



 bralco



**bralco**  
the next office

the office that  
takes care  
of those who  
live it every day.

**: we are**

**Company**

A young company  
Which communicates

**Bralco Community**

Dynamic  
Which designs and  
manufactures in Italy  
Designers

the human  
being is always  
at the center  
of our solutions.

**: what we do**

**The manufacturing  
process**

Marketing  
Research  
and Development  
Design  
Industrialization  
Craftsmanship  
Quality

**The service**

Customer service  
Problem solving  
Design and space-plan-  
ning assistance  
Logistics - just in time  
inventory  
Shipment  
After sales service

**The product**

24 wide range models  
Materials and finishes  
Raw materials  
Bespoke

important  
projects that  
make us grow.

**: projects**

References  
Portfolio

the office  
comes  
naturally to us.

**: future**

Sustainability  
Business ethics

the office that  
takes care  
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## : company

**1995**

**1.200**

**7**

**3.000**

**10.000**

**12.000 m<sup>2</sup>**

**24**

### **FOUNDATION YEAR**

Steady growth and presence on international markets.

### **WORLDWIDE CUSTOMERS**

Today Bralco operates in 34 countries distributed on 4 continents and offers furnishing solutions and concepts that cover all the needs of office furniture and does so through 24 dedicated collections.

### **INSTITUTIONAL SHOWROOMS**

Important direct showroom displays in support of the distribution network.

### **DESIGNED PROJECTS**

Every year Bralco develops more than 3.000 space planning projects for the Sales Network, often integrated with 3D visualizations and layouts.

### **PROCESSED PURCHASE ORDERS**

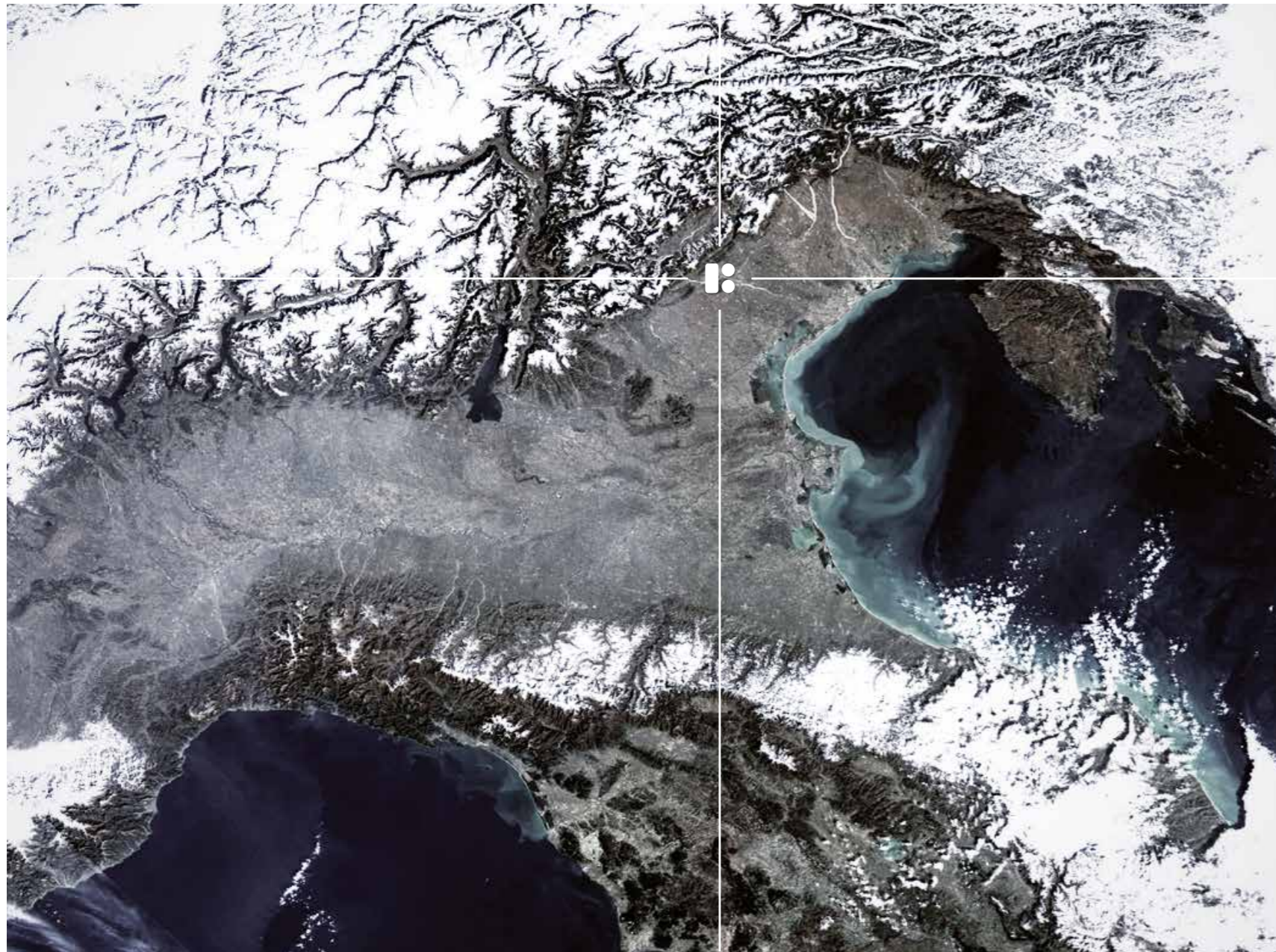
Every purchase order in Bralco is important! This is why everyone undergoes a cross-check Customer Care - Technical Sales Office before final confirmation.

