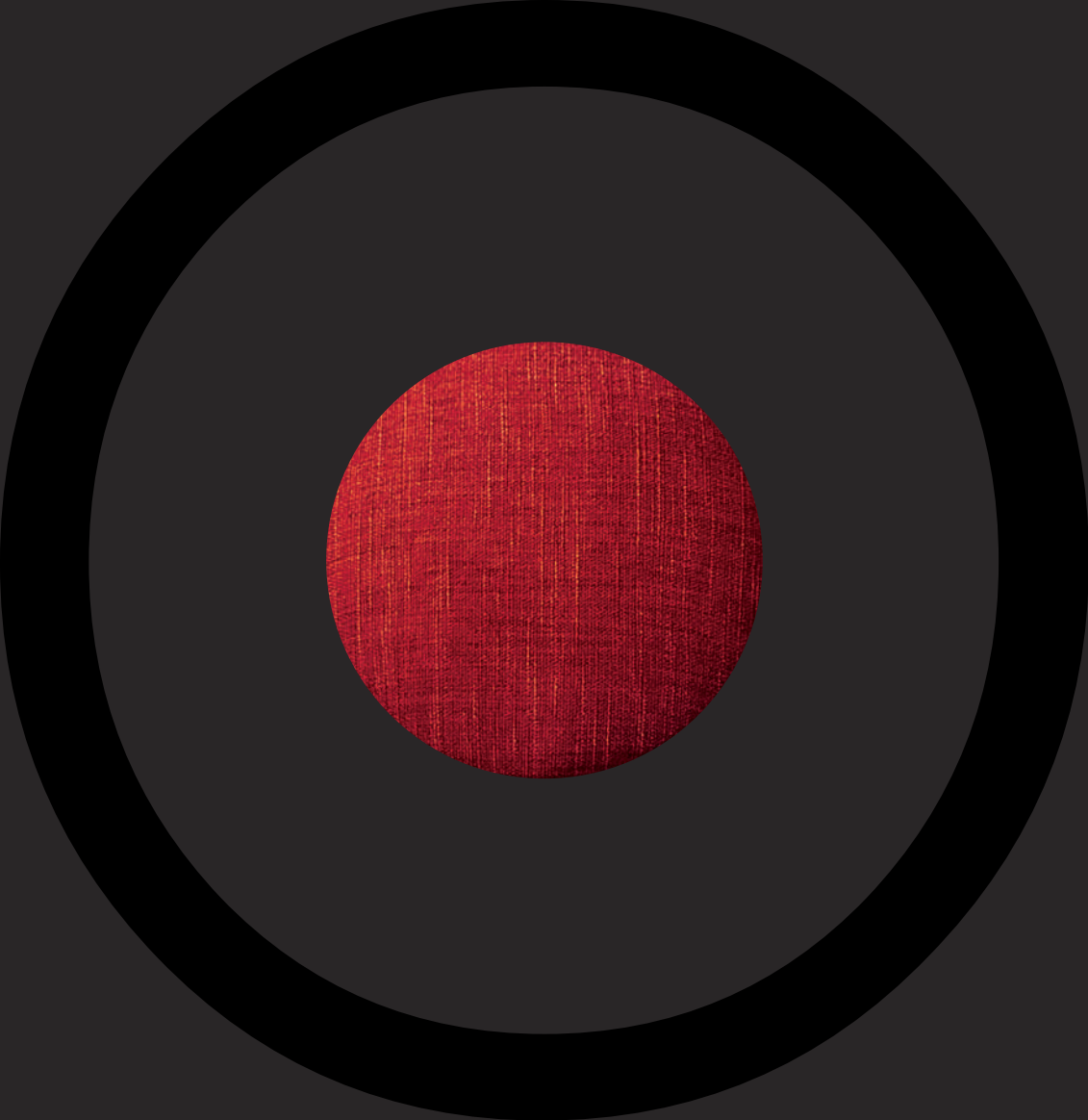




COMPANY

OVERVIEW

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NICOLETTI HOME
AN ITALIAN STORY, CREATED TO SPREAD THE
CULTURE OF COMFORT.



The roots of Nicoletti Home are deeply embedded in a unique territory: Matera, a symbolic landmark of living culture. This extraordinary setting has helped shape a profound sensitivity toward the home, viewing it as a space that defines and reflects one's identity.

This sense of belonging is combined with a legacy of values handed down by the visionary mind of Giuseppe Nicoletti, one of the founders of the upholstered furniture district of Murgia, from whom Nicoletti Home has drawn inspiration since its establishment in 2008. Giuseppe Nicoletti envisioned the sofa not merely as a product, but as a concrete response to the needs of people and families, aligned with their lifestyles.



