

PRIMOPIANOCUCINE[®]
Kitchen by you.

Kitchen by you.

PRIMOPIANO CUCINE SPA was founded in 2011
in the midst of a recession which saw companies in
the furniture sector go bankrupt and close their doors every
day.

At the time, the two founders were in their early twenties.

It was their dream and desire *to innovate professionally* and create a new company spirit that
could *inspire* those who truly believe and wish to
improve the world through their work.

And make a mark on people's lives.

The dream?

To build a place where *creativity*, the natural all-
Italian ability to create beauty, could be expressed
with a stroke of a pen on a blank sheet of paper,
where the style that makes our country unique
takes shape.

They achieved this in a unique way, putting the
people they involve in this extraordinary adventure
on an equal footing.

In just a few years, they created a streamlined
organisation where they let the imagination and
positive energy of young talents run free, allowing
them to express themselves and their uniqueness.

Free to express ideas and thoughts without setting
themselves limits, but guided by the experience of
those who know that results are obtained through
determination, hard work and courage.

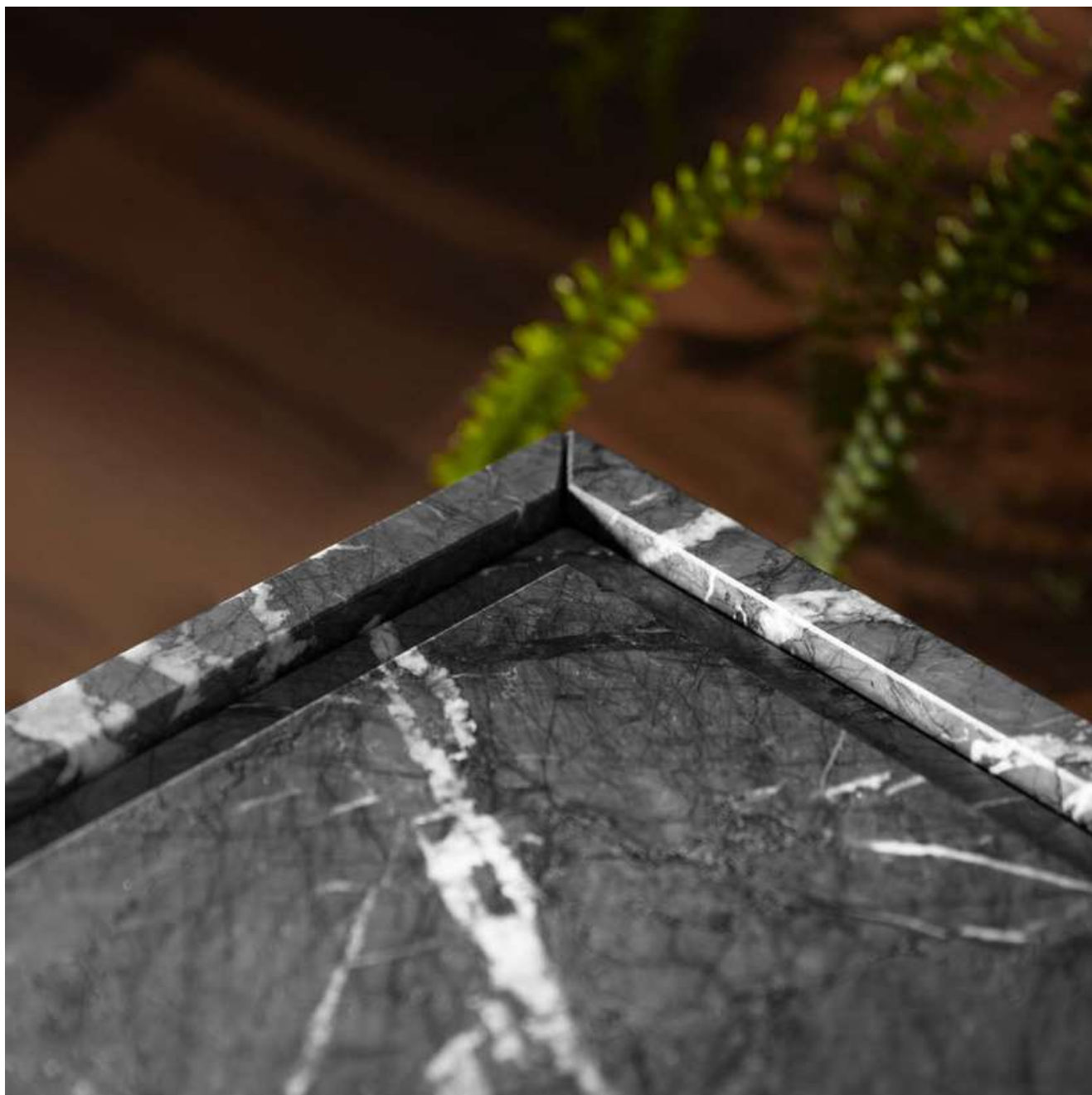
PRIMOPIANO CUCINE SPA was founded with this special spirit, which gives it great positive energy every day and which translates into well-being for everyone who works with our team.