### **INVENTORY**

Bralco manages more than 65,000 items (finished or to be customized) in stock which guarantees a "time 2 market" among the best in the industry, all within a framework of high performing customer service.

### **RANGE**

A complete range of models and solutions to fully satisfy the contemporary office furniture environments with functionality, quality and Italian design.



## : a young company

Bralco is a young company but with 40 years and two generations of passion and competence, which strongly believes in young people and in their ability to be carriers of innovation. We think, design and manufacture systems that will furnish offices and workplaces inhabited by young and dynamic workers. New ways of relating and new approaches to co-work represent the conceptual content conveyed by our products. With this vision and with a corporate policy that rewards responsibility and autonomy, we can only continue to make use of young men and young women to grow with an open view to the world and to the new that advances ...



**Alex Bressan**  
Bralco - Chairman of the board



**Mario Bressan**  
Founder

Bralco is located in the heart of the most important furniture **industrial district of Europe!** Taking full advantage of the synergies! Strategically located in continental Europe and centrally placed in the Mediterranean sea.









## : which **communicates**

We carefully listen to our Partners and pay the maximum attention to the markets communicating through the social networks, attending online office furniture platforms and displaying in the most important International Exhibitions.

### **SOCIAL**



### **WEBSITE PORTALS**

**Archiexpo**  
**Archiproducts**  
**Archiportale**  
**BIM archiproduct**  
**Archilovers**

### **EXHIBITIONS**

**Milan, Salone del Mobile - Show**  
**Cologne/Koln Orgatec Show in Germany**  
**Workspace show in Paris France**  
**CDW Show in London UK**  
**Neocon - Chicago USA**

# : bralco community



## MARKET

Bralco is a Client Oriented Company that constantly analyzes the trends coming from the market and consequently intervenes dynamically and prospectively.



## WE LISTEN

We strongly believe in continuous and constructive dialogue to grow and find solutions. This belief translates concretely into an attitude pro-active and problem solving desired and widespread in the company.



## PARTNER

For us, the Customer is a Partner in all respects and is the center of our daily thinking and acting. Customer satisfaction is our Mission.



## MEMBERSHIP

For us the team, the interpersonal relationship, the pleasure of working and growing together are not slogans but a way of being, a shared competitive advantage.



## SOCIAL

Consequently, Bralco believes and invests in communication which also helps out to consolidate the Brand.



## VISION

Growing together with our Partners, helping to create the best office spaces to service the person: Bralco "the next office".

