



# CONCRETA

COMPANY PROFILE



# This is not a designer kitchen

**Our kitchens like to experiment.**

**Our kitchens are full of colours, and may also include strong contrasts.**

We're not interested in immaculate spaces and neutral colours with no personality.

We like the aesthetics and style of simple forms, but we're revolutionaries: **our vibrant kitchens are happy to be daring, and keeping the lines clean is not our main consideration.**



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This  
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a  
designer  
kitchen

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You can open and close our unit doors as often as you want: they won't break. Look how much room there is in our quiet, convenient drawers, ready to store anything you like.

**We want our kitchens to be places for life and living**  
So all our collections embrace a variety of materials, colours and details that reflect different lifestyles and approaches to the world, and thus to the home.

**What's your personal vision of a kitchen?**

We have wood for people who love warmth and like to lean against the unit doors, laminate and metal for those who adore dynamic, contemporary interiors and want perfect backdrops for working calls, and natural stones for users who aren't afraid of spilling a glass of wine on the worktop.

Woods, laminate, marble, material-effect finishes, glass, glossy and matt lacquered, PET; handle grooves, imitation grooves, handles; wine modules, glass racks, shelves or wall units.

**Everything you choose reflects you,** and we, who believe that style and convenience can go hand-in-hand even in the kitchen, want to express you, your choices and your lifestyle.



QUALITY

# This is not a cheap kitchen

We believe that quality  
may also be economically priced.

We economise in the  
end price, not in the finishes  
or the value  
of the materials used.



## QUALITY

This  
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a  
cheap  
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We draw inspiration from design, from the latest technological discoveries applied to everyday life. We choose innovative materials, offering colour shades to suit every different lifestyle and the distinctive taste of a made-to-measure kitchen. We've chosen to combine impeccable traditional production with the all-Italian ability to seek out every new idea, to create a new, excellent, high-value product at a reasonable price. **Our research and strategy evolve, but the result is always the same.**

**And what does it cost?**  
**The cost of your satisfaction.** The high quality we offer you, which we've achieved through years of work and design, is also based on continual interaction with professionals, suppliers and distributors. Over time we've sustained and supported each other, convinced that cooperation is the only way to come up with and offer the best. **There's no small print and there are no concealed clauses.**

Our kitchens are made through traced, traceable processes; we apply **transparency** in our practical organisation, our admin and our core values.

**We share** our corporate data and information, which many other businesses treat as confidential.

**The kitchen you choose will be beautiful, convenient and sustainable.** Genuinely "Concreta".



COMPANY

# This is not a traditional kitchen

We're not rooted in a centuries-old company history,  
and we don't have an unhealthy reverence for tradition.

We have craft skills in our veins, but  
**we were founded in 1995 and we put a youthful enthusiasm  
into the design of our kitchens.**

We like to be bright and lively, and to try to bring innovation to lifestyles.

Sometimes we go over the top, combining cast iron and wood  
or creating coffee corners worthy of a real bar, but  
**how can you design the future without changing  
what you do today?**

