

Q&A



Giacomo Meoli, UK branch manager, Scavolini

Q: How's business compared with last year?

A: Last year was very important for us because we opened our West Hampstead Scavolini store. It was also a highly positive year in terms of sales and increased numbers of customers expressing interest in our brand and in our kitchen, bathroom and living room collections. We're confident that we will harvest the fruits of our investment in 2016.

Q: What are the main challenges facing your sector and how are you tackling them?

A: The main challenge lies in the fact that today's customers are increasingly informed and

demanding. They want more than just beauty and practicality. They are aware of the importance of the environment and the processes that go into making a product. This inspires us to continue improving the technologies we use to make our furniture. Communication is also very important. In a world increasingly saturated with information, it's hard to find the right way to achieve brand visibility and awareness. We're trying to use all the tools available to us to show people what Scavolini is and what it does, and we are taking special care to be present on the social networks.

Q: If you were opening a retail showroom in this market, what would be your strategy?

A: We believe that single-brand stores are still the most effective - consumers feel more pampered, more secure throughout the buying process. A single-brand store also allows us to show more products at the point of sale, to meet all tastes.

We can display not just classic and modern solutions but different finishes, such as wood, glass and gloss lacquer. These finishes have specific features that consumers want to be able to see and touch themselves. This makes it important to have a large display space available.

Q: How do you think the relationship between retailers and suppliers is changing?

A: We always attempt to establish a long-lasting relationship of complete trust with our showrooms. We believe this is essential in order to ensure the manufacturer and sales staff remain in close contact, in both single-brand and multi-brand stores. This is the only way to ensure sales growth in the medium to long term. The point of sale has to be completely involved in the running of the business for it to be a success and, indeed, to ensure the manufacturer's success as well.



SCAVOLINI ◀

Stand: M92

The Diesel Social kitchen - designed in collaboration with the fashion brand - and Foodshelf will be among the products on show. Scavolini will also present its Rivo and Font furniture, both designed by Castiglia Associati. Both modular ranges, the Rivo furnishing system is enhanced by quality components and accessories and, according to the company, "conveys well-being in a thrilling ambience". The Font range, meanwhile, is characterised by glass doors and side panels.

■ **Tel: 020 3761 0865**

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MASTERCLASS ▶

Stand: K133

The UK kitchen brand will use the show as a launch pad for a number of collections. There will be additions to the company's existing portfolio of kitchens, which spans more than 300 door designs. From traditional painted Shaker-style doors through to the Masterclass H-Line range of ultra-contemporary handleless doors, there is an option to suit any situation, the company says. The Masterclass collection also encompasses the latest trends in kitchen design, from curved cabinetry to bold colours and mixed materials.

■ **Tel: 01443 449 499**

■ **www.masterclasskitchens.co.uk**



LEICHT ◀

Stand: N120

Two new finishes for 2016 will be unveiled at this year's show. Bondi is an ultra-matt finish that provides a very smooth surface while being resistant to fingerprints. The Bondi finish in graphite will be on display, providing a contrast to a Synthia limed oak, which is a lighter, wood veneer. Sirius, meanwhile, is a new high-gloss lacquered finish, described as a highly attractive alternative to glossy foils. It has been positioned at the entry price level, making it highly affordable, especially for the contract market, says Leicht. The hard-wearing lacquer is applied to an MDF base with a top-quality melamine resin coating and is available in five modern colours. Other key Leicht products, such as pocket doors and the Contino grip-rail handleless doors, will also be on display.

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