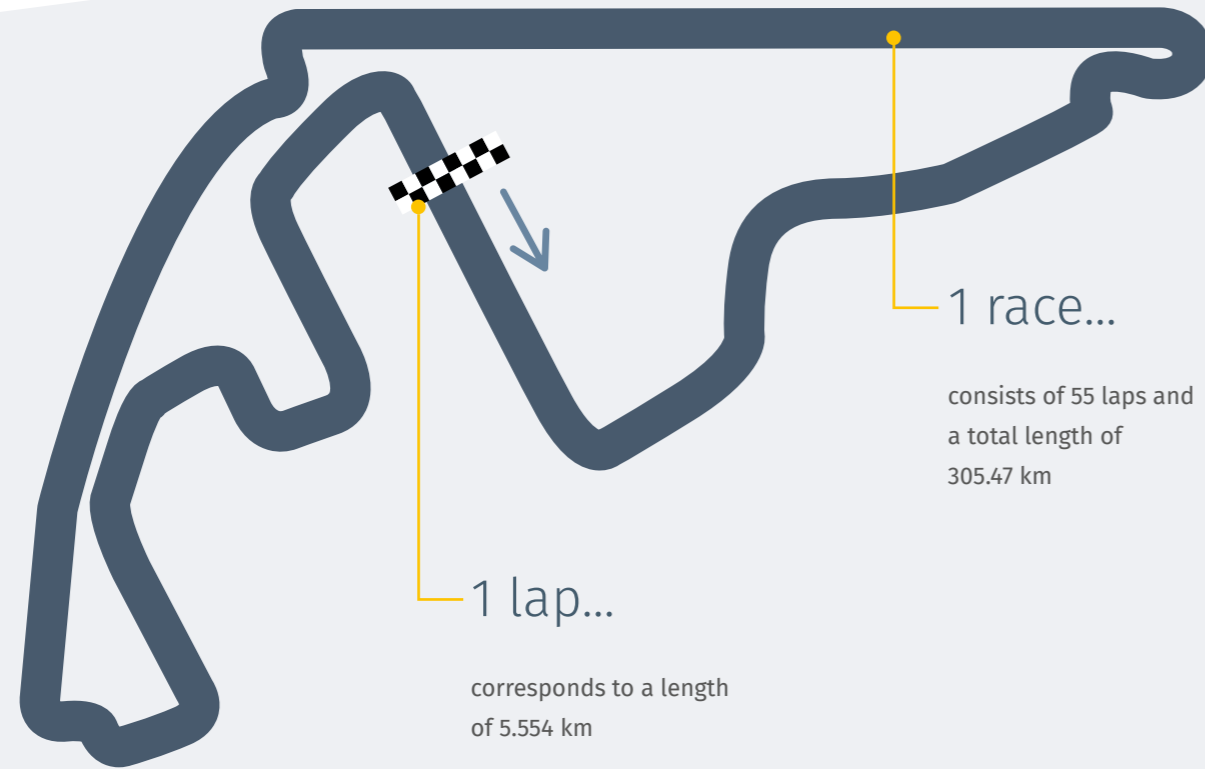
Many small tents can create something big

The Pyramid of Cheops is the oldest and tallest of the Giza pyramids. The impressive structure was built over four thousand years ago and originally had a floor area of 53,052 m². This total area could be covered **almost three times** with the folding gazebos we have produced in 2021!



Which material will win the Formula 1 race in Abu Dhabi?

The consumption of raw materials has long been an issue we have been consciously addressing. We are responsible for what we produce and where we get the processed raw materials from. That's why we want to communicate transparently how many metres of materials we have consumed in the past year. We have compared our consumption with the Formula 1 track in Abu Dhabi. See for yourself!



Wood

2,495,000 m battens
at 8.5 cm width



Steel

1,555,875 m profiles
at 6 cm width



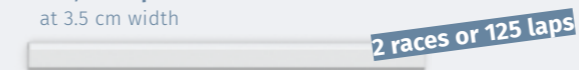
Polyester fabric


756,500 m
at 155 cm width




Aluminium

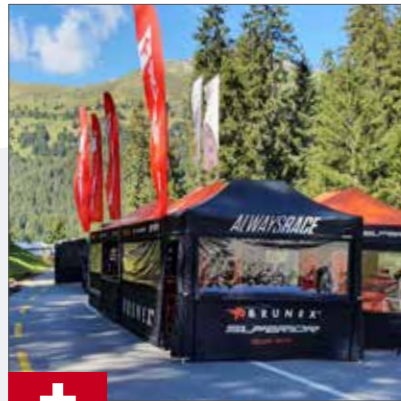
698,430 m profiles
at 3.5 cm width



The 1st place goes to: 
Wood!


