



## STOSA CUCINE AT SALONE DEL MOBILE 2022 SUSTAINABLE DESIGN FOR LIVING: ECO-SUSTAINABILITY, EVOLVED DESIGN AND VERSATILITY

Stosa is welcoming visitors to Eurocucina 2022 with a scenic stand conceived to communicate the company's advanced design capabilities and its ability to create refined, functional and mixable products for personal solutions that are guaranteed to satisfy any customer.



*Milan, June 2022*

Stosa Cucine is participating in the 60th edition of Eurocucina with an **impressive stand of over 900 square metres** that highlights the company's **commitment to innovation in products and processes**. **Exclusive design, guaranteed quality, ergonomics, transversality and sustainability are the 5 themes** that underlie the stand and all the models on display this year.

**Designed by Rossi&Co**, the studio that has collaborated with Stosa on the design of Modern line kitchens since 2013, **the Eurocucina stand** (Hall O9\_Stand C09 D14) has **two main entrances** separated by a composition of **Aliant, the ultimate premium kitchen** with new Neolith® finishes, glass and HPL tops. **Neolith®** is a globally

acclaimed Spanish company that produces slabs of revolutionary, fully sintered stone. **Stosa Cucine's exclusive partnership agreement with the company demonstrates a common commitment to innovation and to the development of excellent products based on sustainable design.**

**The two entrances** allow visitors to discover the products on display by following two conceptually different routes presenting **the different souls of the company.**

On the right side of the stand, visitors can admire **kitchens aimed at demanding customers and designed with the latest Evolution System restyling**, the potential of which is amply demonstrated at Eurocucina.

The queen of the kitchens on display is **Metropolis**, the first model in the Stosa range to consist of **FSC® certified cabinets as standard**, beginning the ongoing conversion of production along eco-sustainable lines. In 2020, Stosa Cucine won the FSC Italy Award in the Indoor Furniture\_Kitchens Section for the development of a kitchen made entirely from FSC® certified furniture.

**Metropolis is still the model that most effectively combines sophisticated, advanced design with FSC® certified wood**, permitting the creation of kitchen compositions that are unique not only in look but in respect for the environment too.

**Also developed using the Evolution System, Color Trend combined with Natural and Natural mixed with Aliant are presented with new finishes, new maxi dimensions and advanced designs that offer original ways to organise space and add a touch of refinement to kitchen compositions.**

Also on display is a **Natural living zone composition featuring the latest equipped boiserie** with push-in shelves, a great example of the eclecticism and freedom of expression that Stosa offers customers seeking to design their own tailor-made furnishing solutions.

The composition's elegant, refined lines along with prestige materials, design solutions and colour combinations are the result of **Stosa's constant research and commitment to outstanding functionality, style and innovation.**

Visitors entering the stand from the left are met by **highly characteristic settings arranged like miniature homes, each representing a different mood.** The protagonists here are kitchens designed with the Look System: Infinity, City, and the new Young, a model aimed at a young, dynamic and fashion-conscious public.

**Evolution System and Look System are two kitchen design systems that satisfy different needs. Though they each have their own identity, they can nevertheless be combined** to create mixed compositions with an original and highly personal look.

To illustrate the creativity made possible by pairing different systems, the stand includes a composition that combines **Newport, the modern classic kitchen, with Metropolis and Color Trend. The same scalability and versatility offered by the latest Evolution System restyling are also to be found in Look System and in Classic Glam**, the design system for kitchens that interpret classic styling in a metropolitan key.

**The stand also presents solutions for the home office and for maximising space and storage capacity** along with **atmospheres inspired by different tastes**, from **Luxury** to **Charming** and **Elegant**, and on to **Smart**, **Country**, **Colourful** and **Nordic**.

The aim of the stand is to show how Stosa Cucine can satisfy all lifestyles, needs, tastes and budgets while offering certified 100% Italian products of superior quality and advanced design.

Stosa Cucine's strength lies in the ability to offer a targeted and satisfying solution to individual needs. Customers are never seen simply as purchasers, but as **real people with different needs, aspirations, ideas and values**. The advanced flexibility of design seen in all Stosa creations demonstrates how much attention is paid to the preferences of each customer.

On top of this, **many of the kitchens on the stand are also FSC® certified as standard**. Stosa Cucine is continuing its partnership with FSC® in order to **offer kitchens made using certified wood from a supply chain that supports responsible forest management**. This policy was introduced ten years ago and has already led to the redesign of supply chains and production lines with a view to converting all kitchen models into certified products with no increase in price.

**Stosa kitchens now consist entirely of FSC® certified cabinets as standard**, and also come with **Furniture of Italian Origin and 100% Made in Italy certification**. The carcasses are made from panels with extremely low formaldehyde content and come with **European E1 and Carb P2 certification** – further **confirmation of the importance that Stosa attaches to protecting the environment and respecting the customer**.

**Stosa has also been awarded COSMOB Qualitas Praemium (CQP) certification** for "Circular manufacturing in the furnishing industry" in recognition of the excellent results achieved recently in the **sustainable use of resources throughout the product life cycle**.

**"Stosa Green Park" is another important step in the direction of sustainability. This advanced production site, with its own road system and green areas, blends harmoniously into the environment and respects the surrounding countryside.** A total renovation of the area will be **completed in 2025** with a view to respecting the environment and the local community and ensuring consistency between the values and objectives we pursue and those we effectively demonstrate. **The road chosen by Stosa combines a proactive industrial strategy with a determination to benefit the local environment** by replacing an ecological monstrosity with a **high-tech building** that will respect its surroundings, be **totally sustainable in terms of energy and have an extremely low impact on the environment**.

Stosa's presence at Eurocucina 2022 is of the greatest importance as it illustrates the evolution and maturity of an **international brand that is continuing to expand its retail network and that recorded a turnover of over 147 million euros in 2021 thanks to 41% growth in Italy and 32% growth in exports**.

**These impressive figures are the result of a dynamic approach to business and courage in medium and long-term decision making.**

**Recently, Stosa Cucine also obtained WHP (Workspace Health Promotion) certification** under a **World Health Organisation** initiative to promote health through correct lifestyles at work. The scheme was approved by the regional council of Tuscany in late 2016.

**Participation is voluntary.** Already at the end of the first phase of the project, **Stosa was recognised for having implemented effective measures to improve safety and the quality of life in the workplace.**

This recognition is further proof of Stosa Cucine's commitment to the sustainability not only of products but of work and people too, in line with the respect that has always been intrinsic to our company's DNA.