

*ART OF  
THE UNIQUE*

PARIS, JANUARY 2024

MAXALTO

# ART OF THE UNIQUE

Again, this year, on the occasion of Maison & Objet in Paris, Maxalto presents the new chapters in the story started by Antonio Citterio in 1995.

In a *déjà vu* that speaks of tradition, the parisian flagship store is the set where the style atmosphere of Paris between the two wars represented an era of still unsurpassed elegance and charm.

Besides the new protagonists of Maxalto's timeless collection, the newly updated custom design service, Atelier, will be unveiled - a tailored service to provide even the most exacting clients with additional customisation.

This is an ambitious step that aims to elevate Maxalto from a high-end furniture collection to the '*Art Of The Unique*' where each piece is designed not only to meet the needs of the clients' environment, but also to fully reflect their individual style.

## ANTONIO CITTERIO

Maxalto Art Director introduces the collection, opening video

## NEW PRODUCTS

Florius · Artemone · Soleide

## NEW RANGE EXTENSIONS

Caratos · Doris

## MAXALTO ATELIER

## MAXALTO RETAIL IDENTITY AND LAYOUT PROPOSALS

## MARKETING AND COMMUNICATION

Product positioning · Delivery terms · Communication updates · Training activities · Maxalto event plan

## COMMERCIAL STRATEGY

Emea region meeting





*Florius*

# *Florius*

Following the release of the Arbiter and Lilum sofa systems in 2023, Maxalto is expanding its upholstered furniture range. Conceived to revive the tradition of the great upholsterers, the Florius sofa system is characterized, even at first glance, by a minimalist frame and a large number of cushions.







# *Florius*

Florius is offered in many sizes, thanks also to the Atelier service which allows to create ad hoc dimensions in width and depth. The selection of modules available allows to create many different configurations: linear, corner, with one or two armrests, with ottoman or chaise lounge.







# *Florius*

Florius comes in two versions: the first is available with the shell and the cushions entirely covered in fabric or leather. All cushions composing the sofa will be adorned by a valuable textile profile always matching tone with the material selected for the covers. In case of velvet covers, the profile will be in Bellano fabric, opening the possibilities to select more colours, even the contrasting ones.









# *Florius*

The second version displays a wooden shell in shellac finish - a Maxalto classic - in black, red or soya, to be combined with fabric or leather covers for the cushions.





# *Florius*

In line with Maxalto's usual attention to details, the arrival of Florius in the shellac version, is the occasion to launch a new fabric - a pinstripe version of Doris available in three colours - specifically designed to enhance the contemporary charm of the sofa. The thin lines of the fabric underline the geometries of the design and to enhance this graphic effect the seat cushions give way to a unique seat.



