



GENERAL PROFILE

Moroso was established in 1952 by Agostino Moroso who, together with his wife Diana, founded the company with the intention of making sofas, armchairs and furnishing accessories by focusing on a production model that could balance industrial processes with craftsmanship and finishes.

The late 1980s, with the second generation of the family, marked the start of extensive work on designer collections, with Patrizia serving as artistic director and Roberto at the helm of the management. The family culture has been complemented over the years by a solid management structure, capable of creating winning synergies within the global Furniture/Design and A&D market. Since 2018, the company has been led by Damir Eskerica, previously head of Moroso U.K.

Today, the company is positioned in the haute couture of international design and among the leading companies in the upholstered furniture industry. A tangible and respected presence consolidated day after day, drawing on an ability to give a strong creative impetus to projects and to deliver products with very high manufacturing quality. All stages of the production process are directly monitored and controlled: from prototype making and material purchasing to planning and coordinating internal and external production.

Thanks to the dedication and skill of its master craftsmen and to creative contributions from designers such as Ron Arad, Patricia Urquiola, Ross Lovegrove, Toshiyuki Kita, Alfredo Häberli, Tokujin Yoshioka, Tord Boontje, and others, over the years Moroso has created a wide and diverse range of products, many of which are recognized in the market as true icons; a wealth that the company offers to the market, both through traditional distribution and directly to architectural and interior design firms.

Moreover, over the years, the company has developed numerous research projects with the likes of Ólafur Elíasson and Marina Abramović. This international outlook has led to collaborations with some of the major institutions of contemporary art, including: MoMA in New York, the Palais de Tokyo and the Grand Palais in Paris, the Biennale in Venice, and the Victoria & Albert Museum in London.

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System Certification
according to:
UNI EN ISO 9001
Quality Management
UNI EN ISO 14001
Eco Management



THE MOROSO APPROACH

For 70 years, Moroso has epitomized an approach to design that goes beyond merely producing furniture. Even today, this daily work is based on a model introduced by Agostino in 1952: combining artisan skills with the industrialization of production processes. A practice that, starting with Patrizia Moroso's creative vision, allows the company to continue innovating by transforming experimental ideas and intuitions into commercial products, while maintaining production flexibility and control over quality and sustainability standards.

This journey has allowed people involved in the value chain to positively experience the changes taking place in society and make a concrete contribution to spreading an inclusive design culture that is open to diversity; a unique way of doing business that encourages employees, suppliers and customers to strive for excellence by drawing inspiration in their daily work from five key principles:

Out-of-the-Ordinary – In order to pursue beauty, it is essential to be open to different influences and experimentation. Navigating the boundaries between design, architecture, and contemporary art allows the company to incorporate the work of designers and artists into the value chain, continually refining the brand's creative vision.

Visionary Leadership – Moroso views space as an expression of identity and cultural belonging. Each project represents a new perspective on the world, an experience that can engage people's imaginations and connect them with designers' ideas through functions, shapes, colours, surfaces, materials, and finishes.

Creativity and Savoir-Faire – Moroso considers diversity to be a natural diversification strategy. The company, from its traditional field of upholstered furniture, is extending its research into different areas of contemporary living to offer complete solutions with a consistent language and manufacturing quality.

Attitude to Learning – Sharing knowledge for sustainable growth. Moroso strives for open and purposeful discussion with employees, customers, partners, and suppliers, conscious that in order to develop innovation and anticipate changes taking place in society, it is essential to have a dialogue about ideas and expertise.

Tradition in Innovation – Moroso is receptive to technological and production developments. The company combines the efficiency of industrial processes with the execution of sartorial workmanship and finishes, promoting the luxury savoir-faire inherent in craftsmanship in both the Residential and Contract markets.



VISION, MISSION, VALUES

VISION

“In the art of doing business, people are our most valuable resource; we learn from them, we innovate thanks to their ideas, together we compete, and boldly raise our ambitions higher and higher. The company is their home, the place where they can express their creativity, grow and improve, in order to make – through their daily work – an active and constructive contribution to society.”