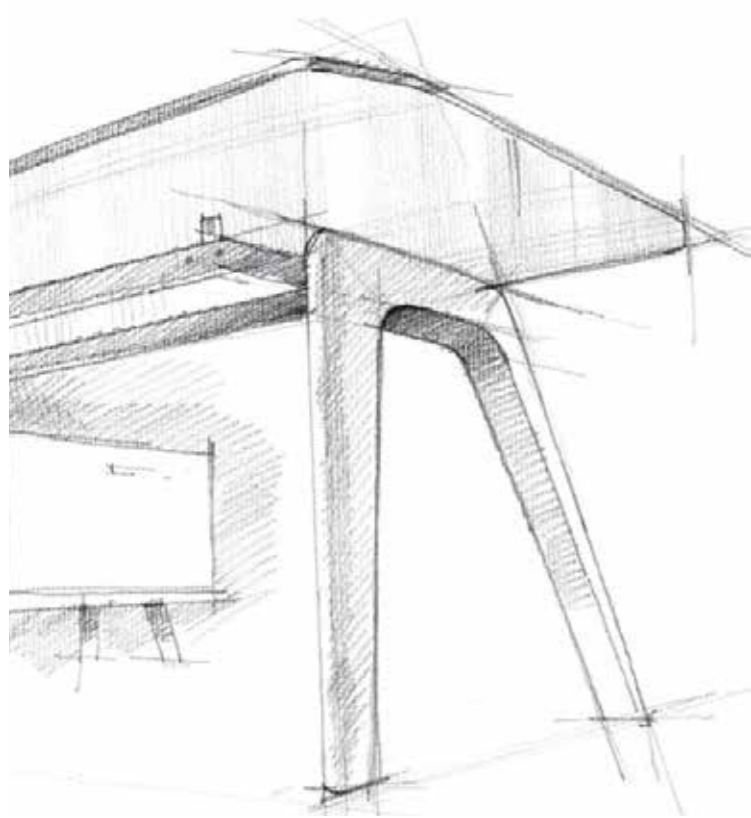


## : dynamic and managerial

Bralco is a dynamic and lean, customer oriented company with high quality and performance standards. The mission is a constant improvement. We try to align with market best practices by **warranting our products up to 10 years.**







## : which designs and manufactures in Italy

The Made in Italy excellence stands out both for the project and the final realization. All Bralco lines are characterized by distinctive stylistic features that make them unique and imitable. The production can count on exclusive know-how and experiences, those of the Veneto industrial district, which has made specialization in furniture an Italian primacy. Our creations, all with a low environmental impact, always express a search for avant-garde materials and an artisan attention to detail. We design offices for living, we design timeless lines, we create objects made to last.





**Arch.  
Gianantonio Perin**

Gianantonio Perin was born in Oderzo in 1957, graduated in architecture from Iuav in Venice and trained professionally in office design. In 1991 he founded the associated studio Perin & Topan, where, collaborating with the most established manufacturers in the industry, he received numerous national and international prizes and awards, such as the Best of show at the Neocon Chicago with the Pamplona chair. The professional affirmation, the maturity and the desire to continue in the research and development of sector design led him to leave the association to develop his ideas completely independently with the Perin & Partners studio founded in 2015 dealing with product design, art direction and graphics.



**Designer  
Monica Fernandes**

The meeting of cultural backgrounds from two different countries takes the form of the work of designer Monica Fernandes. In Lisbon and Milan she completed her academic and professional training by moving later to Veneto where she founded the Treedesign studio and collaborated with well-known professionals in the sector. She distinguishes herself by winning awards of international importance and deals with Product and Graphic design. 'I believe in the luxury of simplicity, in the strength of the materials and of those who know how to craft them. A strong and emotional identity is present in my projects, the result of a cultural melting pot'.



**Arch.  
Edoardo Gherardi**

Edoardo Gherardi was born in 1973 and graduated with honors in 1999 at the IUAV in Venice. He founded Gherardiarchitetti in 2000 in Treviso and Castelfranco Veneto. He won the third Young & Design award in 2006 and 2007, the Iconic Award in 2017, the German Design Award in 2018 (Excellent Product Design) and 2020 (Excellent Architecture) and The Plan Award 2019 (Honorable Mention). He was selected for the Compasso d'Oro Award in 2018. He is the art director of several companies in the furniture business. He operates also in various different sectors, from urban planning to interior design, from product design to naval design. He follows the preparation of important and significant art exhibitions in Italy and deals with multiple projects in various foreign countries, including Switzerland, Luxembourg and Qatar, just to mention a few.