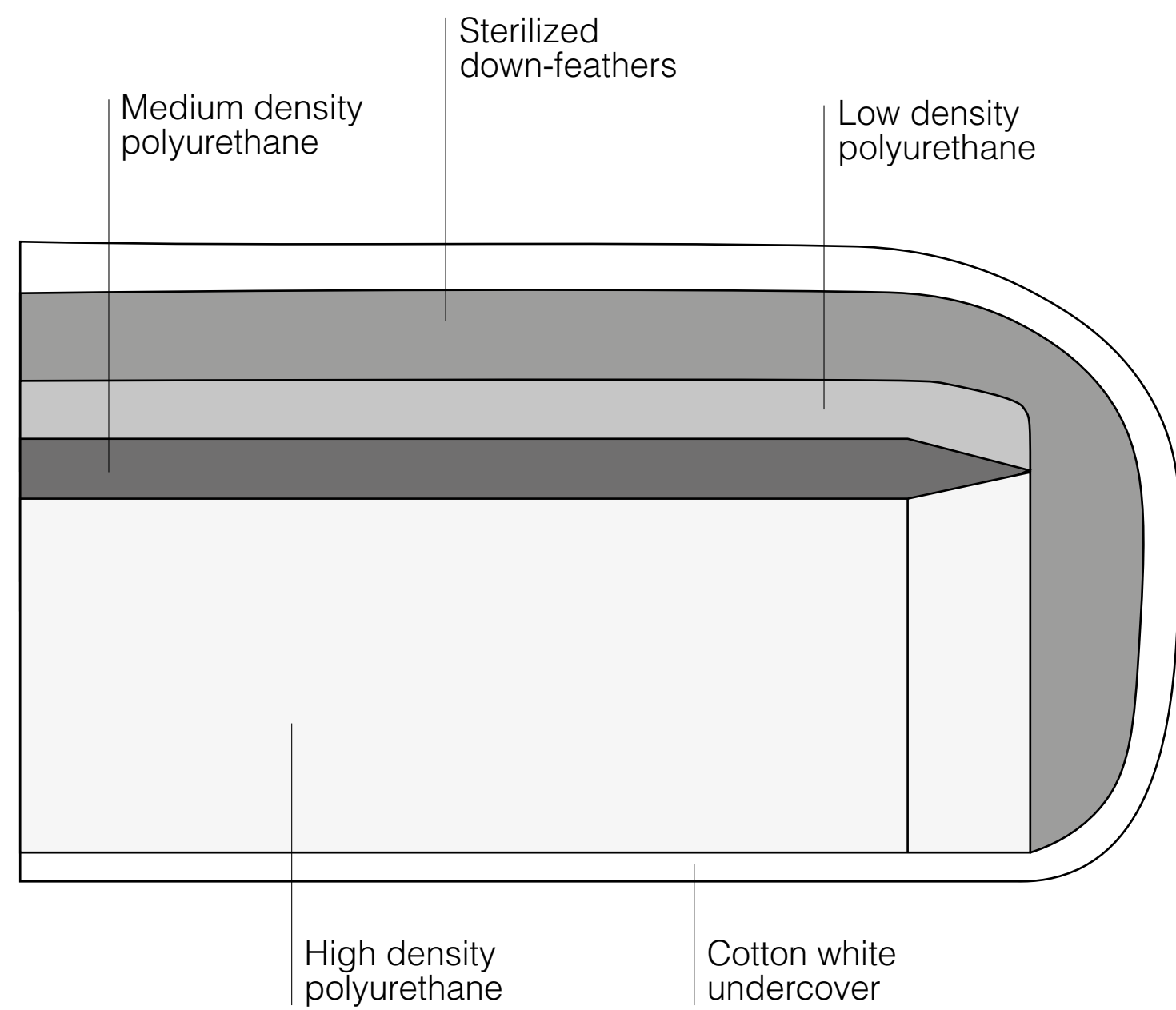
# *Florius*

With reference to the comfort and internal technical construction, it represents an unicum in our production, as the traditional steel frame is not drowned in polyurethane but fits in a wooden shell including armrest and back panels. These panels are then padded in the covered version or painted and exquisitely manually finished in case of the sophisticated shellac version.







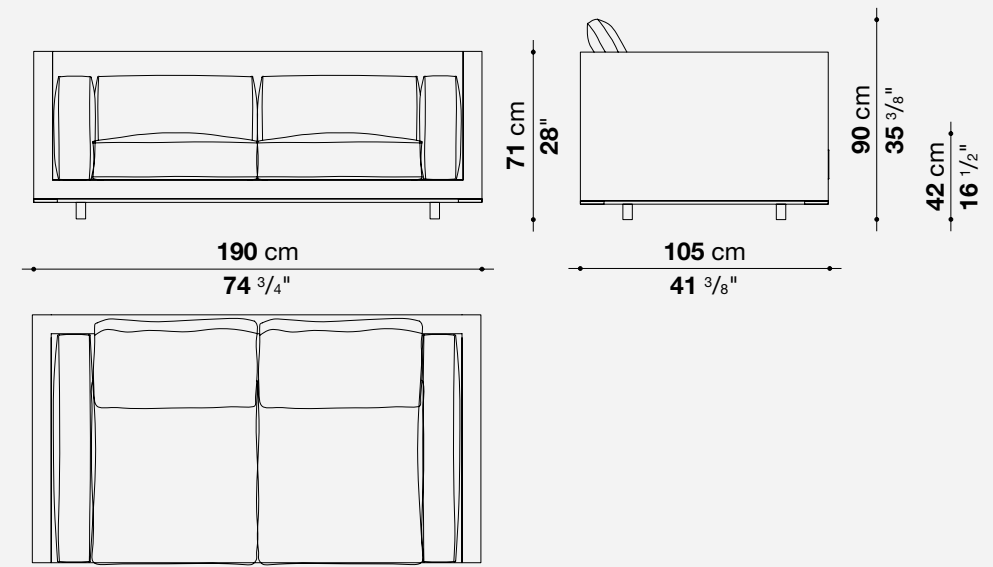


As per tradition, the feather continues to be chosen as a premium material in the internal construction of the seat and back cushions of the collection

