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Why ZIRO?

First of all it is indispensable to clear why we have chosen the name "Ziro".

The exigency was to have a name with a strong musicality and a good capacity to remain imprinted upon the main of our costumers and not only, therefore we have searched to individuate a name which has a relation with ceramic's world and terracotta as a rule. After various proposals, extracted from archaeological glossary, some of them we would like to remember as LOZA: the Spanish name of a clay type, which has almost a white colour; OLLA: pots of ordinary use for foods; GUTTUS: pot used for perfumes and oils; KALPE: big pot for water; ASKOI: a kind of pot which takes the form from animal world, finally the choice was ZIRO: ziro or also DOLIA or DOLIUM, or enormous pots of terracotta. Their capacity oscillated between 1200 and 1300 litres. Dolia and Ziro were used for filling alimentary products, liquids (oil, vine, must and their derivates), either solids (cereals, grapes and figs). Sometimes there were buried into gardens for the cultivation of little plants, during Varrone and Plinio describe a particular utilization: dolium glilarium was fortified inside of canals by spiral form, which flowed along the walls and housed animals that Romans have bred as for delicious food. In conclusion, a big pot, like our company that is able to pull out of bag (or Ziro), satisfactory and convenient solutions for all costumers.

Besides, an ulterior verification in Italian dictionary indicates Ziro as "a big pitcher for containing oils and other liquids".