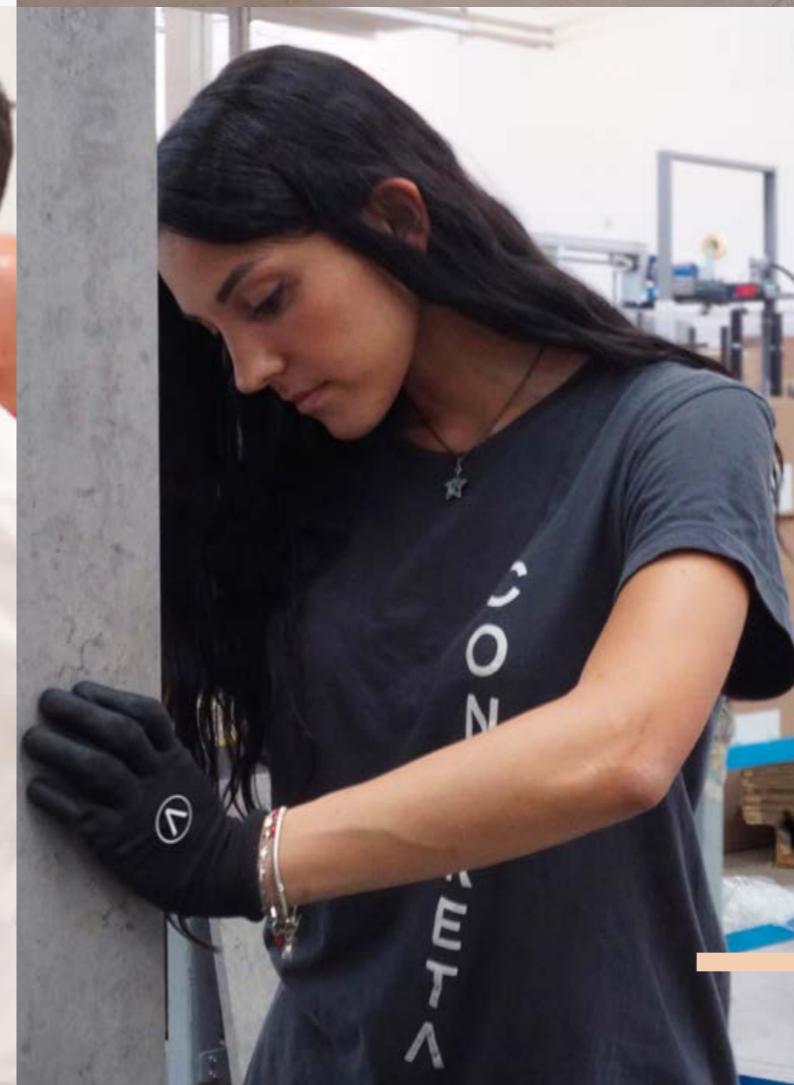


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In the fifteen years before the birth of Concreta, its creators learnt craftsman-like skills, the importance of innovation and a sensitivity to every individual's needs. **Enrico Municchi and Simona Sacchi have used precise, clear lines to convey their vision of life in the kitchen, in harmony with today's new daily routines.**

This is the thinking behind the name **Concreta**, or "Real": doing what everyone does isn't enough, and we think it's only by combining production know-how and a fresh approach to constantly changing needs that you produce something worthwhile, solid and new.

**Building a kitchen is a kind of alchemy: it takes balance, skill and research. And the determination to excel.**



# This is not a kitchen made by chance

Design, choose, build, assemble, sell.  
And again, from the beginning, over and over.  
Is this how we work? No.  
We do more than just this, we don't just produce furniture:  
**we want to add colour.**  
We like giving our kitchens that extra something,  
the vibrancy and freshness of real life,  
not just aesthetic perfection.





## PEOPLE

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by chance



Concreta is a family, a business, a puzzle in which every aspect combines with and balances the others.



We give prominence to what is normally concealed in kitchens: our technical staff who oversee every aspect of production, and design and come up with solutions even before problems emerge. The professionals who listen to customers, who believe in the importance of direct contact and that you can only find the right response to needs by talking, understanding and exchanging ideas with the people who'll be living in the kitchen every day.

The craftsmen who cut the materials, who are ready to change and renew what they do whenever styles and your tastes evolve. The experts who supervise production work and alert you in real time if something is held up or changes.

We are the custodians of the Concreta spirit, enabling you to live in it.

And sometimes we season it all with a lot of imagination, because to invent your dream kitchen we have to think big, imagine the future, and start to live in it now.

# This is not a family kitchen

A mother busy cooking, kids waiting for their breakfast  
and a father hurrying to get to work on time.

**Is this what life is really like? Yes, but only for some of us.**

**Over the years, we've learnt  
how much people's habits vary.**

Some people only drop by their kitchens for a quick coffee,  
while others use them for home working,

making their lunchtime pasta sauce at the same time.

Similarly, some people see dinner as an all important opportunity  
for the family to get together, while others just eat  
a slice of cold pizza in front of the TV.



This  
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a  
family  
kitchen

Whatever your lifestyle,  
we can design your kitchen  
the way you want it.

Ⓐ We create bespoke designs together with you, and transform them into real kitchens.

Ⓐ We tell you how to measure up the room, calculate the essential spaces and features, choose the positions of switches and power points, and imagine what will soon be really there.

Ⓐ Then we design the kitchen together: the doors' opening direction, how much space to leave between the drawers and the wall, and which appliances to include, provide you'll be using them.