**Designers  
Baldanzi & Novelli**

Design rhymes with Italy! Adriano Baldanzi and Alessandro Novelli, Tuscan by birth and life. After a degree in Industrial Design at the ISIA in Florence, their design adventure started. In fact, 30 years of experience have allowed them to develop a great project culture, so much so that they are considered more partners than designers by the companies that choose them. Their career has emblematic geographical milestones: working first in the small but very demanding Italy, then in Europe they are now in demand all over the world. Their land is still a stimulus for continuous inspiration.



**Arch.  
Giorgio Topan**

Giorgio Topan was born in Padua in 1958, after his artistic studies he graduated in Architecture in 1982 at the IUAV in Venice. After some individual experiences in Architecture and Urban Planning he trained professionally in industrial design at the Zanussi / Electrolux Design Center in Porcia (PN) from 1986 to 89. Co-founder in 1991 of the Associate Studio Perin & Topan he actively collaborates with numerous companies in the office furniture industry, national and international, receiving numerous awards. Selected at the Best of Show at the Neocon in Chicago with the Pamplona chair and the Forma private office program. In 2015 he continued his activity with Studio A, Topan & Partners dealing with product design in the office and home sector, lighting and graphic design.



**Arch.  
Francesco Fait**

Francesco Fait architect (Rovereto 1982), I graduated from the University of Ferrara in 2008. Since I was a child, I have shown sensitivity and attention to the development of creativity in many areas, particularly in freehand drawing and construction games. I grew up savoring the scent of wood every day in the family carpentry shop. Gradually I approached interior design bringing freshness and novelty to this small reality. During my career I have collaborated with the architect Fornaciari receiving many lessons and inspirations. Today I mainly deal with building design, design, and graphics, performing my job with passion.



**Arch.  
Renato Fornaciari**

Born in Italy in 1948, he graduated from the University Institute of Architecture in Venice in 1973 with Prof. Arch. Carlo Scarpa, discussing a thesis in architecture and urban planning concerning an integrated settlement located in the Adige valley. In 1974 he founded his own studio in Rovereto where in the same year, he conducted the first study carried out in Trentino on the recovery of the historic center of Rovereto. He won the first national prize for the best scenography with the show "my friend Brecht". He carries out projects for Public Authorities, businesses and individuals by facing different experiences in the field of urban planning, construction, restoration and design. He designs furniture and furnishings for private individuals and for regional and national manufacturing companies.

## : designers

For Bralco the ideas of the great Italian designers are a fundamental and indispensable value. For us, **design is culture**, it is a thought that pervades the company in all its processes.

the human  
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solutions.

**: what we do**

**The manufacturing process**

Marketing

Research and Development

Design

Industrialization

Craftsmanship

Quality

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# : the manufacturing process



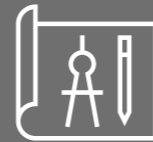
## MARKETING

Expertise and research on market trends. Collaborative comparison with professionals on office space planning. Monitoring and constant presence on the markets lead to ideas and decisions about the Products.



## RESEARCH AND DEVELOPMENT

Dedicated highly specialized internal resources, the Company's location in one of the most advanced and systemic industrial districts in the world make R&D a strong point in Bralco.



## DESIGN

Technique and materials are not enough for us: Bralco believes as an Italian company in beauty, style, in coordinating models and articles for a Decor result that goes beyond the sum of the individual elements.



## INDUSTRIALIZATION

Bralco is an industry with a culture of production efficiency and corporate organization at the highest levels. To respond to the most advanced markets and projects, Bralco is organized to offer customized products alongside the standard product: Customization is at home.



## CRAFTMANSHIP

In addition to the necessary standard products, Bralco has always supported artisan details and finishes as a precise strategic choice, to stand up and give to the global markets the emotion, the warmth of detail that only Italian furniture companies can give.



## QUALITY

Continuous improvement is our normal way of acting, product quality is an integral part of the design and production itself. Bralco products are guaranteed for up to 10 years.





