



ITALIAN STYLE



History and development

The Company RCR was founded as persons company association (snc) in 1986, assembling and selling shoes containers, and other products range that expands and evolves over time. The company, which operates mainly in the domestic market, enters in its development as a supplier in the large organized distribution, where is still present with high economic performance. Born as a craft, the company grew up and in 2001 becomes a capital company (srl). The evolution continues with the introduction of new products (bathroom's furniture), which brings a significant increase in turnover and new customers, and loyalty of existing ones. In anticipation of European unification, and in order to improve coverage in the area, the Company differentiates and customizes products and business proposals on different target-prices, aimed at specialized in the sale of equipment hydro and thermo sanitary. The gradual and continuous development has led the Company to hold a leading role in the business landscape in Italian bathroom furniture, so that the Company becomes representative for the study area, located between the first twenty companies producing bathroom furniture's in Italy.



Technology and Products:

The types of products are:

- bathroom furniture - modular furnitures and blocks divided into different types and finishes from the polymer to the lacquered (matt and glossy finish, hand towel and ash finish) to the Essence (oak wood finished in 22 colours (opaque and glossy finish), walnut finish, cherrywood finish, larch finish, brushed finish and teak finish);
- shoes holder furniture with folding doors, and / or flying doors;
- multipurpose containers.

The production includes the internal processing of various work cycles using the following technologies:



Establishment and staff:

Since 2004 the company is located in a new production plant, after acquiring a lot of approx 10,000 sqm., located in South Z.I. Vallenoncello in Pordenone, near the exit of the A28 highway. The plant is ca 6000 sqm, where the Company do all the work on semi-finished panels, painting, polymer and mounting of the finished product, the logistics and the commercial management. The management is done with the direct commitment of 3 members, spread over different sectors inside and external, and occupies a total of approximately 10 employees and 30 workers. The new structure we are now working is on about to the to 70% of the producing capacity.



Developments:

Optimism for the future in the short and medium term, as the restructuring of production in progress for some years, and it will continue for years to come, leading to the acquisition and consolidation of major trading positions. This development will focus on quality improvements and internal organizational development of the technical, commercial and foreign trade on a higher target of the current. In particular, in production there will be specific interventions geared towards improving products quality and operating cash flow, with the integration of new technologies and operational development of systems management and control. Under the lights of the obtained results, the Company has bought a new piece of land of about 7000 sqm. which when added to the current 10000 sqm., will support the growth in the coming years.



Competencies

Attentive to the evolution of the market and the interests of the customers we have steadily increased the area of expertise through the development and research of products of different target-price.



The Objective

The goal is to bring to the acquisition and consolidation of important commercial locations. This growth target will focus on quality improvement and internal organizational acts to develop the foreign trade sector, moving the target of the highest commercial.



Our Values

Person

The person is the center of the action of RCR. And 'one who participates with its uniqueness creates and feeds the present and the future of the company. Creativity Be solution-oriented, finding the best way to do something. Be original, distinguishing itself. Dynamicity "Living in the flow," not wait for the events but to provoke them, to see change as a challenge so energetic and vital, living the Team as proactive cooperation.













Respect for the environment

Respect for the environment is one of the main foundations of RCR. This is possible thanks to the use of high quality certificates. Innovative products such as the ecological panels made exclusively with the reuse of wood, not so the felling of trees.

