

The Customer

- An idea born from one person's need that answers the desires of countless people
- Caring for our customers is a basic part of all our procedures and the focus of our whole organisational model
- Creating things that improve the quality of life inevitably means making the human dimension our central priority
- Fostering realistic expectations through sincere communications is the first step towards real customer satisfaction.
- Company communication needs to have a two-way flow: Internet makes it possible to bring customer and manufacturer closer together.

Materials

- Our customers' health is our priority: we use only non-toxic materials that have been cleared as healthy for domestic use.
- Our constant quest is to develop products that satisfy environmentally friendly criteria.
- Sustainable development and ecological sensitivity: 100% recyclable products, packaging optimised for more efficient transportation.

Lounge-book is produced using the following 100% recyclable materials:

- Iron laser cutted
- Plastic
 - ABS (ACRILONITRIL,BUTADIENE,STIROLO)
 - PA (POLIAMMIDE)
 - PC (POLICARBONATO)
 - PE (POLIETILENE) bags
 - PS (POLISTIROLO) packaging
- Carton for the box
- Varnish without solvent: baking varnish*
- Chroming

* Varnish is the only non recyclable material, incidence is marginal.
Press on the item for a full detailed description of varnishing: Process, White, Gray, Black.



100% Made in Ethics

**Made in Ethics is more than just a slogan:
it's a philosophy that places the
human dimension centre-stage
and that inspires our
Company's whole way of being
and behaving.**

Territorial values

- Territorial localisation of production ensures the highest degree of quality control and logistical efficiency.
- We operate at local level through a network of partners which is rationally organised and directly overseen by our management, applying strict criteria of competence.
- "Made in Italy" does not only indicate geographical origin, it stands for a whole territorial background of history, culture and expertise.
- The quest for new products starts with the ability to develop synergies with our partners, making the most of the wealth of productive skills at a local level.
- A new way of aggregating and integrating different areas which is projected onto the global market through the potential of Internet and innovative logistics.

Business

- The key manufacturing factor for achieving quality at the right price is simply efficiency
- Growth is not an absolute priority, and it must be sustainable in terms of the following criteria:
 - fair pay for suppliers: keeping prices low must not compromise compliance with regulations, good labour relations or respect for the environment.
 - the commercial productive system must be adequately remunerated, according to the quality of the service offered to customers.
 - the price of the finished product must be coherent with its real value, without being influenced by market-distorting financial alchemies