In 2012 the first showroom was opened in **Padua** and was immediately successful, allowing the company to listen directly to its customers.

The expansion continued in 2014 with the opening of the **Brescia** showroom, enabling the company to open to the international market.

In July 2021, the **Milan** showroom was unveiled. with 4000 m2 of display space, it is the first format designed so that the visitor can be profoundly inspired by the typical traits of design, quality and exclusivity that define PRIMOPIANO CUCINE's ethos and spirit.

Hence **KITCHEN BY YOU** was born, fully realising the founders' dream of creating environments where people can live in harmony with themselves.



At PRIMOPIANO CUCINE we want to go beyond
the sale of a design product and offer a unique and
exclusive shopping experience
that generates *well-being*.

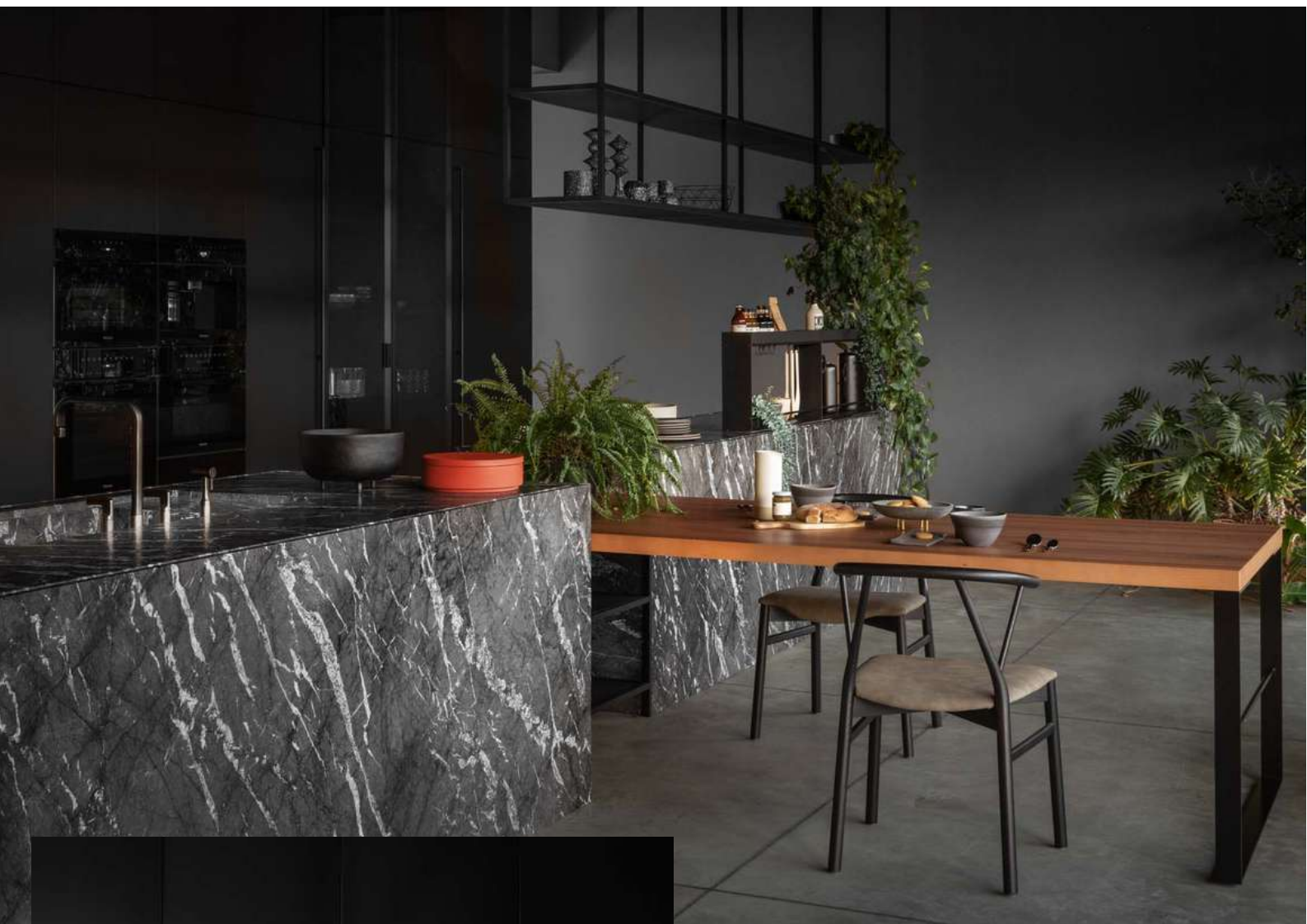
At PRIMOPIANO CUCINE we listen to our *customers*,
starting from what they want.