## : research and development

Bralco never ends material researching and the possible applications, from wood to metal, from leather to fabric, to antibacterial surfaces.





## : industrialization and care of end products

Although operating in the context of a production with computerized controlled industrial machinery, the company has a variety of flexible equipment available for specific targeted work processes.

## : the service



### **CUSTOMER SERVICE**

With a dedicated Customer Care department, Bralco pursues a policy of closeness and maximum support to its customers; quick response and problem solving are concepts that guide our daily action.



### **PROBLEM SOLVING**

Customer orientation, problem solving attitude, willingness to listen, qualified service (before and after sales) are the values we offer to the market.



### **SPACE PLANNING ASSISTANCE**

It is an activity that plays a strategic role today. Bralco offers to its partners a team of highly trained technical-commercial operators and dedicated IT tools.



### **LOGISTICS - JUST IN TIME INVENTORY**

Fast delivery terms on most lines and ranges thanks to the combined inventory and just in time management.



### **SHIPMENT**

Well planned delivery service in Italy and in many foreign countries.



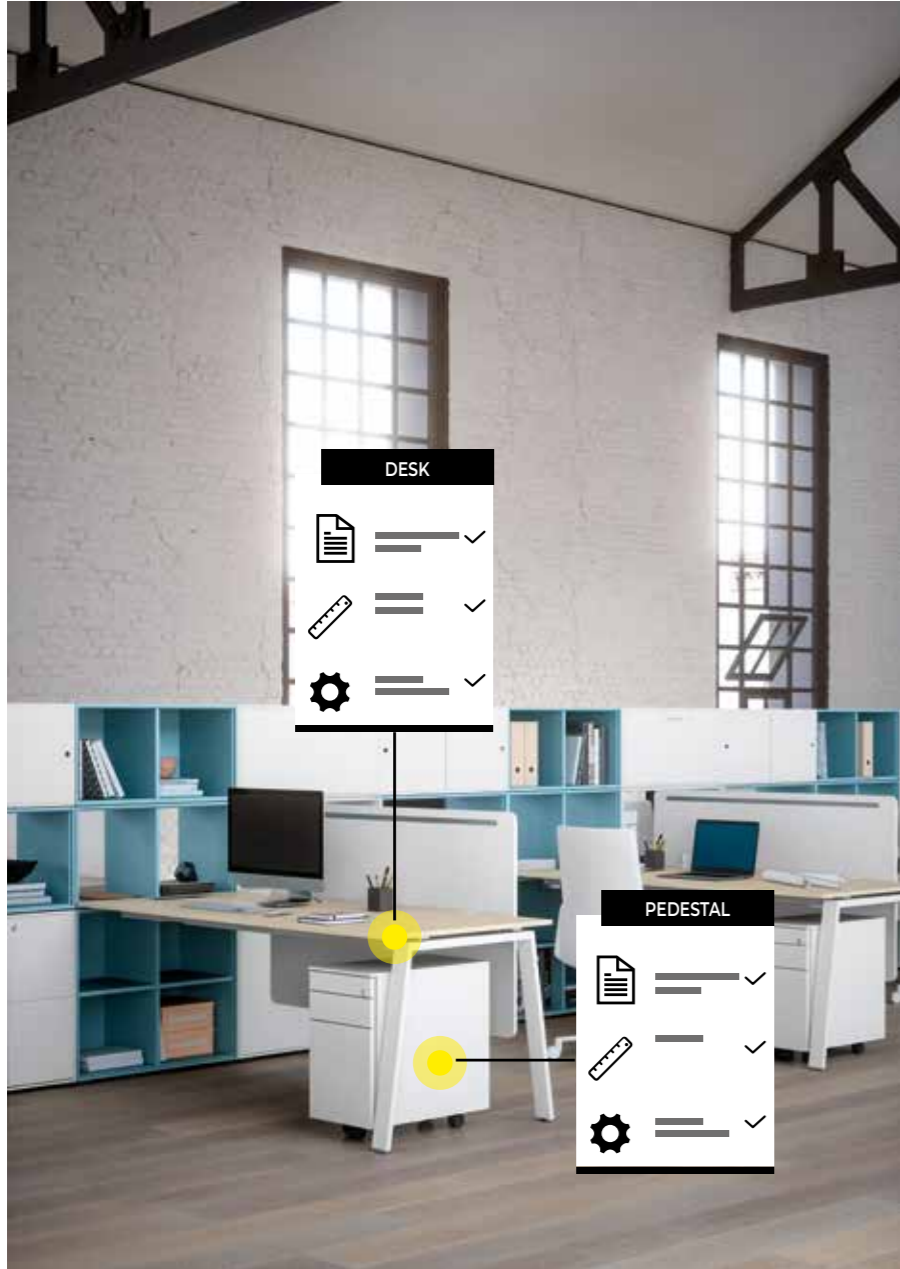
### **AFTER SALES SERVICE**

Qualified technical staff, spare parts and a reliable quick ship availability for the customer.



## **: customer service**

Bralco offers to the customers a qualified backup service, ready to listen and to answer with personal and customize solutions.



## : design and space-planning assistance

Space planning support is an activity that today plays an increasingly important role in the market. Bralco supports the partners by providing a free service. **PCON PLANNER** is the professional software that allows you to view renders with a close realistic quality, perfectly supporting many ideas and needs of a creative designer. Designing a Bralco office in 3D has never been easier. **BIM** is a model-based technology connected to a database containing project information and design works, construction building documentation, the analyzes and the implementation. **CAD** symbols of all our models are also available.





## : logistics - just in time inventory and shipment

The wide range of quick-ship products together with the efficient just in time management allows Bralco to offer to the market a wide variety of integrated solutions in real and rapid lead times.



## : after sales service

With the aim of satisfying customers in the best possible way, Bralco is organized with an efficient after-sales service in terms of quick replacements, spare parts and a direct line with the technical-commercial department during the furniture installation and positioning phase.