All main components of our products are recyclable!

If our customers are satisfied, so are we.



„Our Mastertent gazebos have now been in continuous use for almost seven years and the tent structure is still as strong as on the first day!“

Joe Broder,
jB Brunex Superior Factory Racing, Switzerland



„I was on the hunt for a high quality canopy that is well made and will last my business for years to come. What I received from Mastertent is of super quality.“

Anako, USA, Los Angeles





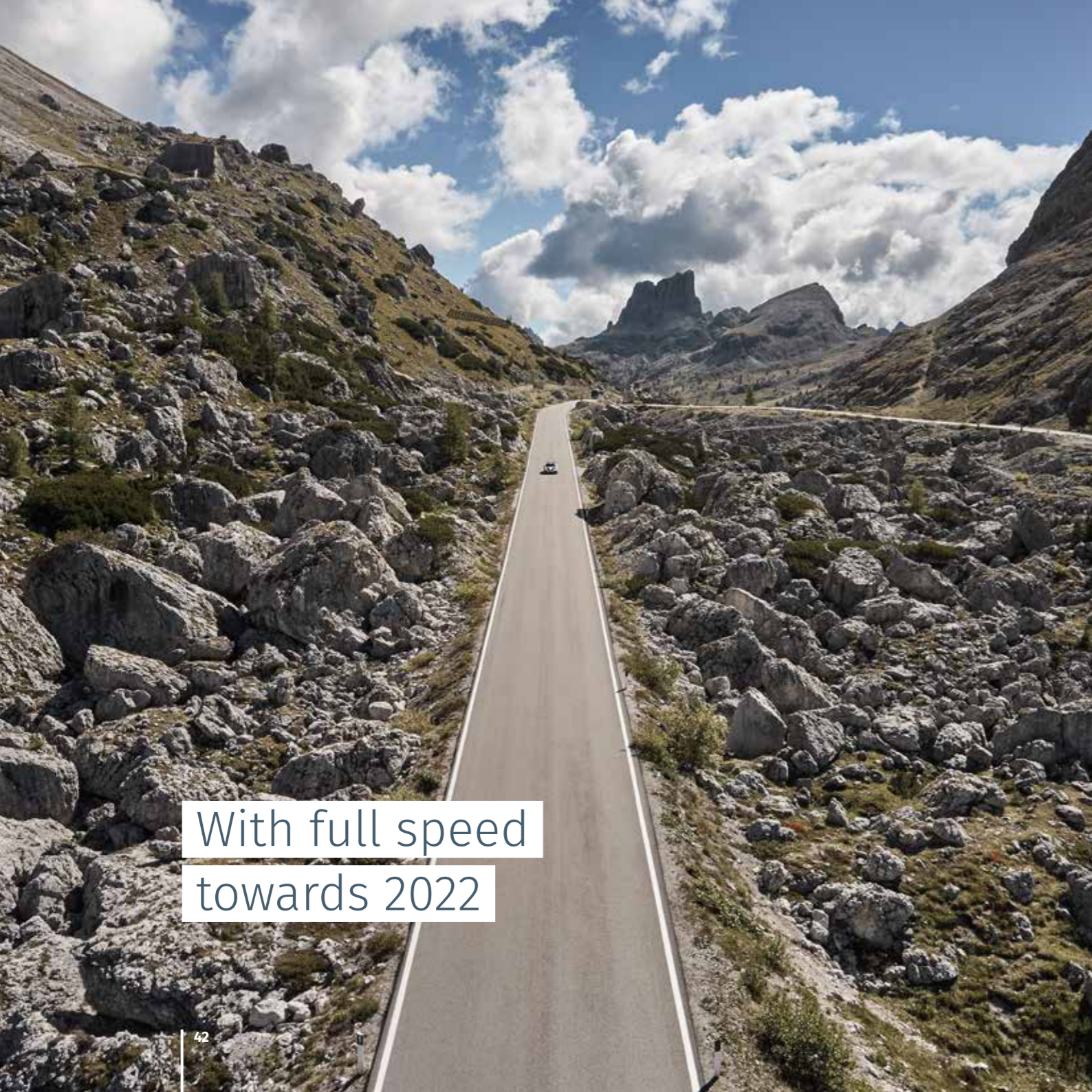
„I've got three very nice Mastertent gazebos which I have been using for my job for 10 years now. After a heavy storm has damaged one of them, the customer service was fantastic.“

Savino Piazzolla, Italy



„I bought my first Mastertent in 2009. The frame is rock solid and the cover withstood many outdoor events over 10 years. I just bought my second cover for the original frame and it's beautiful.“

Dan O'Rourke, USA



With full speed
towards 2022

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