

## The value of Made in Italy for Pedrali

*The philosophy of the 100% Italian company, poised between beauty, tradition and innovation*

**Beauty, tradition and innovation.** These three words echo and outline the soul of Pedrali, a company with deep-rooted values, considered one of the most influential ambassadors of **Made in Italy furniture and industrial design**. In a particularly complex period due to the Covid-19 emergency, characterised by uncertainty and questions about the future, the company, which has been producing furniture for the contract and residential sectors since the 1960s, has no doubt about the goals and strategies it should pursue. *“We will make a comeback, with commitment and creativity. Italy’s furniture chain must not lose hope,”* says **Monica Pedrali**, CEO of Pedrali alongside her brother Giuseppe.

The uniqueness of the “Italian way” lies precisely in the ability to combine human wealth, aesthetic excellence, *savoir faire*, technology, first-rate craftsmanship and a project culture nurtured by an open exchange between entrepreneurs and designers. Italy’s world-class production heritage stems from a profound bond between **quality and research**. Pedrali’s philosophy has always been to support **the value of Italian companies**, a heritage which, while historically rooted, must continuously be supported and nurtured. This is the reason for the decision to produce every component internally, at the two production sites of Mornico al Serio and Manzano: the first, located in the province of Bergamo, produces metal, plastic and upholstered furniture pieces, while the second, in the province of Udine, produces wooden furniture. The aim is to guarantee customers a high level of quality, ensured by **comprehensive controls across the entire production chain**. It is precisely with this fundamental trust in Italian production that Pedrali chose to tackle the international market in the late 1970s, creating a distribution network that today extends to more than 100 countries. The positive contrast between remaining Italian and opening up to the international market has enabled the company to stay the course and remain true to themselves, with confidence.

The company’s **tradition** is closely linked to the history of **Mario Pedrali**, who, in 1963, founded a craft workshop in the town of Palazzolo sull’Oglio, in the province of Brescia, where he began to produce his first outdoor collections of wrought iron seats. In the 1970s, he embarked on a journey that led him to collaborate with Italian and foreign architects and designers, turning to indoor furniture, specialising ever more in industrial production targeting the contract sector.

Mario’s **creative inspiration and progressive vision** laid the foundations for what would later become, an **enterprise employing as many as 300 collaborators with a turnover in 2019 of 99.8 million Euro**, under the leadership of his children Monica and Giuseppe. In 2017, the success of this family-run business was rewarded with the prestigious **“Olivetti Entrepreneur” prize**, presented by the Olivetti Historic Archive Association *“for implementing the necessary investments in an honest, prudent and far-sighted manner, combining an increase in orders and turnover with the qualitative growth of the company, its collaborators and the target community”*. Mario Pedrali’s legacy lies in the idea that **entrepreneurs have a social responsibility to create value for the local territory and the target community**.

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But it is precisely this very tradition of a territory with a strong industrial and entrepreneurial vocation, concentrated in the Bergamo – Brescia – Milan triangle, that in recent weeks has been severely tested, both health-wise and at the business level, two values that the company is striving to preserve and sustain. The same occurred at the production site in Manzano, inaugurated in 2005 in Friuli's famous Chair District, just when the companies producing wooden furniture were experiencing a time of crisis and the risk of closure. The company showed its profound belief in the local know-how and workforce at a time when the crisis was significantly undermining business. This decision led to Pedrali winning a **Compasso d'Oro ADI award in 2011 for the Frida chair** designed by Odo Fioravanti. Pedrali has since developed a number of initiatives promoting education and schools (#pedrali4education), culture (#pedrali4art, #pedrali4architecture, #pedrali4culture) and local businesses, with a view to supporting the local territory and its vocation.

After tradition, **innovation** is the company's second cornerstone. **Pedrali is an industry 4.0 company whose factories are equipped with interconnected machinery** and which for several years now have been investing in digitised production. Every year, a significant part of the company's turnover is invested in **innovation, technology, and the plant**. As ever, the company's machinery is strictly Italian. The intrinsic value of Italian production, therefore, affects every section of the supply chain: from raw materials, to plant and equipment, and through to processing, which is carried out internally. *"At Pedrali, everything has been designed to be sustainable and to contribute to improving production"*, wrote Luca Molinari a few years ago. *"What makes the company an excellent interpreter of contemporary industrial design is the special attention paid to widespread quality throughout the production process, the selection of first-rate materials, an absolute passion for the most advanced machinery, the conscious pursuit of Italian technologies and raw materials, the meticulous planning of every phase typical of craftsmen, the fight against waste and the superfluous, and a profound sense of community"*.

