



## **The Italian design of Babini Office wins at Best of Neocon**

Babini Office, Italian office furniture manufacturer, won the most coveted award in the industry at NeoCon in Chicago. The winning product is ARIA, in the Movable Walls category through the new American partner INSCAPE.

NeoCon is the most important and competitive trade fair, as it takes place in a market dominated by companies with the same size each of the total consumption of office furniture in Italy.

Michele Falcone, Chief Operating Officer of Babini Office commented: *"We are honored and delighted that the American market was able to appreciate our design, our ability to create the same innovation and passion that all our employees are proving every day. In such a tough period for our country, our strategy to focus our business on foreign markets is certainly proving to be successful, giving immediate results. Following the opening of showrooms in Dubai, Saudi Arabia, Oman, Bahrain, Kuwait, Russia, the partnership agreement with Inscape for the production of our partition wall for American territory is an exceptional opportunity for growth and development."*



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Babini Office is a 100% Made in Italy, 9001, 14001 and 18001 certified company, and it is an excellent example of how an Italian family company may well compete on international markets.

Monica Babini, CEO of Babini Office commented: *"I am really happy that our company received this important award, proving that our 50-years-old experience is appreciated by the American market, as well as our becoming and international company. We thank our American Partner Inscape that believed in our talent and shared this adventure with us."*



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## **BABINI SPA**

Babini Spa is an Italian Company that, for over 50 years, has been designing and producing functional and high quality office furniture, with a strong emphasis on Workplace improvement and new ideas and space solutions, exclusively made in Italy.

Babini Spa closed the last two years, 2013 and 2012 with an extremely positive result, + 11% on 2012 sales and +10% on 2011 sales. The new approach to the market and distribution channel is allowing export growth, which in 2013 represented more than 50% of the total turnover.

The company has also focused with emphasis on quality and certifications, obtaining in 2013 the 100% Made in Italy certification and in 2014 the BS OHSAS 18001:2007, as well as maintaining those already obtained.



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