## : the product



### EXE

metar  
arche  
rail



### MGR

jet  
jet evo  
loopy  
take-off  
glider



### S18

glider  
take-off  
take-off evo  
take-off country  
take-off farm  
loopy



### S25

gate  
polare  
winglet e



### ARKKI

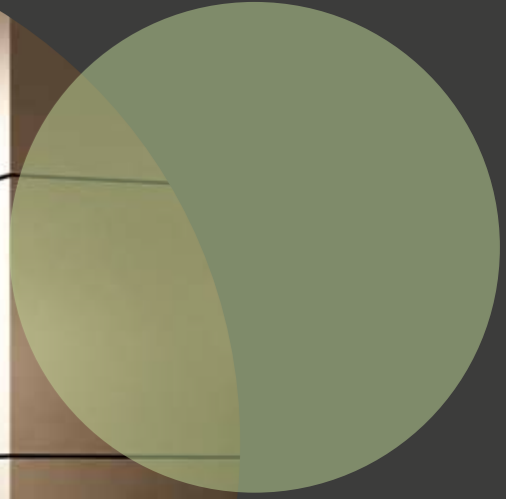
aba  
credenze  
asl  
ubi  
concerto

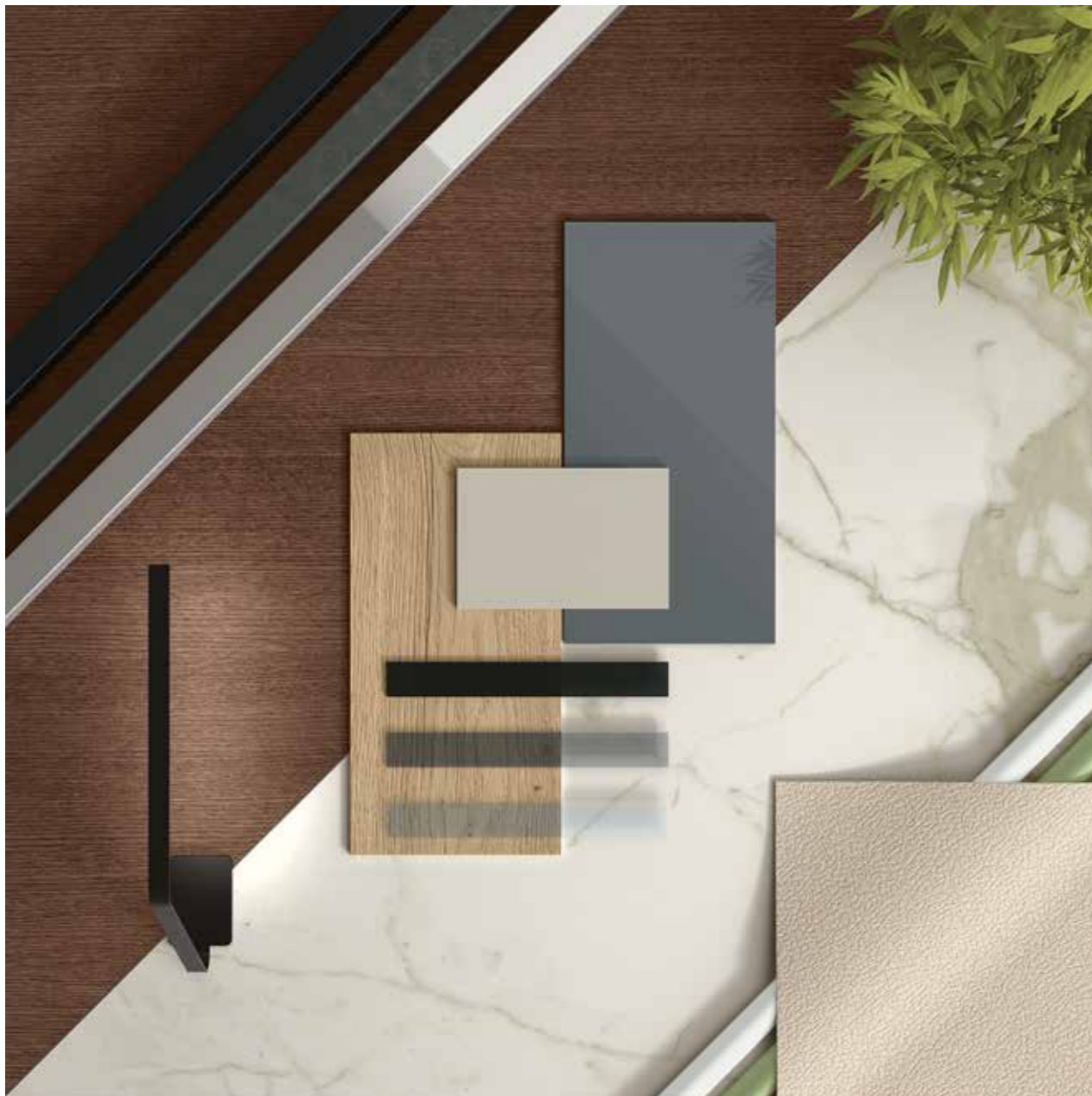


### RE.AC

lux  
reception classic  
kubick  
domomag  
flipper






















## : materials and finishes

Wide range of materials and finishes for coordinated and design solutions.



-  **Veneer**
-  **Melamine**
-  **Glossy acrylic**
-  **Ceramics**
-  **Epoxy Metal**
-  **Glossy chrome**
-  **Raw metal**
-  **Lacquered matt**
-  **Clear Glass**
-  **Mat lacquered glass**
-  **Leather**
-  **Glossy lacquered glass**
-  **Eco-leather**
-  **Methacrylate**
-  **Fabric**



## : bespoke

Although operating with computer controlled industrial machinery, the company is available for product adjustments and customizations.

important  
projects that  
make us grow.

**: projects**

[References](#)

[Portfolio](#)



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 Coldiretti di Mestre 2007 Venezia  
 Comune di Montecchio Maggiore 2007 Vicenza  
 Impresa Verde 2007 Verona  
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 Comune di San Pietro Vernotico 2009 Brindisi  
 Doppelmayr 2009 Bolzano  
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 Autorità portuale stazione marittima di Genova 2010 Genova  
 Banca di credito cooperativo Santo Stefano 2010 Venezia  
 Biblioteca delle biennali di Venezia 2010 Venezia  
 Città di Chioggia 2010 Venezia  
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 Ospedale Nuovo di Vimercate 2010 Milano  
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 Electrolux 2010-2013 Pordenone  
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 Polizia Scientifica di Napoli 2011 Napoli  
 Università di Forlì 2011 Forlì  
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 Acciaierie Ansaldo 2011/2014 Genova  
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 Ericsson Italy 2012 Genova  
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 Aspire Logistics 2013 Qatar  
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 HGHI Berlin 2013 Germany