Hence our vision: to build *environments* and *places*
for comfortable living.

A socially responsible well-being, for our
customers, our *collaborators* and our *territory*.

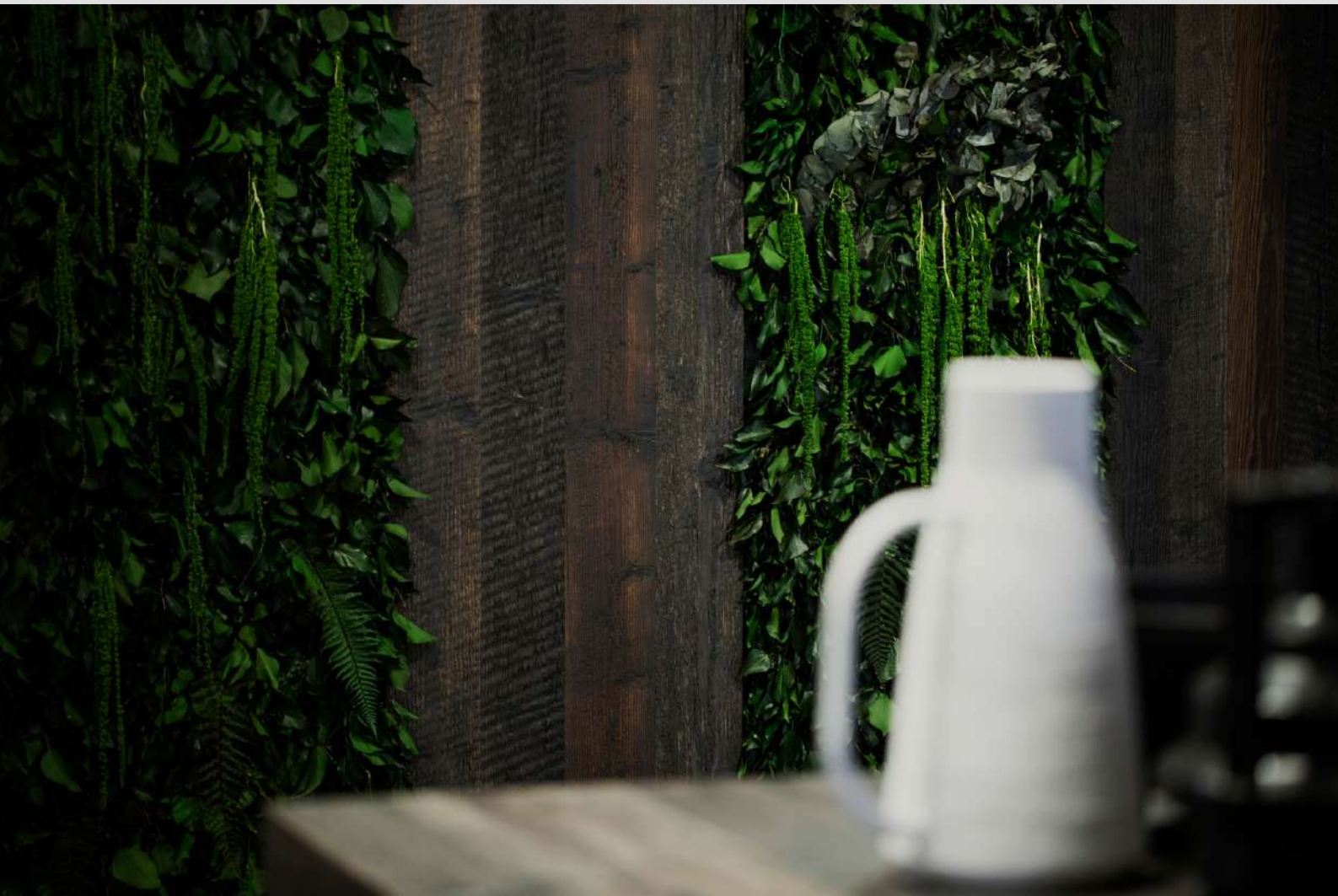
v i s i o n

Create environments and places
for *comfortable living*.



m i s s i o n

Design and build environments to consistently provide an excellent, unique and distinctive experience for our customers and generate well-being.