# Technical details

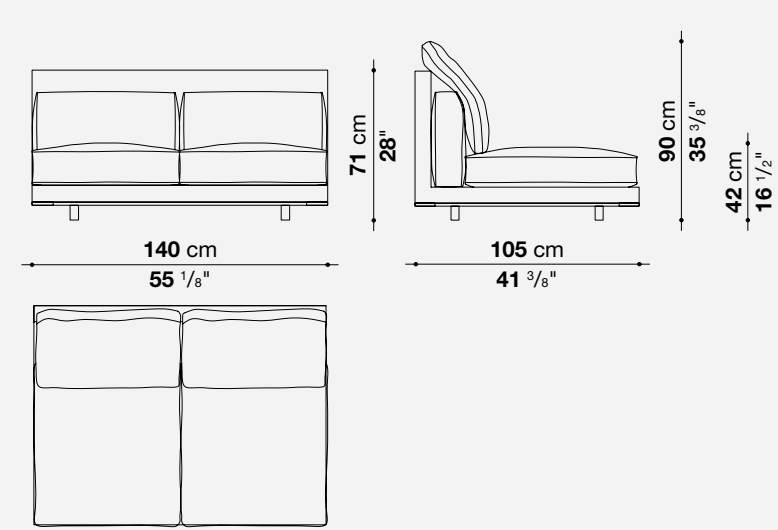
VERSION WITH FABRIC / LEATHER SHELL

## LINEAR SOFA



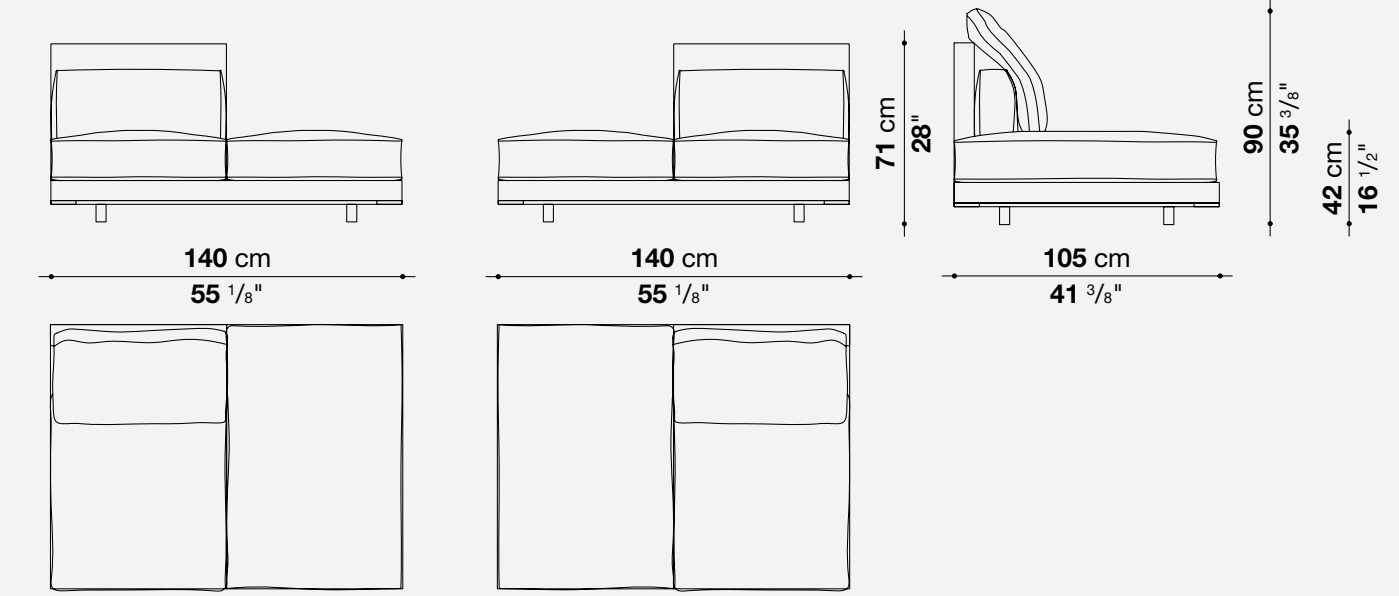
FL190

