



ARCHEDA: SHAPING EMOTIONS

Founded in 1996 in Porcia, Friuli Venezia Giulia, Archeda is a family-owned company that specialises in the production of **furniture, furnishings, and accessories for bathrooms**. Archeda designs bathroom systems tailored to meet the needs and changes of contemporary homes. Their multifunctionality transforms the bathroom area into a personal and customised space, designed for self-care and wellbeing. Each collection tells a story, a project in which research and innovation confirm the brand's commitment to meeting and anticipating evolving trends and lifestyles.

The vision of founders Maurizio Poletto and Piergiorgio Verardo is based on a desire to bring beauty and innovation to bathroom furnishings, offering the possibility to furnish the space with a wide range of solutions. The company's know-how is the result of a **long tradition of craftsmanship** and a passion for design typical of the determined and forward-thinking Italian entrepreneurs. *"Archeda is a place where we manufacture emotions and realise dreams,"* states Maurizio Poletto, CEO of Archeda, as he walks through the production plant in Porcia, stopping to chat with his employees. *"Our goal is to improve the daily lives of our customers through objects that make them feel good. To do this, it is important to understand people's desires and create enveloping environments where the warmth of home can be felt, without neglecting aesthetics or functionality. In the interest of the common good, we also commit to working with certified quality raw materials, striving to preserve what nature offers us."*

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Looking firmly to the future, the **second generation is already involved in the business**. Alberto Poletto, after graduating from Bocconi University in Milan and gaining international experience in Russia, the United States, the United Kingdom, France, Germany, Poland, and Switzerland, has taken on the role of Project Manager. *"Returning to my roots has always been a life aspiration. Over the years, I felt the need to experiment and understand the world of work outside Italy," says Alberto Poletto. "But my desire to contribute to our family business to create designer furnishings was alive. With my arrival at Archeda, I want to bring my energy and carry forward the deep values instilled in me since childhood. I have many goals that I am setting myself and that I would like to achieve in the short term, such as the development of digitisation processes to ensure even faster and more innovative services or the expansion into new foreign markets with the intent to grow and transmit the core values thanks to which Archeda was born."*

The production of bathroom furniture, furnishings, and accessories takes place at the Porcia site, which covers a total area of 4,000 square meters. More than 30% of the collaborators have been with the company for 20 years. Despite being a young entrepreneurial reality, Archeda has low turnover, demonstrating the strong bond between the company and its qualified employees who expertly work with raw materials, assemble, and model design pieces to offer customers a well-designed product with high quality and durability. This commitment is evident in the choice of **eco-compatible materials** such as wood and glass in the production process, which is attentive to reducing environmental impact, and in designing products that are built to last. Archeda's energy needs are also met by the presence of photovoltaic panels installed on the roofs of the company.

Archeda is distributed through **specialised retail outlets and furniture stores** throughout the national territory. **Foreign markets** play a strategic role for the brand, which is present in Europe, particularly in France through traditional distribution. In the United States, specifically in Miami, New York, and Chicago, Archeda has focused on the *boutique contract sector* through architects and design professionals.

The original vision of the founders continues to guide the company with a perspective of the future that moves towards growth in terms of project management and distribution.

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CUSTOMIZED BATHROOM SYSTEMS

Archeda's offer is focused on bathroom furniture, but it is distinguished by a range that includes washbasins, bathtubs, mirrors, lighting, furnishings, and accessories, all designed to **plan and personalize the entire environment**.

The range of products includes **floor-standing, suspended, and laundry** furniture. Each type is made from different materials, colours, and finishes to meet various tastes and styles. The floor-standing furniture is designed for those who prefer a classic style reinterpreted in a modern key, while the suspend furniture catalogue is extensive and varied, meeting the most stringent requirements of functionality, practicality, and ergonomics.

Alongside the wide assortment of products is an equally vast **collection of finishes and materials**. Natural wood essences, over 50 lacquers in glossy and matt finishes, glass, and aluminum for the furniture; ceramics and solid surfaces, stoneware, Okite®, marbles, and natural woods for the countertops. The ability to work with diverse materials, combining them to create ever-new solutions, is one of Archeda's distinctive features, setting it apart in the international scene through the customization of environments. The emphasis on aesthetic appeal is essential, and enhancing the interiors of drawers with dividers, made from natural woods or vibrant hues that help store and organize items, is an added value that turns the furniture into true "must-haves".

The company's creative journey has been led for over twenty years by Dario Poles, a designer and art director who, in collaboration with the internal R&D team, designs products inspired by nature, art, fashion, and contemporary trends.

Thus, Archeda's journey continues with new collections that reinterpret past archetypes in a contemporary way, focusing on colour and premium materials.



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