

liuni

MOQUETTES  
PAVIMENTI  
RIVESTIMENTI  
TESSUTI



MOQUETTES

FLOORING

WALL-COVERING

FABRIC



## LIUNI: QUALITY ON EVERY LEVEL

PRODUCTS AND SERVICES FOR INTERIOR FINISHES

liuni



## PRESENTATION

### Origins and history.

The Liuni company started in the fifties as a small linoleum-fitting business. The technical knowledge and skills of its founder, together with the strong business skills of his son, made the company an immediate success in the interior fittings sector. Over the years, effective management and well-defined strategic choices allowed Liuni to become one of the biggest names in the business.

Now run by the third generation, these days Liuni S.P.A. concentrates not only on sales, but also on management, applying advanced business models and processes.

The company's capacity to intuit and anticipate fashions and trends has been a constant factor in its success: in the seventies, Liuni was the first to see the essential role fitted carpets would play in Italy; in those days it launched absolutely innovative products on the market, such as Esadur and Skarper Vinyls, Wodawood vinyl-wood, and wallcoverings such as Elan, Gherik and Gazelle.

In the eighties the company scored a european first with the invention of loose lay vinyls, and launched Tatami, a unique product that associates the look of natural matting with the high performance of vinyl.

### Our business.

Liuni's business has evolved, from flooring and wall-coverings to coordinated furnishing fabrics and curtains, proposing products with high aesthetic and technological qualities combined with a quality service..

Liuni S.P.A. offers the broadest range of interior finishing products available in Italy, able to amply satisfy the most demanding customer requests, from residential to contract requirements to large surface areas and prestige projects.

## VISION, MISSION, VALUES



**VISION.** To be the point of reference for the Italian market in interior finishing products, through innovation and by offering quality products and services.

**MISSION.** To offer the broadest range of furnishing solutions in the field, suitable for any environment. To use continual research to propose innovative products and recommend the right solution for every specific requirement. To satisfy customer requests, supplying a personalised product.

**VALUES.** Passion, professionalism, willingness, courtesy and fulfilling our commitments: these are the values Liuni has chosen to satisfy its clientele.

**HUMAN RESOURCES.** The skills and professionalism of the Liuni team are based on continuous company training focussed on improving internal processes and developing external business activities.

## ORGANISATIONAL STRUCTURE

### Structure and sales channels.

Liuni is present throughout Italy, with its head office in Milan and branches in Rome, Verona and a capillary network of agents, retailers and support staff.

**The historical head office in Milan** 2.000 square metres of office space and a 12,000 square metre warehouse in a strategic part of the city near the junction of the Turin and Venice motorways.

**The Rome branch**, inaugurated in 2000, occupies 1,300 square metres over two floors of a prestigious building not far from St. Peter's.

**The extensive showrooms** offer a complete and coordinated representation of fabrics, carpets, wood and vinyl flooring, wall-coverings and accessories. The premises include dedicated areas for products destined for specific sectors such as hotels, hospitals, offices, airports, public facilities, homes large retail spaces.

In particular, in the Milan showroom, with its 600 square metre display area and 5,000 products, offers the widest range of furnishing solutions for interiors in Italy.

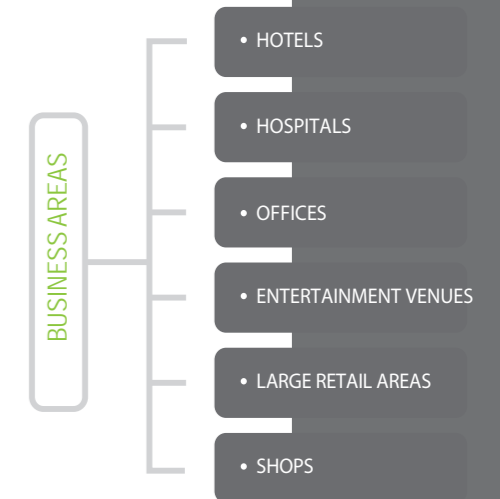
**The showrooms** in the Liuni branches are open to professionals and customers, allowing them to make their style choices and develop their own projects, guided by our expert advisors.

**Support staff and agents.** Many years experience and continuous training, both commercial and technical, are the strong points of the company work force. Only in this way Liuni can guarantee quality services and the great professionalism needed to meet the requirements of its customers and the specific demand of the territory.

## BUSINESS AREAS

**Contract division.** Specialised in the direct management of large contracts in the hotels, hospitals, offices, cinemas, theatres, airports, large retail areas sectors. Thanks to its experience in this field, the contract division takes direct responsibility for procurement, work planning, scheduling, organisation and coordination of all installers, to ensure correct fitting and appropriate service quality.

**Distribution division.** Liuni works with and supports retailers, suppliers of access floors and naval fitters in all supplies that do not require direct intervention by the company, making available: samples, brochures, technical information for fitting and maintenance, and the skills the company has acquired in the contract areas.