## CENTRAL ELEMENTS



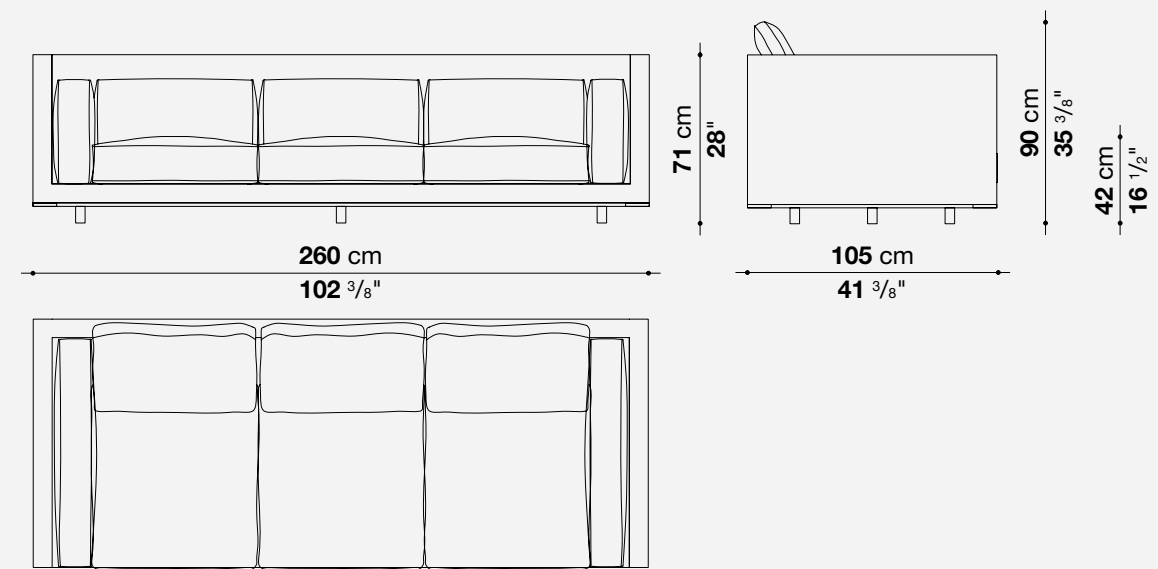
FL140C

## BENCHES WITH BACK

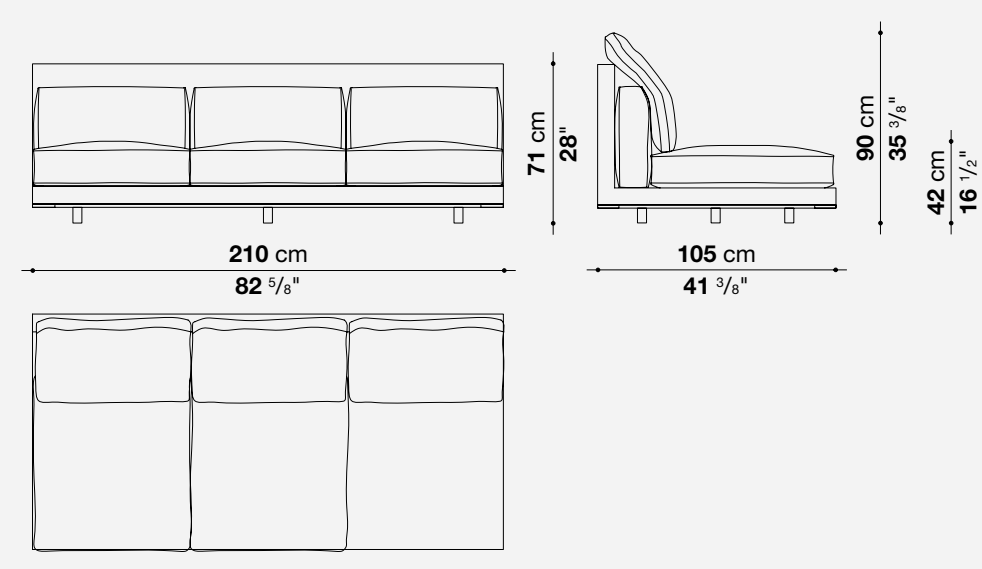


FL140PS

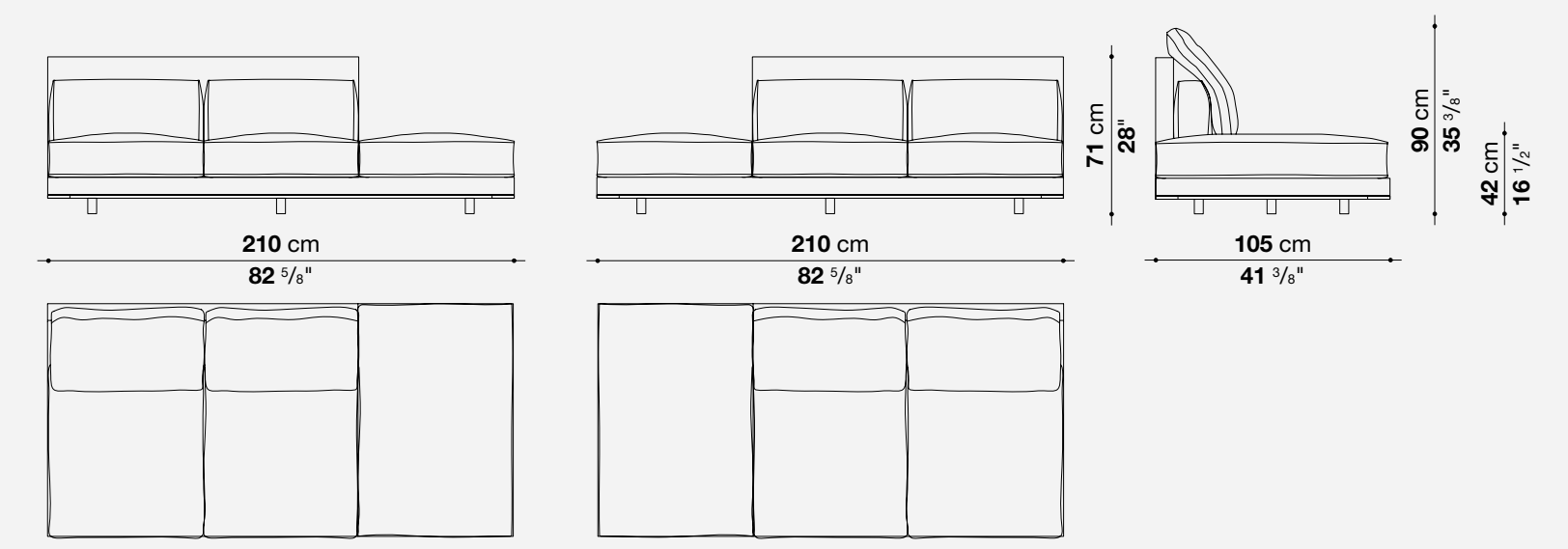
FL140PD