INTEGRITY
EXCELLENCE
RESPECT
MERITOCRACY
RESPONSIBILITY

are our

v a l u e s



Through continuous innovation,
PRIMOPIANO CUCINE has achieved high
technological precision in design and production,
paying constant attention to the demands of the
Italian and international market.

The *production facility* has a covered surface area
totalling around **18000 mq** and is currently divided
into four units that include the **commercial offices**,
warehouses, **showrooms** and **manufacturing areas**.

Components and *raw materials* are selected and
purchased from the best European and
international suppliers.



L O G I S T I C

Milan
Padua

P R O D U C T I O N
A R E A

HQ

S H O W R O O M

Padua
Milan
Brescia

Our products meet the *highest quality* standards.

We showcase our products *in Italian outlets* where product quality is prized, and we export abroad to a number of markets in and outside Europe.







The PRIMOPIANO CUCINE showroom is designed
as a *versatile* and *dynamic space*.

It features a comprehensive overview of the
company's collection of kitchens, bedrooms,
lounges and living rooms, arranged according to
different living styles.

One area is dedicated precisely to the comparison
and in-depth study of the models, with a large
display where visitors can browse all the types of
doors and handles in all the various finishes, as
well as the tops made from the various materials
available.

M I L A N
P A D U A
B R E S C I A

s h o w r o o m



PRIMOPIANO CUCINE is today one of the most important players in the furnishing sector.

The protagonist of a highly successful entrepreneurial adventure, the company has made the continuous *search* for quality its mission, innovating its offering to so that the most contemporary lifestyles and trends are always interpreted in the best possible way.

The company's aim has always been to exploit the full potential of *tailor-made production*, paying constant attention to the transformations of the market, which is becoming increasingly global.

Over the years, the range of PRIMOPIANO CUCINE proposals has maintained a close link with modernity as a distinctive element, demonstrating a profound ability to grasp the needs and tastes of consumers who are increasingly attentive to the quality and *innovation* of materials.



PRIMOPIANO CUCINE has become an important
benchmark for interior design.

All our products are made with a focus on *customer
satisfaction* and the generation of well-being.