The year 2016 saw the inauguration of **Pedrali's "Fili d'Erba" automatic warehouse** designed by **CZA - Cino Zucchi Architetti**. This state-of-the-art, fully automated facility operates 24/7 for the storage of 16,880 pallets of finished and semi-finished products. The 29-metre high building covers a total area of 7,000 square meters connected to the existing industrial area via a skytrain. The exterior design creates a strong link with the surrounding agricultural landscape. *"With this important investment, not only do we have more space for our stock; we have also obtained greater efficiency in terms of the time required to make products to order,"* said **Giuseppe Pedrali**. *"In these difficult times, having complete control over the supply chain ensures better customer service."*

But innovation also means looking to the future from the perspective of **environmental sustainability** since well-being and respect for the environment increasingly need to become our top priorities. During production, maximum attention is paid to reducing the consumption of raw materials, to rationalising resources, to reusing and/or recycling waste, and to controlling emissions. Making durable products, both from an aesthetic perspective and in terms of resistance, is the key element to ensuring sustainability. From the design phase, Pedrali's furniture is conceived to be disassembled and produced through processes aimed at limiting consumption. Plastic products are recyclable and environmentally friendly. Wood-based products are **FSC® C114358** certified, attesting to the use of wood from certified forests, and finished with water-based paints composed mostly of plant-based resins, thus drastically reducing the presence of chemical compounds compared to traditional paints. Last year, during **European Sustainability Week**, the Frida chair was heralded as an example of an all-Italian product embodying the concept of environmental sustainability. The chair is now on display at the Italian Embassy in Berlin.

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The certifications **ISO 9001:2015** (for the quality of business processes) and **ISO 14001:2015** (for production based on a sustainable environmental policy) demonstrate how well-established the values of quality and environmental sustainability have become at Pedrali.

**Beauty is the result of all this history, and of all these processes.** It is a natural consequence, epitomised by the collections showcased every year by the company at the numerous international fairs in which it takes part, especially at the **Salone del Mobile**, where it has been a regular feature for 32 years and for which, this year, the company will be making use of every possible digital media to make up for the absence of such an important event. At Pedrali, beauty stems from the collaboration with **designers** of the calibre of **Jorge Pensi, Patrick Jouin, Eugeni Quitllet, Odo Fioravanti, CMP Design, Claudio Bellini, Patrick Norguet, Claudio Dondoli, Marco Pucci and Busetti Garuti Redaelli**, to mention a few, all of whom fully embrace the company's philosophy, enriching it with their precious contribution.

Beauty also stems from the underlying projects, within which each product finds its own space, its own character. Just think of prestigious venues such as the **Google headquarters in Dublin** or the **Microsoft House in Milan and Microsoft Office in Lisbon**. Or again, Alain Ducasse's restaurants: **The Dorchester in London** (winner of three Michelin stars), **ore inside the former royal residence of Versailles, Esterre at the Palace Hotel in Tokyo**, the famous **Voyages at the Morpheus in Macao** and **miX, in the prestigious Emerald Palace Kempinski in Dubai**. And then there is the **restaurant LAGO**, run by Michelin-starred Chef Julian Serrano **at the Bellagio Resort & Casinò in Las Vegas**, the restaurant **Fouquet's** in the futuristic **Louvre Abu Dhabi**, or the **Caffè Fernanda at the Pinacoteca di Brera in Milan**; but also the Boutiques of the French high-end jewellery **Maison Van Cleef&Arpels** on New York's legendary Fifth Avenue and the prestigious Place Vendôme in Paris, or places of culture like the **Kanazawa Unimirai Library in Japan**, with its innovative spaces that make it a social hub for the territory, as well as the **Remai Modern Museum in Canada** or the **American University in Cairo (AUC)**.

**Beauty means promoting that Made in Italy production for which the world envies us and which must be protected and enhanced**, creating an authentic and inseparable link between production and culture. In so doing, Pedrali shows us how a company can produce culture when its products promote ideas and values to be communicated to the market and its consumers.