

**PIANCA**

# **Company Profile**

<b>Pianca</b>	<p>Pianca is a major, well-known Italian brand that produces furniture systems and accessories distinguished by an elegant, minimal and simple style. Each product - from wardrobes to night and day systems, from bookshelves to tables, from sofas to chairs and complements - is designed to be customized in shapes, dimensions and finishings. Pianca offers a wide collection which combines beauty and Italian creativity with the freedom of “dressing the home” according to every need.</p>
<b>Origins</b>	<p>The Pianca family has been specializing in the art of cabinet-making for 14 generations. In fact, history tells us that around 1500 a family called “da Pianca” used to manage a well-known carpenter’s shop provided with a watermill. The art of cabinet-making was handed down from father to son and now there are many prized artifacts inside churches and villas of the Treviso province.</p> <p>In the mid-50s, Enrico Pianca transformed his business from a cabinet maker’s workshop into an industrial firm, creating the basis for future developments. Although he invested in the most rational productive systems, he didn’t want to give up the expertise and skills gained over time and decided to dedicate a section of the factory to handcrafted creations, where Professor Giovanni Battista Pianca, Enrico’s cousin - who was like a brother to him - led a team of young cabinet makers. Enrico then decided to project the knowledge of his trusted workers and artisans into the futuristic world of design, which, at that time, wasn’t known by this name, and started to present his products at every Salone del Mobile in Milan from the very first edition in 1961.</p> <p>In the 80s, Aldo - Enrico Pianca’s son - took the helm of the company. With him, the production grew and developed into a complete furnishing system while the distribution expanded to international markets in the name of a modern, functional and elegant Italian style. In the 90s, Pianca introduced a flexible and sustainable just-in-time production model to deliver highly customizable and tailored furnishing systems.</p>
<b>Design Made in Italy</b>	<p>The fact that we are Italian is a universally recognized guarantee of quality, and we see it as a hallmark to be safeguarded. To guarantee the best possible quality, Pianca chooses Italian suppliers and performs in-house each step of the production process.</p>
<b>Sustainability</b>	<p>Pianca uses eco-friendly wood sourced from certified forests with controlled harvesting to limit deforestation. Our panels are free from toxic adhesives. We were the first to use water- based gloss lacquers to protect the health of our employees and reduce pollution in the home. Off-cuts are burnt in special furnaces to produce energy, solar panels produce about 1 Megawatt of electric power and our packaging systems are 100% automated and recyclable.</p>
<b>Customer Care</b>	<p>We entrust our products to a selected network of trained retailers who offer the highest guarantees of quality, assistance and courtesy, from planning to delivery and final assembly. We communicate with them on a daily basis, to satisfy their needs and create customized furniture for end customers, guaranteeing homes furnished with design products that reflect the tastes and requirements of their householders.</p>
<b>Numbers</b>	<p>Pianca has an annual turnover of 40 million euro and 75,000 m<sup>2</sup> of productive factory space, with 220 employees. We export the elegance and quality of Italian craftsmanship all over the world.</p>

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