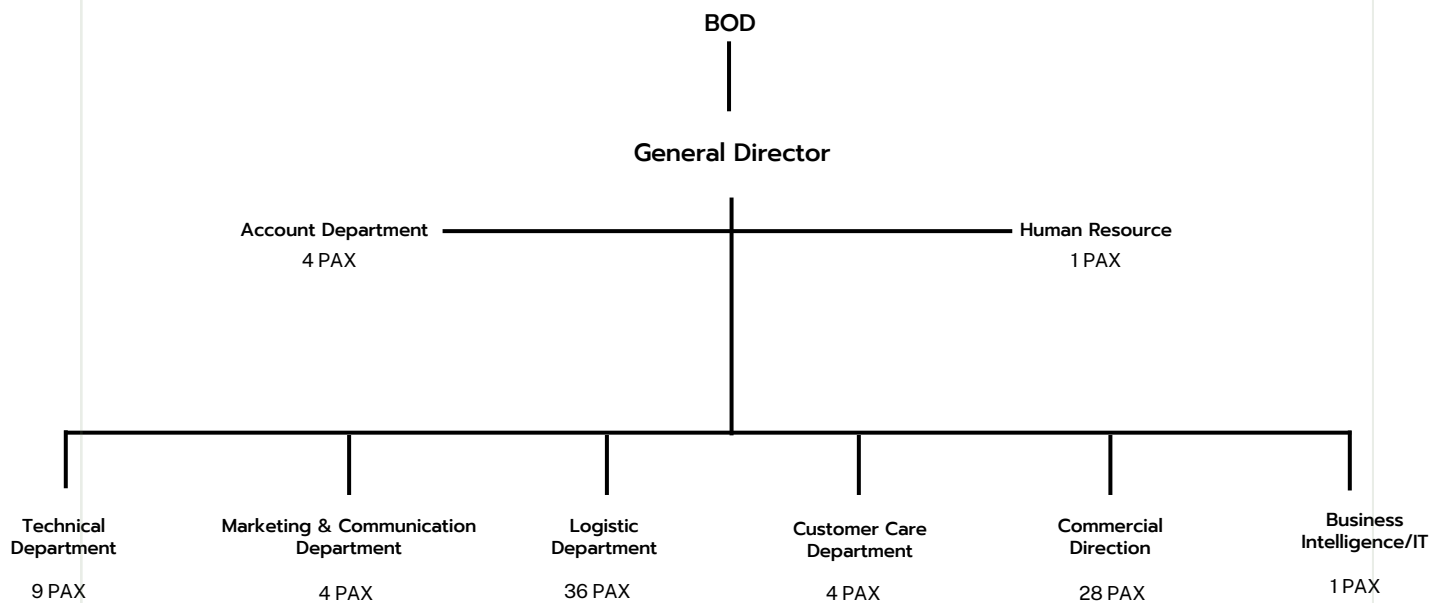
p a t e n t s

- KITCHEN WITH REPOSITIONABLE
MODULES
- ARCHITECTURAL PRESENTATION AID
FOR A KITCHEN PROJECT

Organization chart

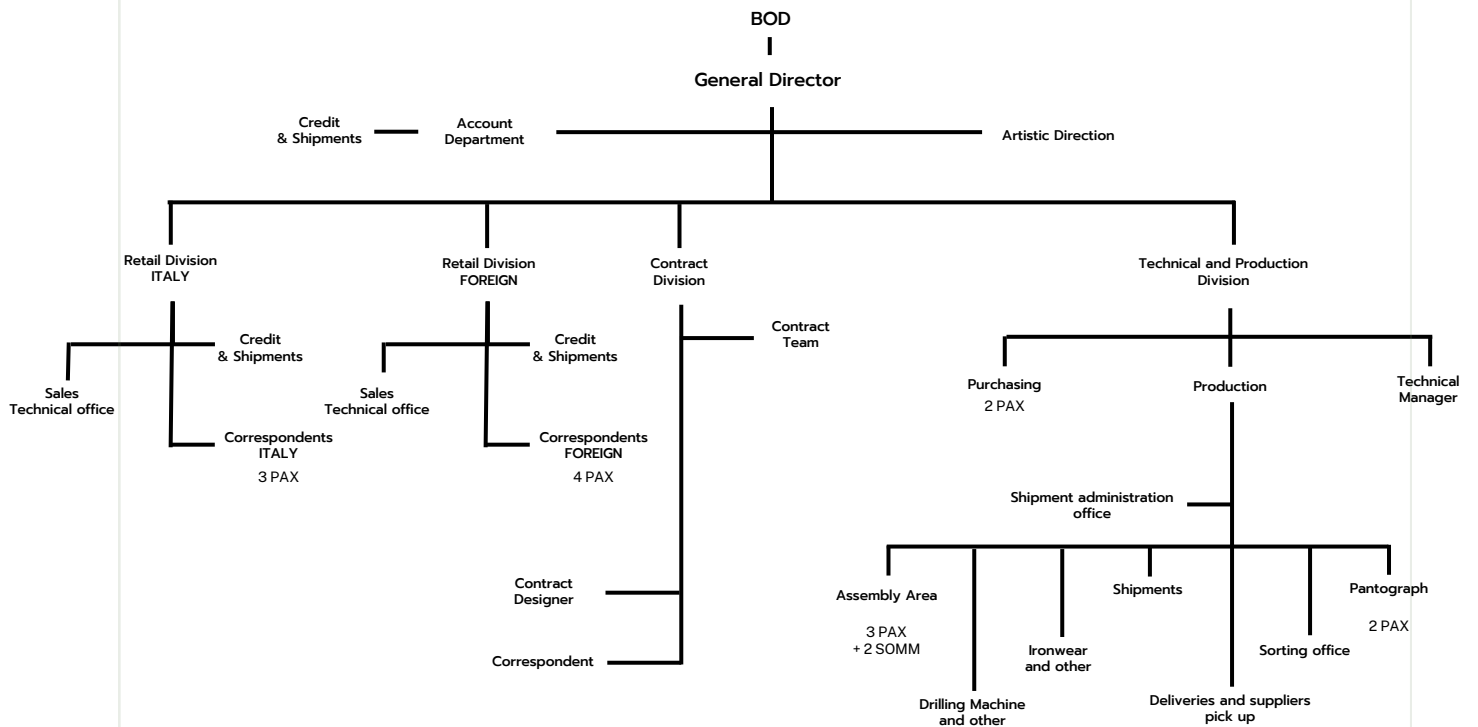
COMMERCIAL AND RETAIL DIVISION

90 PAX IN TOTAL



Organization chart

PRODUCTION DIVISION





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