

Franco Ferri Italia To Introduce New Contemporary Collection At Its October High Point Market InterHall IHFC Debut

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Scervino From Franco Ferri Italia

Franco Ferri Italia, the Italian producer of high-quality upholstery, announced that it will introduce a new line of high-end contemporary upholstery at the October High Point Market, at its InterHall IHFC showroom, IH504.

Founded in 1956, Franco Ferri Italia is a pioneer in Italian leather upholstery. The company's extensive selection and experienced craftsmen provide unparalleled comfort and unique designs shipping their products all over the world.

Franco Ferri Italia offers several product lines, covering just about all upholstery segments. Offered are a variety of price points, making them attractive to furniture stores as well as designers looking to expand their product offerings.

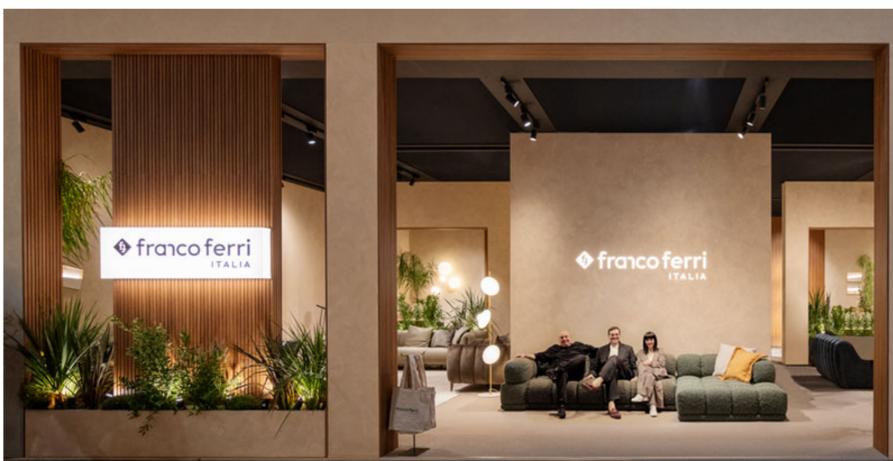
At High Point Market, Franco Ferri Italia will present for the first time several new designs available in many configurations and functions, most featuring wide seat cushions and well-balanced comfort specifically designed to sell in the US market.

"Offering the best possible comfort experience to our customers is our Mission and our Passion and we want to extend this opportunity also to US customers" said Franco Ferri, president Franco Ferri Italia. "We continue to innovate in our product range, offering on-trend styles, superior hand craftsmanship and the best materials that only few in our industry can match."

Franco Ferri Italia Collections are supported by a Quick Ship Sales Program from its US warehouse that ensures quick shipments to customers in 2-3 weeks across all States.

A new model that includes dual motor in seat and backrest will also be introduced. "This exciting new design will offers exceptional comfort and ease of positioning. It will be the perfect statement piece for any showroom or well-designed room," added Franco Ferri. "Franco Ferri Italia Collection also offers a wide range of fabrics and microfibers, ranging from casual, softly toned linen and cotton to elegant velvet and wool that will add a touch of glam to any room."

The new showroom will be located at InterHall ground floor of IHFC, space IH504, open from Friday, October 25th to Wednesday, October 30th. All new introductions will be on display with sales staff on hand to answer questions and offer guided tours.



Seated above are Franco Ferri, his son Rocco and daughter Paola.

About Franco Ferri Italia: A trend setter in furniture and design, Franco Ferri Italia is a story of passion, craftsmanship and design which begins in Italy in 1956 with Rocco Ferri Senior and continues today with Franco Ferri's, son Rocco and daughter Paola who represent the third generation of the family-run business.

Ongoing search for maximum comfort and aesthetic value, this is the key to the success of Franco Ferri Italia sofas: enhancement of the know-how, use of the best raw materials, openness towards new technologies, beauty and functionality to always offer the excellence of the authentic Italian Design.

Franco Ferri Italia shapes every day his love for design with his strong personality and the intrinsic elegance of each element developed.

This is how Franco Ferri Italia has become over the years synonymous of that all Italian craftsmanship applied to sofas and accessories that ensure everlasting comfort and value. For more information, visit www.francoferri.it



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