

Furniture Today

Italy-based Composad ready to break into U.S. RTA field

HIGH POINT — An Italian-based manufacturer of ready-to-assemble furniture is looking to break into the U.S. market, joining a more crowded field of producers already serving the marketplace with quality furniture at value price points.

Located about two hours south of Milan, Viadana, Composad is part of Saviola Holding and produces a line of contemporary, Italian-designed furniture that includes master and youth bedroom, kitchen furniture, occasional and home office. The line also is made with 100% recycled woods that are turned into particleboard that is then turned into a melamine-faced panel through a hot-melt production process. Through this process, the company said that no trees are cut down to produce its furniture.



The particleboard is produced by Saviola Holding, a major supplier of raw board to Ikea and other companies.

"We are unique in the sense that we are fully integrated in one location. We make our own particleboard with 100% recycled wood," said Saviola Holding and Composad General Manager Nicola Negri, noting that through this process the company has achieved a level of sustainability matched by few in the industry. "We are saving 10,000 trees a day," Negri added of the company's use of wood that has been discarded and otherwise would end up in landfills.

Composad IMM Cologne 2020 - Yes, it's all True!



Currently about 10% of Composad's line is sold in Italy, with the remaining 90% exported to some 90 countries around the world including Germany, France, United Kingdom, Poland, Spain, Croatia, Denmark and Serbia. The company planned to make a big push for the U.S. market last year but was slowed down by COVID-19. Given the anticipated distribution of a vaccine, the company expects to make inroads this year and is now looking to lease space at the High Point and Las Vegas markets.