FL260



FL210C



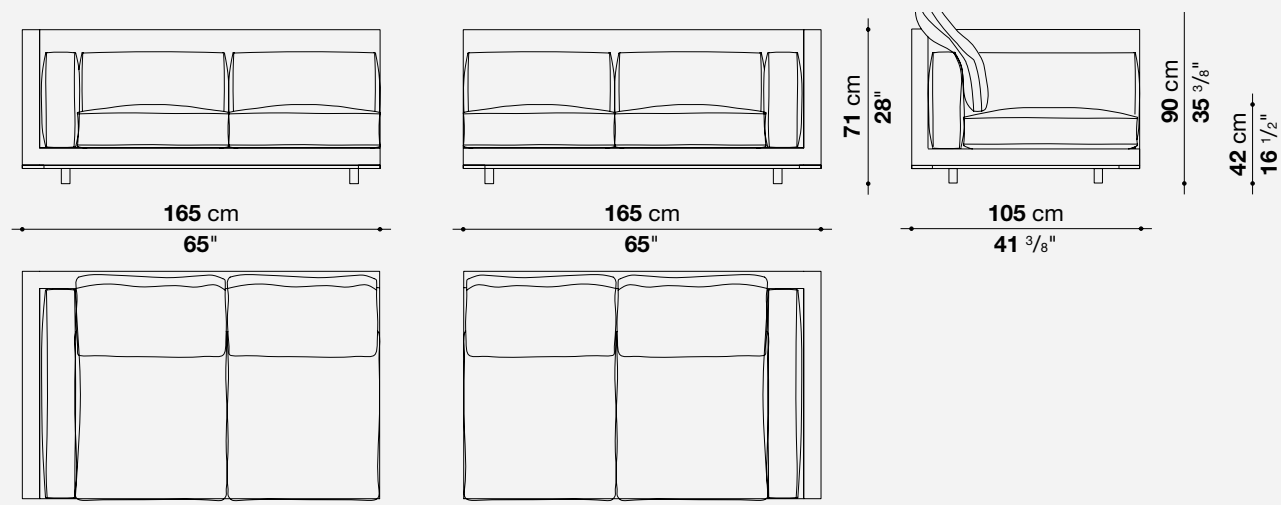
FL210PS

FL210PD

# Technical details

VERSION WITH FABRIC / LEATHER SHELL

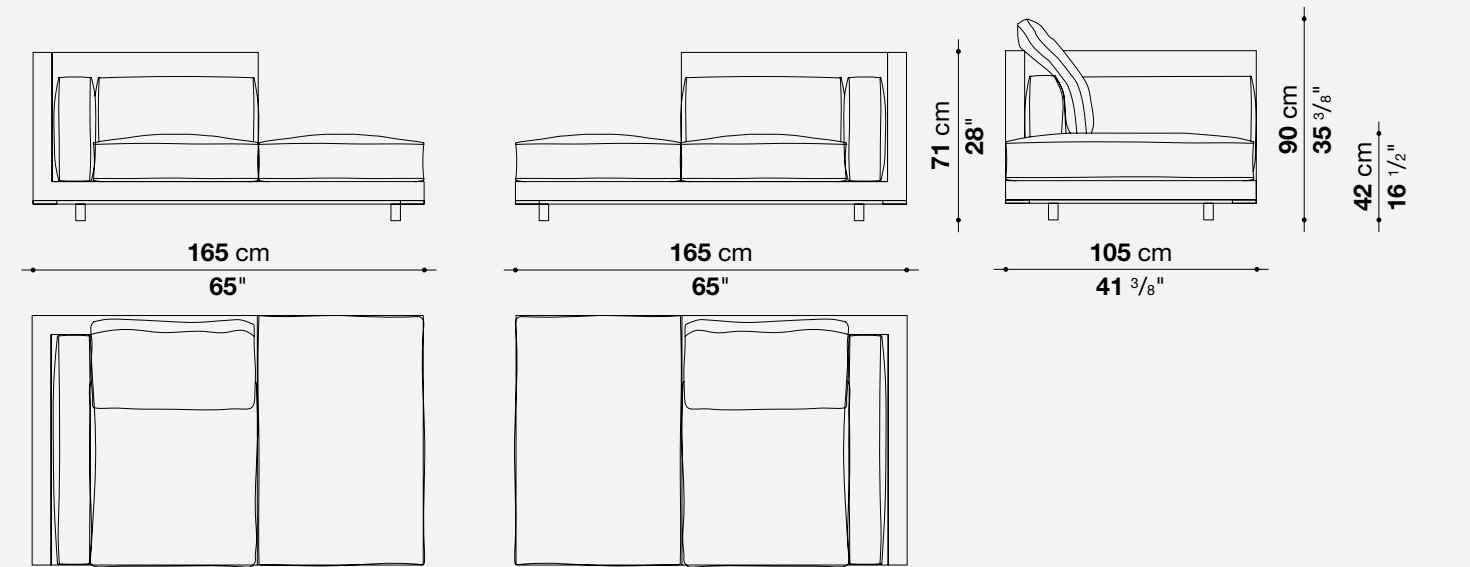