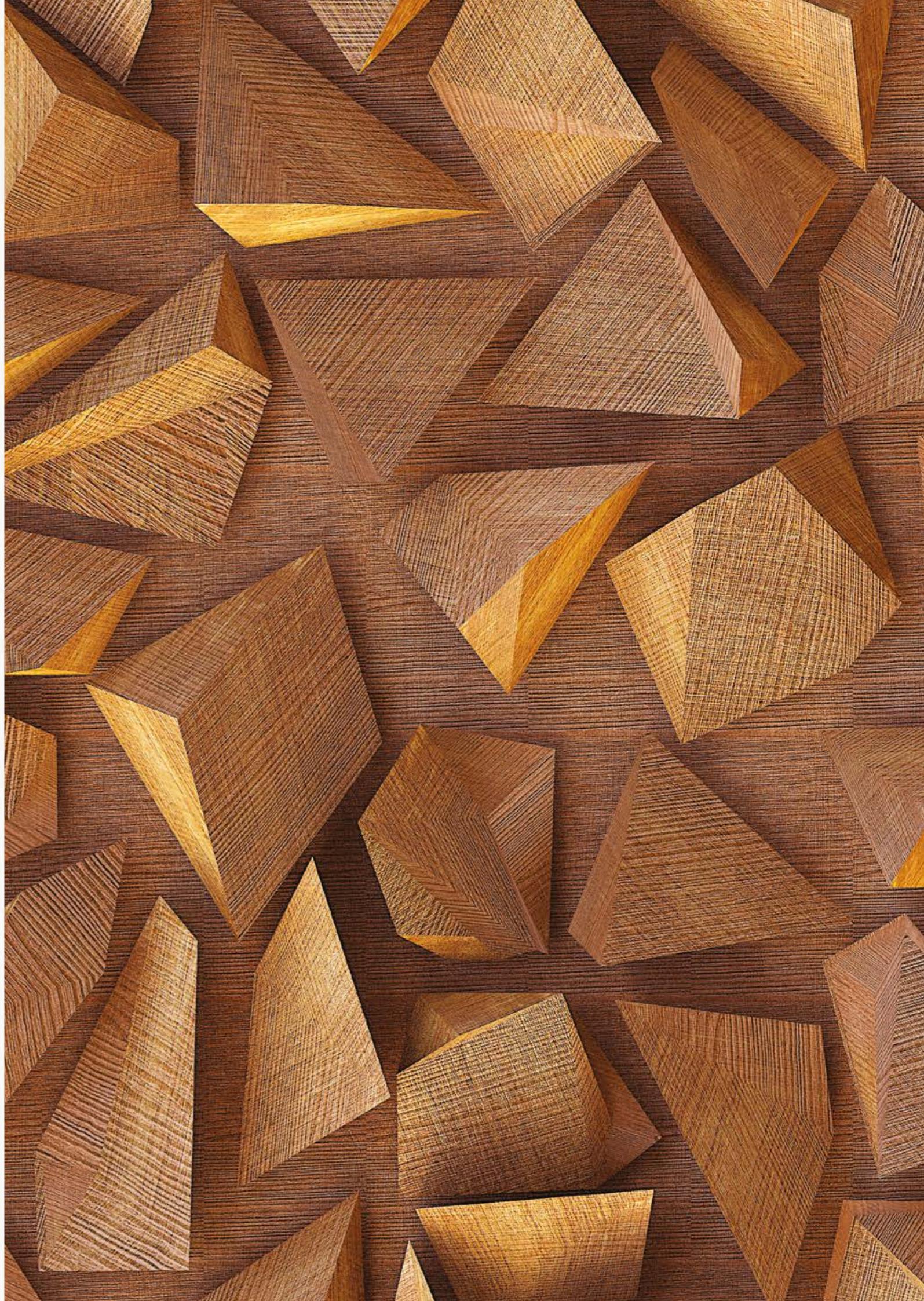
**The kitchen is designed around you:**  
what you do there, whether it's dancing, cooking or napping  
on the worktop, will be the basis for constructing a place where,  
we'd like to bet, you'll want to spend a lot of time.  
Families, couples, singles, busy professionals, friends:  
we've got a solution tailor made for you.  
Literally.

# This is not a futuristic kitchen

We prefer to stick to the present.

And it's today that our environmental impact is close to zero: we've been using materials of guaranteed excellence, with a special focus on sustainable wood, for some time.

What's more, our panel suppliers hold CARB2 certification, confirming very low formaldehyde emission.



## CERTIFICATIONS

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We've held ISO 9001 quality system certification since 2006, showing that our production procedures conform to easily verifiable, traceable quality standards. We've chosen this international standard to have our processes audited to guarantee their efficiency.

The demands of the market and manufacturing are increasing all the time: green is not just a colour, but a genuine approach to decisions and the daily routine, because the future must be sustainable.

**Every choice we make is based on research.** Into raw materials with no environmental impact, and the design of products and processes using an advanced *Lean Thinking* method. What does this mean? **Slimming down to produce better**, adapting to changes as they occur, choosing what matters and focusing on it. And, above all, reducing waste by consuming fewer resources.

The truth  
is that for us,  
imagining  
the future  
means loving  
our planet  
now.



DIESIS SRL IS AN ORGANISATION WITH  
QUALITY MANAGEMENT SYSTEM CERTIFIED  
UNDER UNI EN ISO 9001:2015 BY CSI SPA



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**We'd like you to spend a lot of time, quality time, in your kitchen.**  
Not just cooking and eating but also working, dreaming, laughing, quarrelling and making up. The place where you live reflects your uniqueness. We think spending time in your kitchen means taking care of yourself, and so we want to give you as many choices as possible: it's only by providing a wealth of solutions, services and compositions that we can make room, and a home, for your lifestyle.

We are Concreta,  
the Kitchen that really serves  
your needs.





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