



**European Union**

**Project co-financed  
by European Regional  
Development Fund**

# **CASA ITALIA SYSTEM 4.0: NEW INNOVATIVE AND SUSTAINABLE MADE IN ITALY FURNISHING SOLUTIONS**

## **PROJECT DESCRIPTION**

The supply chain project carried out by Casa Italia System 4.0 as part of the “POR MARCHE FESR 2014/2020, Axis 8 - OS23 - Action 23.1 - Support to the competitiveness of made in Italy for the revitalization of the production chains affected by the earthquake”, benefited from an ERDF contribution for a total amount of € 349,460.00.

The funded project involves the development of an innovative product and process proposal in the home and furniture sector, aimed at improving the quality of life of people with reference to the contract sector. It is characterized by the introduction of eco-compatible and technologically innovative solutions from the point of view of lighting, user interface and sensors.

## **OBJECTIVE**

- affirm the value of Made in Italy and of the territory of origin at an international level;
- creation of a complete solution in the contract sector by all the components of the supply chain;
- increase commercial penetration towards new international markets

## **OUTPUT**

- presentation of innovative and complete contract proposals, able to satisfy the requests of different customers of different sizes;
- development of effective commercial penetration actions towards international markets through an interactive platform