## TERMINAL ELEMENTS



FL165S

FL165D

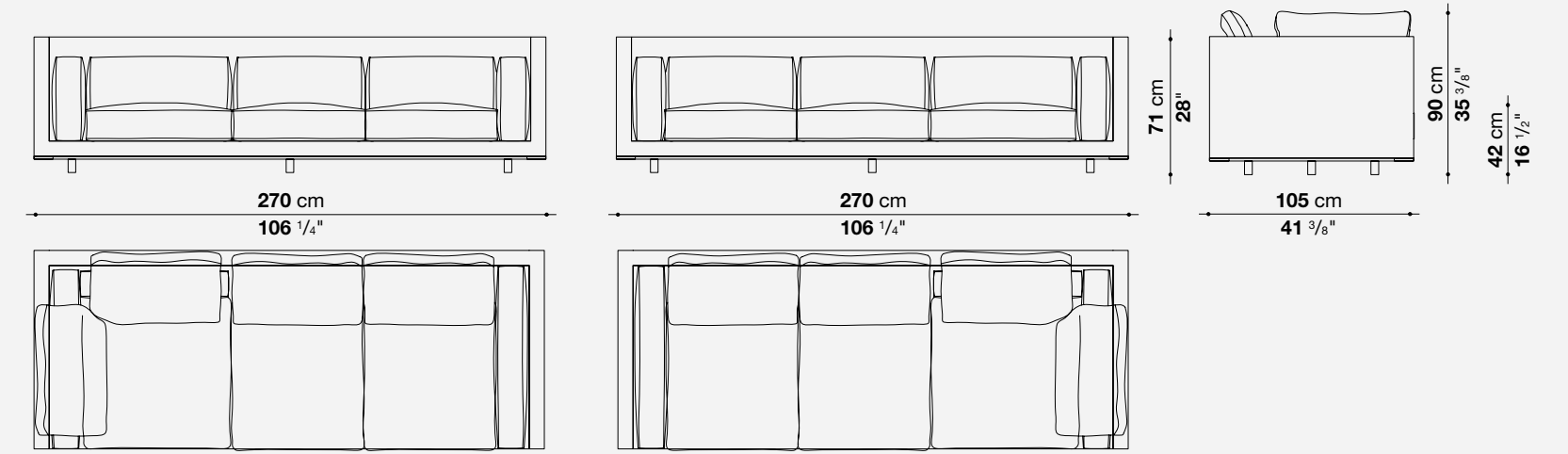
## OTTOMAN-TERMINAL ELEMENTS



FL165TPS

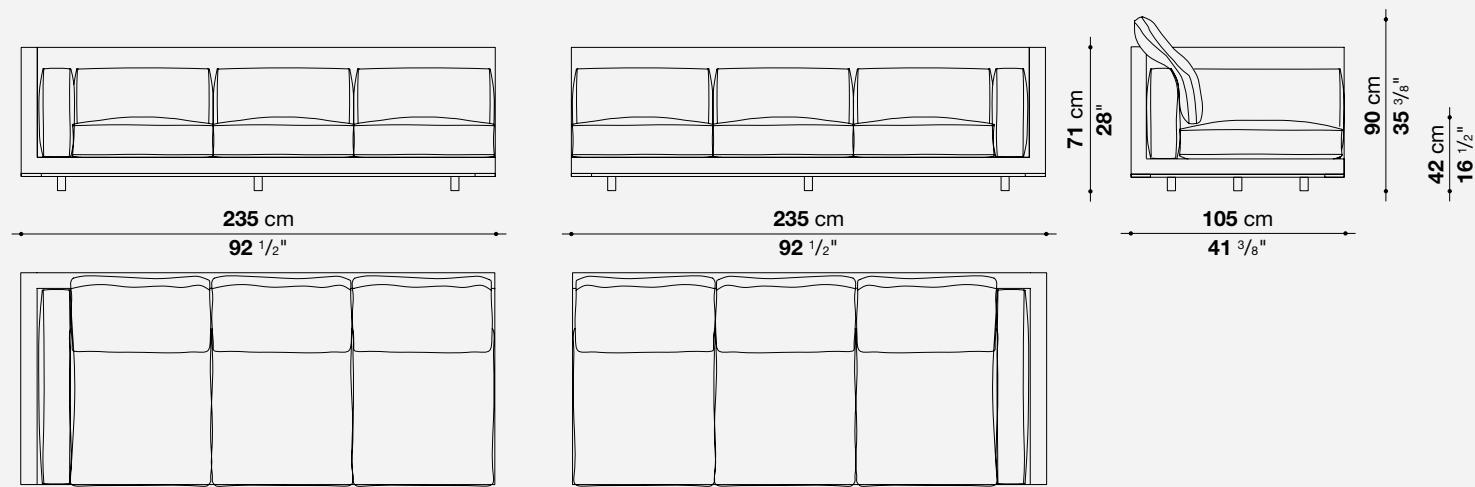
FL165TPD