## TYPES AND CHARACTERISTICS

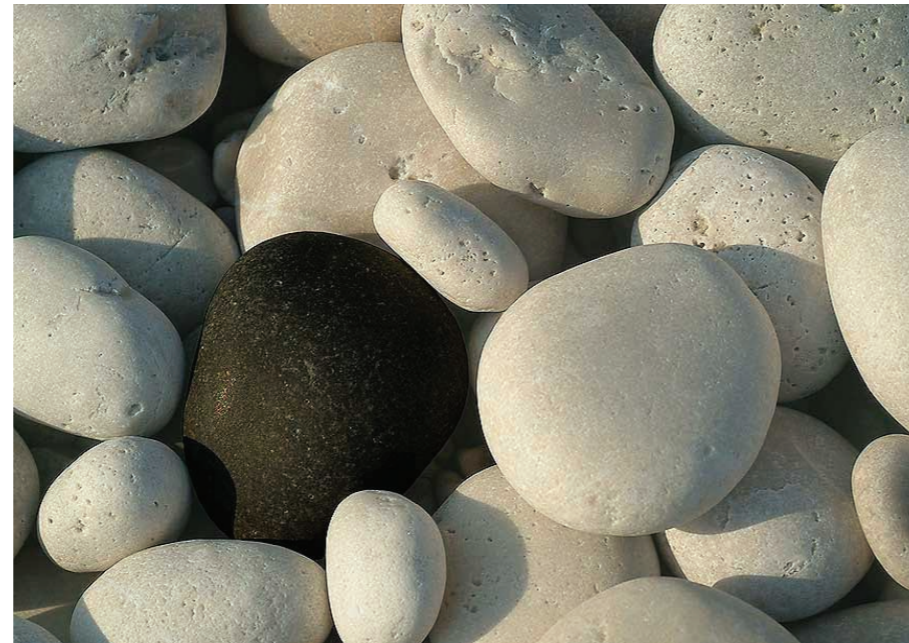
Liuni has always paid considerable attention and made notable investments in new product research and development, to be able to offer only solutions that are innovative, highly reliable, long lasting and recyclable, created with advanced technologies. The company's serious commitment to this business guarantees the quality of the products it sells.

### Products

- vinyl sheet and tile flooring
- multilayer flooring (marble, wood, stone effects)
- broadloom carpet and carpet tiles
- woven vinyl sheet and tile flooring
- technical wall-coverings
- furnishing fabrics and curtain fabrics

### Main characteristics

- wide range: over 35,000 product items
- excellent quality/price ratio
- certified fire resistance (D.M 15.03.05)
- recyclable materials
- high resistance
- long lasting
- practical fitting
- ease of maintenance



## SOME PROJECTS

Liuni is the ideal partner for designers, architects and general contractors for large projects. The vast range of products and the reliability of the service offered by the Liuni organisation, together with its skilled technicians, allow clients to complete projects in compliance with the applicable regulations to the highest quality standards.

### Hotels

- Quisisana, Capri (NA)
- Leading Hotel Lord Byron, Rome
- Hotel Villa Igea, Palermo
- Grand Hotel Dei Templi, Agrigento
- Hotel Four Seasons, Milan
- Hotel Principi Di Piemonte, Turin
- Villaggio Valtour, Marilleva (TN)
- Palace Hotel, Sorrento (NA)
- Hotel Spadari Duomo, Milan

### Offices

- Wind Telecomunicazioni, Rome
- Il Sole 24 Ore, Milan
- Pricewaterhouse Cooper, Milan
- Banca Intesa, Italian Branches
- Mondadori, Milan
- Pirelli Headquarters, Milan
- Torri Bianche Vimercate, Milan
- Ferrari Village Gym, Maranello (MO)
- Fastweb Offices, Milan
- Rai Offices, Rome
- Vodafone Village, Milan

### Hospitals

- Biomedical Hospital Campus, Trigatoria (Rome)
- Francesco Miulli Acquaviva Delle Fonti Hospital, Bari
- European Oncology Institute, Milan
- San Raffaele Hospital, Segrate (Mi)

### Shops, Departments Stores and Shopping Centres

- Chanel Boutiques
- Geox
- Fiordaliso Shopping Centre, Rozzano (Mi)
- Leroy Merlin Department Store
- La Rinascente Department Store
- Armani Shops

### Theatres, Auditoria and Multiscreen Cinemas

- Arcadia Multiscreen, Melzo (Mi)
- Uci Certosa Multiscreen, Milan
- Auditorium di Milano, Milan
- Fiumara Multiscreen, Genoa
- Rossetti Politeama Theatre, Trieste
- Auditorium di Roma, Rome
- Udine Multiscreen

## SERVICES

With its flexible structure and its internal organisation, Liuni is able to offer specific services for all areas of application.

The processes used, and the certified internal activities, guarantee service quality at the maximum market levels

### Principal Services

- Surveys
- Design/Planning
- Custom colours and products for large and small quantities
- Style consultancy
- Samples of products and layouts
- Plans and Assistance in laying/fitting materials
- Preparation of site safety documentation
- Certifications and declarations of compliance and fitting
- Detailed fitting and maintenance instructions

**LIUNI S.P.A.**

Via G. Stephenson, 43  
20157 MILANO - Italy  
Tel. +39 02 30731  
Fax +39 02 3073221  
info@liuni.com

**FILIALE DI ROMA**

Via Aurelia, 547 | 557A  
00165 ROMA - Italy  
Tel. +39 06 6604851  
Fax +39 06 66048540  
filialeroma@liuni.com

**[www.liuni.com](http://www.liuni.com)**