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Historical Italian company in mechanisms for sofa-beds

Located in Forlì, in Northern Italy, Renato Nisi Srl specializes in the production and marketing of mechanisms for beds and sofa-beds of various types. **Started in 1972, Renato Nisi Srl takes its name from the original founder, father of the current CEO and main shareholder Cristian Nisi. Up until the 1990s Renato Nisi Srl was a direct supplier for various sofa producers in Forlì and surrounding areas. The quality and uniqueness of the product stands out among other Italian companies active in the sector.**

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After several years of learning and studying the characteristics of the market and its commercial aspects, advancement of the company began in the early 2000s. Construction of the current headquarters location began in 2008. This would be the beginning of the company's first courageous and innovative investments in automation. Advancements were made to the automated line for cutting, bending and drilling tubes for the construction of frames and nets and for the powder coating plant.

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2010 saw the start of close cooperation with a well-known company, which over the years has become the undisputed national market leader, controlling 50% of the market itself.

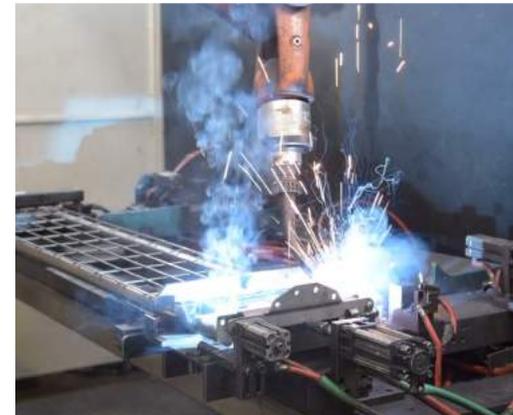
Nisi Dream was established in 2011 for the production and marketing of mattresses. Mattresses can be sold separately or together with various frame products. A second generation industrial robot was purchased in 2013 for the welding department, with others to follow in 2015 and 2016.

Current production site and expansion by 2018

With the change from a craft business to an industrial enterprise in 2014, a plan for international growth begins with the subsequent first foreign sales in Spain and Romania (2014-15). In 2015-16, investments will continue in welding robots for the multicolored and flexible powder coating line which is capable of painting with more colors. Other investments will be made in the renewal of the lighting system, in software for automated management of accounting, warehousing, supply chain, production and production planning, as well as manual assembly lines. Renato Nisi Srl currently employs more than 100 people.

Targeted investments and multi-year planning has enabled the company to organize itself on several levels to support its growth: today the company has two production sites, and a third one is under construction. One of the two existing sites is for the production of frames and mechanisms for bed and sofa-bed products (Renato Nisi) and the second location is for mattress production (Nisi Dream). The manufacturing sites are large and near each other to ensure better productive and logistical synergy. This provides the ability to programme both processes "on time" and prevents the formation of excessive inventories with obvious advantages for the final competitive price. Thanks to this high flexibility, the response times for Renato Nisi customers is very quick (typically 2 to 5 days).

Construction of a new 7000 square meters site will begin shortly, for the realization of mechanisms. This site will join the existing headquarters location together with the entire production process.



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Used technologies (automatic cutting machines, welding robots, flexible painting plant)

Investments were made in technologies used during each phase of production. The latest generation of numerical control cutting machines guarantees processing with millimetre precision. For each component, the mechanical presses use special templates called "steps", which are powered by numerically controlled mechanisms. The welding process is also automated by the use of advanced robots to achieve high-precision work. High pressure warm water is sprayed onto all nets and mechanisms inside the phosphodegreasing tunnel. **This is an essential precaution to eliminate industrial grease and guarantee a quality painting process without imperfections.**

The painting process is fully automated as well. Electrostatic powder paint dispensers move from top to bottom while each part (frames and mechanisms) passes through to ensure uniform painting on all sides. **The system is able to provide painting in several colours. Few companies have an internal painting system that allows direct processing without relying on external resources.**

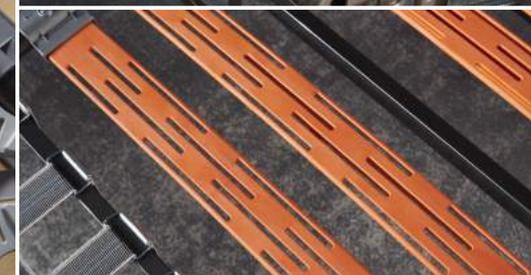
Production capacity and turnover

The current internationalization process is evident from the turnover data for the period 2014-2019. Against a substantial stability in the two-year period 2014-15, already in 2016 the turnover has recorded an increase of 3,3% with forecasts of constant growth until 2019. The growth trend in turnover due to exports is clear: in 2014 it reached € 0,7 million, to nearly double in 2016 with a final result of € 1,227 million. The prediction is that this trend will continue over the next three years, when total exports should reach € 3,9 million and represent 25% of total turnover. **Renato Nisi has shown strong trading activity with international markets such as Spain, Russia, Romania, Poland and Albania. The goal is to increase exports by creating an internal business structure in order to solidify local relationships for foreign markets.**

Organization and employees

Today, Renato Nisi is a company that, although lean and non-bureaucratic, in all its functions it is appropriately structured and employs more than 100 people. The hierarchy is apparent, with clearly defined roles, tasks and responsibilities. The commercial organisation is strategic, consisting of a commercial manager and two commercial correspondents, to which the same managing director is added.

The company's end customers are companies that manufacture sofas, but there are also trade contracts with dealers who have upholstered furniture articles in their portfolio, as well as customers acquired at trade fairs.



Product portfolio

The range of products available is the company's strength: it has been expanded and adapted to the different needs of customers at home and abroad. **The Renato Nisi product line guarantees economy, elegance, comfort, solidity, space optimisation, user-friendliness and some special features such as hypoallergenic mattress.**

The expansion of the product assortment includes all types of products: mechanisms (tilting and insertion), nets and mattresses. Depending on the height above the ground and the width and colour of the nets, the range of models is further extended. **With more than 200 models available, the company's success is mainly due to its ability to meet the requirements of all types of customers (the share of product customization is around 60% of total production).**

To achieve this, it was essential to intercept great design and industrialization effort in the production processes, which were optimized in such a way that fast production changes (setup) are possible. This guarantees the economy and the production flexibility for the fastest response to special requests.

One of the company's strengths, which is closely linked to the product, is the "leverismo Nisi", a technical device that guarantees easy opening of the net. The mechanism works by turning the backrest and then laying it down, a unique feature that allows the transformation from armchair/sofa to bed in a single movement without removing the cushions from the seat and backrest. The "leverismo Nisi" has been significantly improved over time to reduce the force required to open it and to reduce the load on the levers, thus ensuring a longer service life. The reduction of wear and noise is the result of the virtuoso use of suitable components and increasingly advanced materials, which cause less friction between the parts.