For Nicoletti Home, which shares those same values, comfort is both an aesthetic and a functional experience, supported by high construction quality and the ability to adapt to different markets and different ways of living in the home.

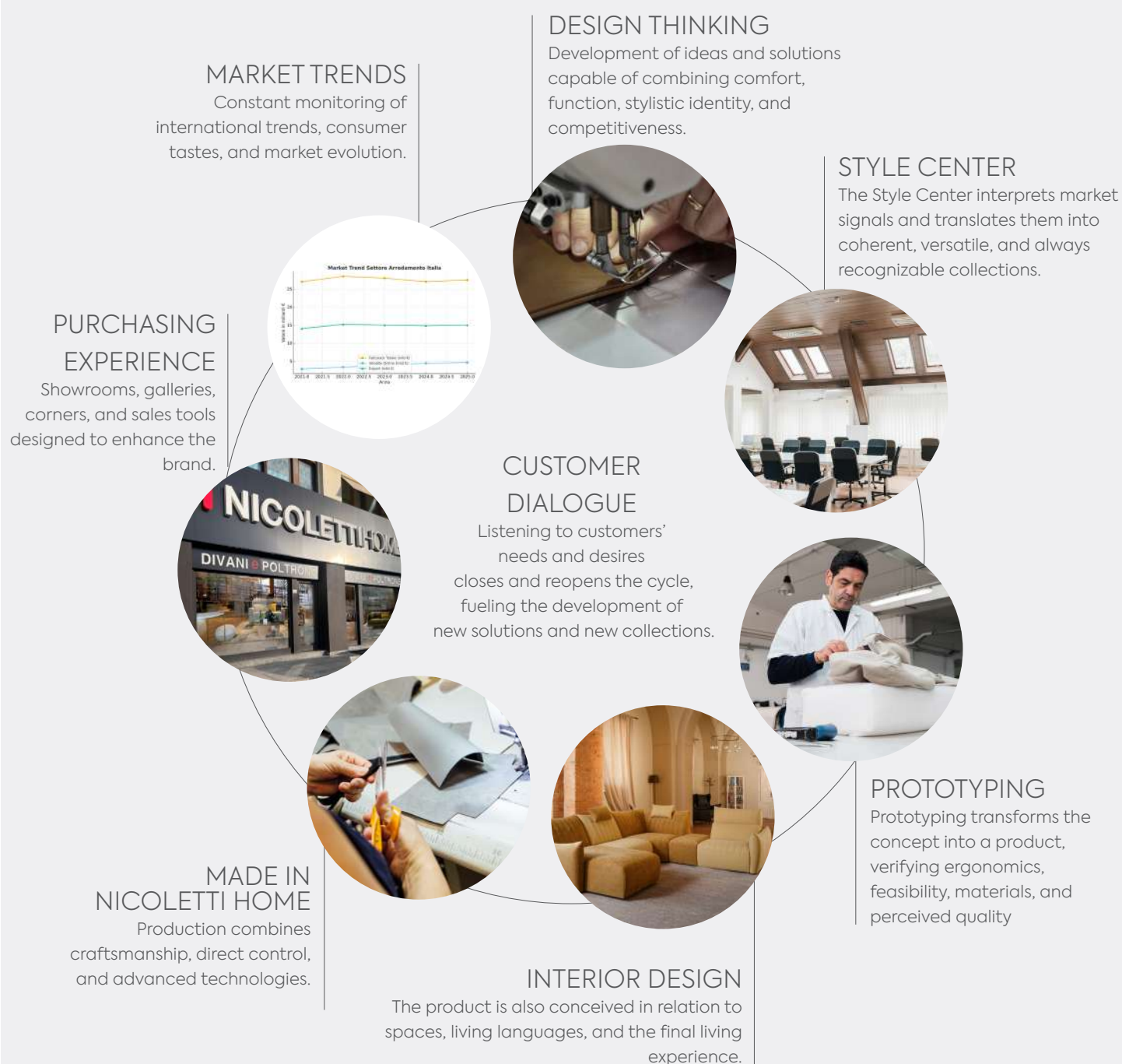
This is the universe embodied in the concept **Enjoy your mood**, a philosophy that guides the development of the brand and its collections: three different worlds — **Nicoletti Home, People, Giuseppe Nicoletti Le Collezioni** — that make up the Nicoletti Home ecosystem, with the aim of responding comprehensively to the widest variety of people's stylistic and functional needs.

Nicoletti Home has come a long way and is now internationally recognized as an expression of Made in Italy in the sofa and armchair sector, with a commercial presence in more than 70 countries and an extensive, flexible distribution network.

THE NICOLETTI HOME ECOSYSTEM

A CIRCULAR WORLD

Nicoletti Home's success is closely linked to its integrated supply chain, in which the product takes shape through a process that moves from market analysis to design, manufacturing, and finally the relationship with the end consumer.



