



European Union

Project co-financed
by European Regional
Development Fund

THE ENTRANCE OF DOMOTICS AND NEW TECHNOLOGIES IN THE WORLD OF CONTRACT

PROJECT DESCRIPTION

The project benefited from an ERDF contribution of € 150,000.00 under the POR MARCHE FESR 2014-2020 Axis 3 - Action 8.1 - "Support for the creation and marketing of innovative collections in the Made in Italy sectors". The project involves the introduction of important product innovations, organizational and commercial processes.

A new line of furniture and mini kitchens will be created with the implementation of home automation solutions, for 4 and 5 star hotels and professional studios.

OBJECTIVE

- launch of a new line of innovative products with new features
- increase in the range of existing products
- realization of demotics solutions
- marketing of Mobilspazio branded products
- entry into new markets for 4 and 5 star accommodation and professional studios

OUTPUT

- extension of the customer base and market shares abroad
- increase in sales volume and margins
- creation and improvement of a distribution network all over the world