IMCD 2013 France  
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 Mediatèque de Creteil 2013 France  
 Ministry of Economy 2013 Abu Dhabi  
 Omya Benelux 2013 Belgium  
 Pulseo 2013 France  
 Sofema 2013 France  
 Spotify 2013 UK  
 Toshiba 2013 Saudi Arabia  
 Adrea 2013/2015 France  
 Intrum 2013/2015 France  
 Baillie Gifford 2014 UK  
 EneC 2014 Abu Dhabi  
 Ericsson Nigeria 2014 Nigeria  
 Judicial Department 2014 Abu Dhabi  
 Kleinworth Benson 2014 Ireland  
 Mawten Corporate HQ 2014 Saudi Arabia  
 Ministry of Power 2014 Abu Dhabi  
 Novartis 2014 France  
 Deloitte 2014/2015 Ireland  
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 Glanbia Ireland 2014/2017 Ireland  
 Banque Rothschild 2015 France  
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 Qatar Petroleum 2015 Qatar  
 Scottish Law Society 2015 Uk  
 Adaa HQ 2016 Abu Dhabi  
 Ambassade de France en Kuwait 2016 Kuwait  
 Elbi Electric & Lighting 2016 Romania  
 HCA Hospital 2016 Algeria  
 Khalifa University 2016 Abu Dhabi  
 Philharmonic Orchestra of Rotterdam 2016 Holland  
 Rotterdams Philharmonisch Orkest 2016 Rotterdam Holland  
 Axione 2017 France  
 Chanel 2017 France  
 Coca Cola 2017 Bulgaria  
 Communauté Urbaine de Strasbourg 2017 France  
 Crédit Agricole 2017 France  
 Demon Tweeks 2017 UK  
 Geoxia 2017 France  
 Milliman Paris 2017 France  
 Childs Play 2018 UK  
 Microsoft Tirana 2018 Albania  
 Van Gogh Museum 2018 Holland  
 Flexcraft 2018 Gorinchem Holland  
 Rivocon 2018 Moerdijk Holland  
 Wegagen Bank of Ethiopia 2019 Etiopia  
 Banco Keve of Angola 2019 Angola  
 Crédit Mutuel 2019 France  
 Brouwer Technology 2019 Nijkerk Holland  
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 Mifa Aluminium 2012/2020 Venlo Holland  
 Schenkeveld 2017/2020 Rijssenhou and Schipluiden Holland  
 Quades b.v. 2017/2020 Amsterdam and Zwolle Holland  
 Paardekooper Packnowledgy 2020 den Hoorn Holland

## : references







hall



**the office  
comes  
naturally to us.**

**: future**

Sustainability  
Business ethics





## : sustainability

### Office furniture is Natural to us.

Our concept of well-being goes beyond office space: it takes into account both the health of the person outside workplace and the planet health. Our materials are chosen to positively affect the healthiness of the working spaces and to produce the least possible environmental impact.



California 93120  
Compliant for Formaldehyde Phase 2



The mark of  
responsible forestry

Our melamine  
products  
can be FSC®  
supplied upon  
customer request.





## : business ethics

For us in Bralco, “ethics” means fairness and protection of the various “stakeholders” beyond the formal rules that are set in the corporate document “**Internal Code of Ethics**” proudly obtained with the highest rating. Bralco pursues the legitimate objectives of profit and growth in a framework of correctness and transparency of relationships such as to guarantee cross benefits upstream and downstream within the industrial process: from suppliers to customers, from employees to external collaborators through the social tissue in which we operate. Transparency, Collaboration, Growth and common Wellness are values that accompany us in the search for success, and for the market leadership.

### Legal standards:

★★+

Ethics code 231





**: “We are a company ready to grow with open eyes to the world and to the new opportunities that move forward.”**

**Alex Bressan**, Bralco - Chairman of the board





#### company profile

graphic design: gherardi architetti  
images: gherardi architetti  
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