## CORNER ELEMENTS



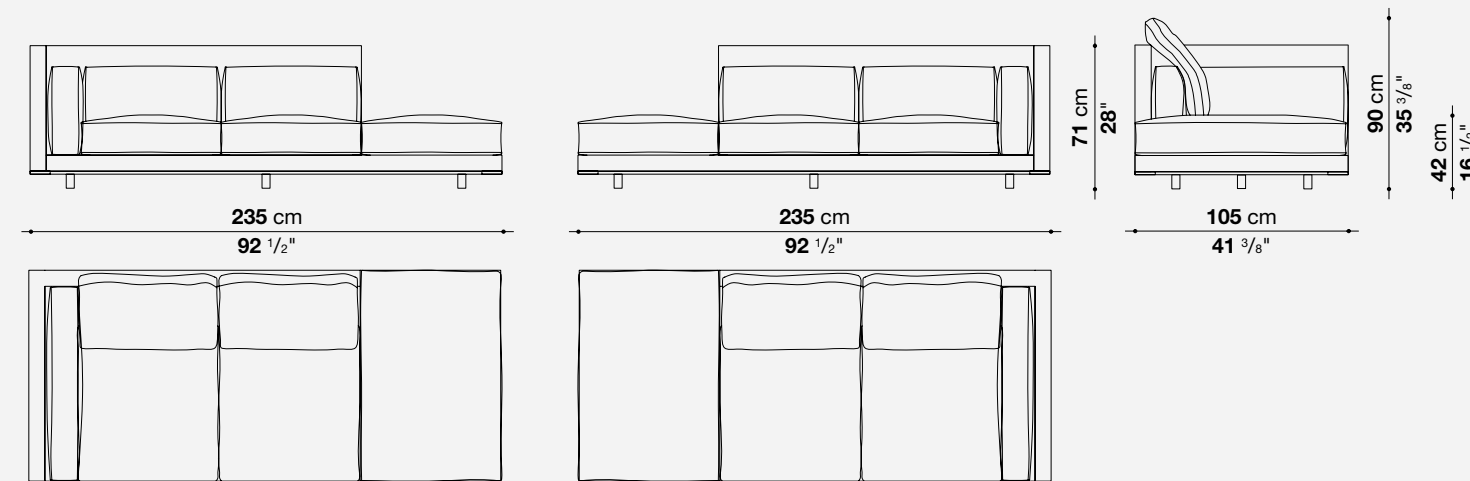
FL270AS

FL270AD



FL235S

FL235D



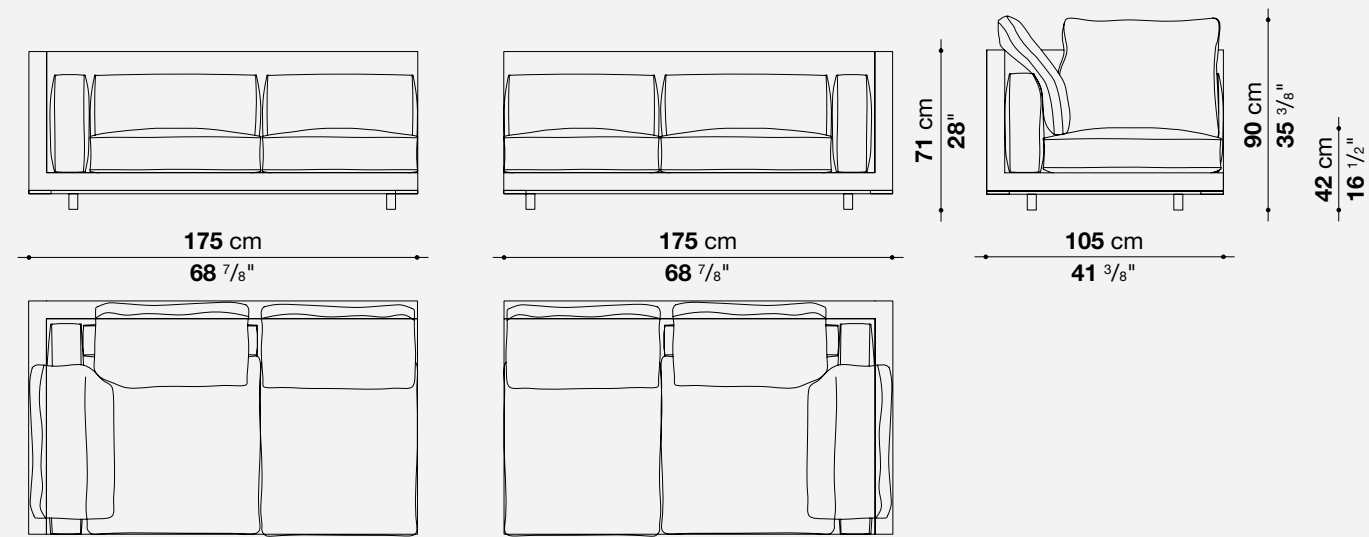
FL235TPS

FL235TPD

# Technical details

VERSION