October 24, 2017

THE ITALIAN ORIGIN AND QUALITY MARK:

A PROPOSAL FROM CATAS AND COSMOB

How to make objective the meaning of the words “made in Italy”?

How to make it clear that a chair, table or cabinet is the result of the skills, the attention to quality, the comfort and the safety typical of the best Italian companies? Today these tasks are a little easier in consequence of the publication of the Italian standard **UNI 11674: “Furniture - Requirements for determining the Italian furniture origin”.**

But to ensure that the content of this standard, that is the value of the Italian origin and quality, can be perceived by everyone ‘round the world, it is necessary something that is easily understandable, intuitive and clear: a mark

Starting from such considerations, **Catas** and **Cosmob**, the two most important Italian laboratories for analysis, testing and certification for furniture, have decided to join their forces and to propose a real “mark”, a label that – placed onto the furniture – credibly certifies its Italian origin and quality.

The project, unquestionably ambitious, was presented to the companies of this sector in Pordenone, during the last edition of Sicam. At the meeting were also present **FederlegnoArredo**, the federation of the confindustrial associations of the wood-furnishing chain and the **Cluster Arredo Friuli-Venezia Giulia**, innovation pole for the “House System”.

There were many comments and questions after the presentations of **Andrea Giavon** and **Lorena Riul**, respectively Director and Certification Manager of Catas; of **Alessio Gnaccarini** and **Francesco Balducci**, Managing Director and Technical Director of Cosmob; of **Marco Fossi**, Responsible for standardisation at FederlegnoArredo, and of **Carlo Piemonte**, Director of Cluster Arredo Friuli-Venezia Giulia. This immediate positive reaction is certainly a strong sign from the furniture manufacturers of their real interest in having a tool that can assess the performance of a product (quality, functionality, safety, reliability, sustainability). These can be considered “indirect values” being an expression of a culture linked to the production area rather than specific economic systems like the full respect of environmental rules, labour rights and quality of life. It is in all these material and immaterial values ​​that lay the foundations of the “made in Italy”.

*“Creating an Italian certification system for serious, structured, credible and reliable furniture is a concrete way to be alongside virtuous businesses, helping to value products in the domestic and international markets –* commented **Alessio Gnaccarini** – *through a simple, effective system, the result of the enormous competence that the two laboratories have gained over decades of activity”.*

The technical know-how is undoubtedly fundamental, in order to highlight the value ​​of the “made in Italy”.

But how to prove it? First, by identifying products and production processes, by verifying in the laboratory the compliance with the technical requirements defined by standards, in addition to verifying the “Italian origin” of materials and semi-finished products as provided by UNI 11674.

*“We desired to draw a simple solution”,* added **Andrea Giavon**. *“Catas and Cosmob have formed a* ***joint secretary*** *for the management of the" Italian Origin Mark" and a very simple certification path, which can be followed without any difficulty not only by the big Italian furniture manufacturers but also by small and medium-sized companies looking for new opportunities to compete in the world. The proposal has been launched, now it is the time for the reply of companies!”*