MISSION

“We want to enhance the uniqueness of contemporary living spaces through innovative ideas, designs and products that transcend the boundaries of the ordinary, capable of exciting people and involving them in relational experiences built on the aesthetic and conceptual value of our solutions, material and manufacturing quality, service excellence and sharing – at every stage of the supply chain – of a positive and sustainable approach to life.”

VALUES

- Ethics – Moroso views the company as a social unit aimed at building long-lasting value. A commitment made concrete through honest and transparent relationships with associates, customers and suppliers, with designers and, more generally, with anyone who has anything to do with the company, fully respecting diversity and freedom of expression.
- Beauty – Moroso experiences beauty as a relationship with the world that is open to curiosity, excitement and wonder. An attitude that boldly drives the company to transcend norms and customs, making it possible to positively and proactively experience the changes taking place in society, constantly seeking an exchange with figures from cultural scenarios related to the world of design, architecture and art.
- Sustainability – Moroso encourages all those involved in the supply chain to take a responsible approach to innovation. Corporate actions and priorities are dictated by the needs and sentiments of society and are measured in terms of their environmental, social and economic impacts.

Moroso has always prioritised customer satisfaction, bearing in mind requirements and expectations, as well as the need to guarantee them products and services of a superior level and quality. All this, combined with strong respect for the environment, made Moroso the first upholstered furniture company to obtain certification in 1994 for the quality of its production cycles (ISO 9001) and in 1999 for the management of its environmental system (ISO 14001), joined by FSC certification in 2013 to ensure that products come from well-managed forests and controlled sources.

The company therefore continues to strive to:

- Analyse the needs of the company's target market and promptly assess its evolutions in order to investigate the best technological and stylistic solutions suitable for making high-quality and safe products, encouraging the choice of raw materials with a lower environmental impact and guaranteeing a service tailored to the customer's needs and expectations.
- Increase customer loyalty by improving company credibility and introducing end-user communication strategies that involve the retailer.
- Raise awareness, train and educate staff specifically on all aspects of the business organization so that awareness and responsibility enables them to work safely, while achieving their goals.
- Maintain active, review, and implement analysis and improvement actions by updating the Integrated Management System, Risk Assessment Document, and Environmental Assessment, adapting them to regulations, laws, and the company's evolution, constantly increasing its efficiency.
- Not be directly or indirectly involved in the following unacceptable activities:
 - illegal logging and trade in illegal wood or forest products;
 - violation of traditional and human rights in forestry operations;
 - destruction of high conservation values in forestry operations;
 - significant transformation of forests into plantations or other non-forest uses;
 - introduction of genetically modified organisms in forestry operations;
 - violation of any ILO fundamental convention as defined in the ILO Declaration on Fundamental Principles and Rights at Work.
- Check that its products comply with the regulations applicable to the industry and user safety, taking care to ensure that products complying with these regulations are placed on the market as a minimum requirement for the specific use.
- Enforce and comply with environmental and occupational health and safety laws and other regulations by promoting planning, adjustments, and actions to prevent and reduce environmental pollution, workplace injuries, and occupational diseases.

- Create the conditions so that flexibility with respect to the market does not adversely affect costs and makes it possible to maintain adequate margins by stimulating greater awareness of economic aspects.
- Choose suppliers and contractors based on evaluation criteria that make it possible to work with companies capable of achieving the targets the company has set for itself, raising their awareness and involving them in the application of applicable laws in terms of quality, worker health and safety, and environmental protection, with priority choice of those who operate in compliance with the responsible and sustainable management of forest resources.
- Disseminate the policy throughout the company and externally by stimulating a dialogue with the public authorities, all employees, customers, and suppliers to ensure that our improvement programs are understood.
- Publicise our efforts and activities transparently through the website.

Managing Director

Damir Eskerica



Cavalicco, 27 May 2022