INNOVATIVE TECHNOLOGY

AT THE SERVICE OF MANUFACTURING



Over the years, Nicoletti Home has refined a production model in which artisanal heritage engages in a seamless dialogue with industrial innovation. Technology does not supersede manufacturing mastery; rather, it elevates it—ensuring even greater precision, efficiency, and sustainability.

Among the most significant assets within our production ecosystem:

AUTOMATED PRECISION CUTTING FOR LEATHER AND FABRIC

Digital screening and automated cutting systems optimize material consumption, minimizing waste while enhancing the overall efficiency of the production process.

AUTOMATED WAREHOUSING SYSTEMS

Nicoletti Home boasts a fully automated warehouse—one of the largest in Europe, with a capacity of 220,000 m³ and over 10,000 pallet spaces. A sophisticated computerized system streamlines the tracking and handling of approximately 20,000 seating units, ensuring real-time product availability while optimizing logistics, enhancing safety, and minimizing the risk of damage.

SAP INTEGRATED MANAGEMENT SYSTEM

The adoption of the SAP system has driven the digitalization of the entire production and management process, enhancing the planning, control, and coordination of all corporate functions. This approach enables the company to maintain superior quality standards while simultaneously increasing speed and reliability across international markets.



NICOLETTIHOME®
ENJOY YOUR MOOD

The Nicoletti Home Premium Collection is defined by understated elegance, functionality, comfort, and architectural versatility. The range includes stationary, modular, and motion sofas available in premium leather, fabric, and microfiber meticulously crafted for a lifestyle that makes no compromises. Beauty, balance, and the essential comfort of daily living are the pillars upon which the entire collection's design philosophy rests.



NICOLETTIHOME
people

The People Collection is tailored for a contemporary, youthful, and dynamic audience, prioritizing evolved comfort and accessibility. Conceived to meet the tangible need for domestic well-being, People features an array of electric recliner models and advanced relaxation technologies. A standout is the **Cozy³ Triple Motion system**, powered by three independent motors to provide absolute comfort for the legs, back, and head, including dedicated lumbar support.



GIUSEPPE NICOLETTI

Le collezioni

The Giuseppe Nicoletti Collection represents the very essence of the brand its most expressive and hallmark dimension. This collection seamlessly fuses avant-garde research and experimentation with aesthetic mastery, artisanal tradition, and a profound dedication to art.

It is curated for those who perceive the sofa not merely as a functional piece, but as a testament to a distinct style and the quintessential Italian culture of beauty.



A GLOBAL FOOTPRINT,
STRATEGICALLY DIVERSE AND CURATED



BECAUSE COMFORT
KNOWS NO BORDERS.

The Nicoletti Home distribution strategy is built upon a multi-channel framework designed to maximize global brand visibility and elevate the quality of the purchasing experience. Our commercial network is driven by direct engagement with key stakeholders, a strong brand presence, and long standing partnerships across diverse international markets.

Our primary distribution channels include:

INDEPENDENT RETAILERS

A widespread network of over 700 specialized partner outlets, ensuring a strong local presence and close proximity to our clientele.

MULTI-STORE RETAILERS AND BUYING GROUPS

Collaborations with prominent international chains and buying groups such as Bloomingdale's, Furniture Village, and Macy's which are pivotal to our growth and market penetration across key global territories.

DISTRIBUTORS

Selected partners supporting the brand's expansion across diverse international markets.

FLAGSHIP STORES

A network of approximately 20 dedicated points of sale, operated through direct ownership or franchising, designed to strengthen brand identity, enhance the customer experience, and deepen market insights

BRANDED CORNERS AND GALLERIES

One of the most compelling tools in our distribution strategy is the creation of dedicated exhibition spaces within selected retailers. Corner and Gallery Shops enhance brand value and ensure communication consistency, while naturally elevating the customer experience and fostering a deeper connection with Nicoletti Home's core values.

THE NICOLETTI HOME MANIFESTO



Nicoletti Home builds its competitiveness upon a cohesive set of hallmark factors: ten core principles that underpin our entire commitment.

- Deep-rooted local heritage and a dedication to the Italian culture of comfort.
- Long-standing expertise in upholstered furniture.
- Internationally recognized Made in Italy excellence.
- Artisanal craftsmanship seamlessly integrated with advanced technology.
- Direct quality control throughout the entire production process.
- An extensive selection of models, upholsteries, colors, and configurations.
- Production flexibility and bespoke customization capabilities.
- A well-established international distribution network.
- Strong brand presence through monobrand stores, corners, and galleries.
- Structured and reliable pre- and post-sales service.



nicolettihome.com