WITH FABRIC / LEATHER SHELL

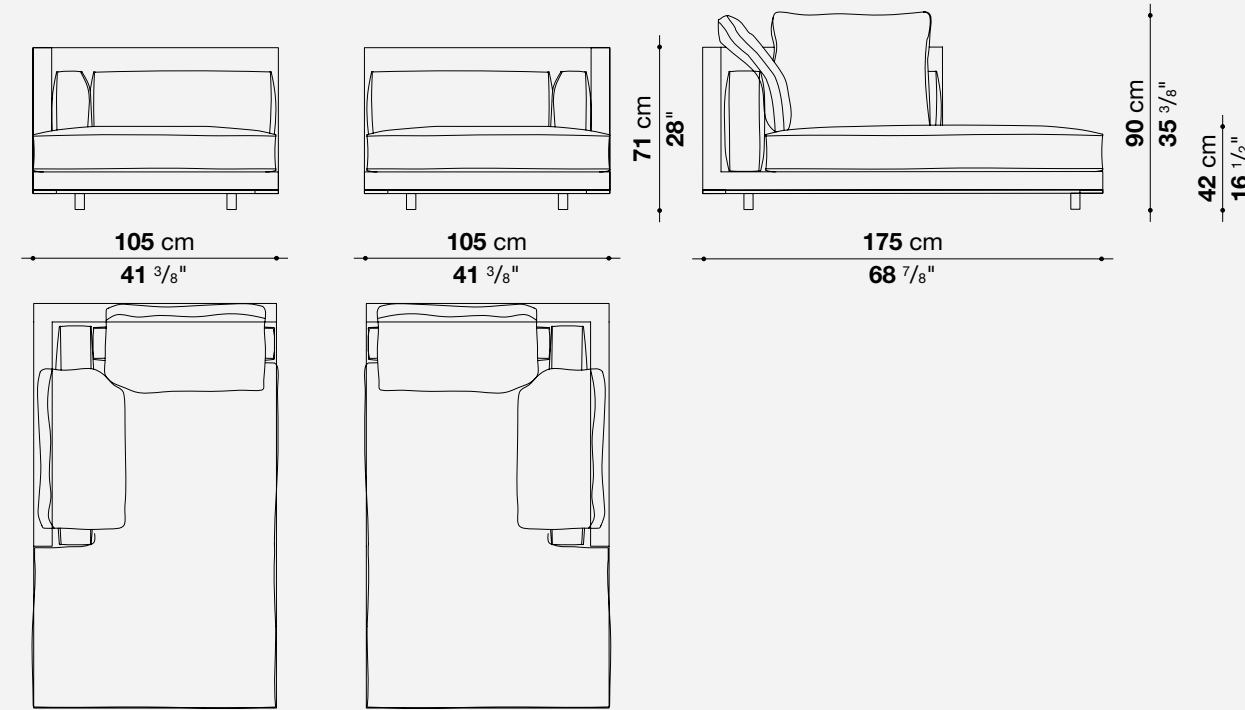
## CORNER-TERMINAL ELEMENTS



FL175TAS

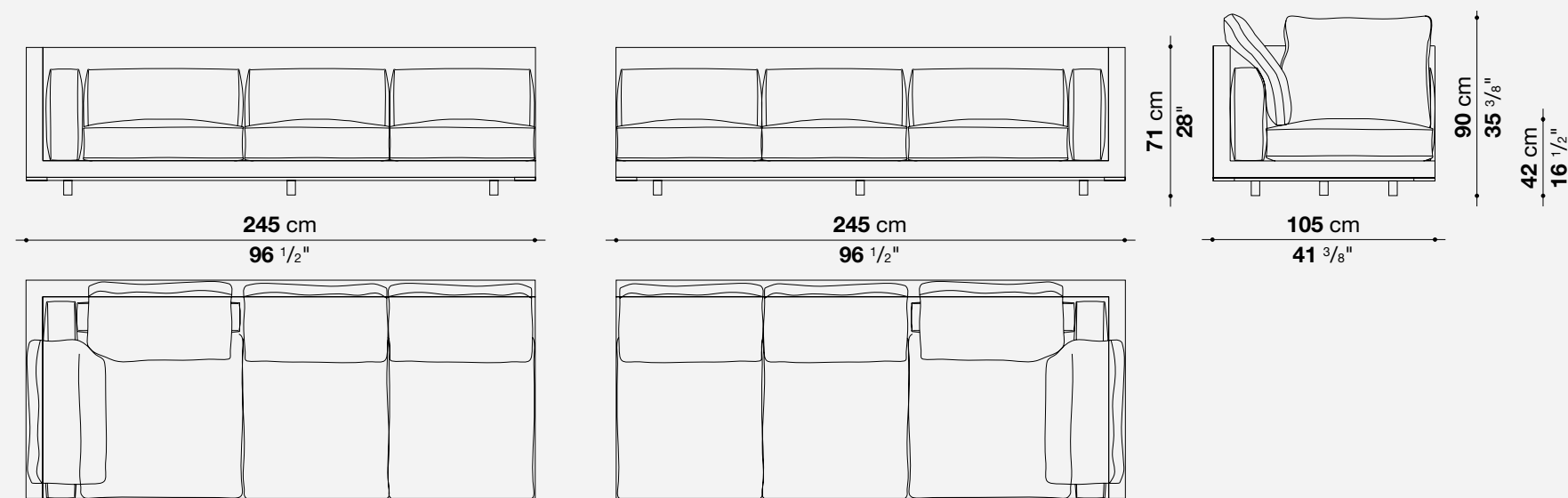
FL175TAD

## CHAISE LONGUES



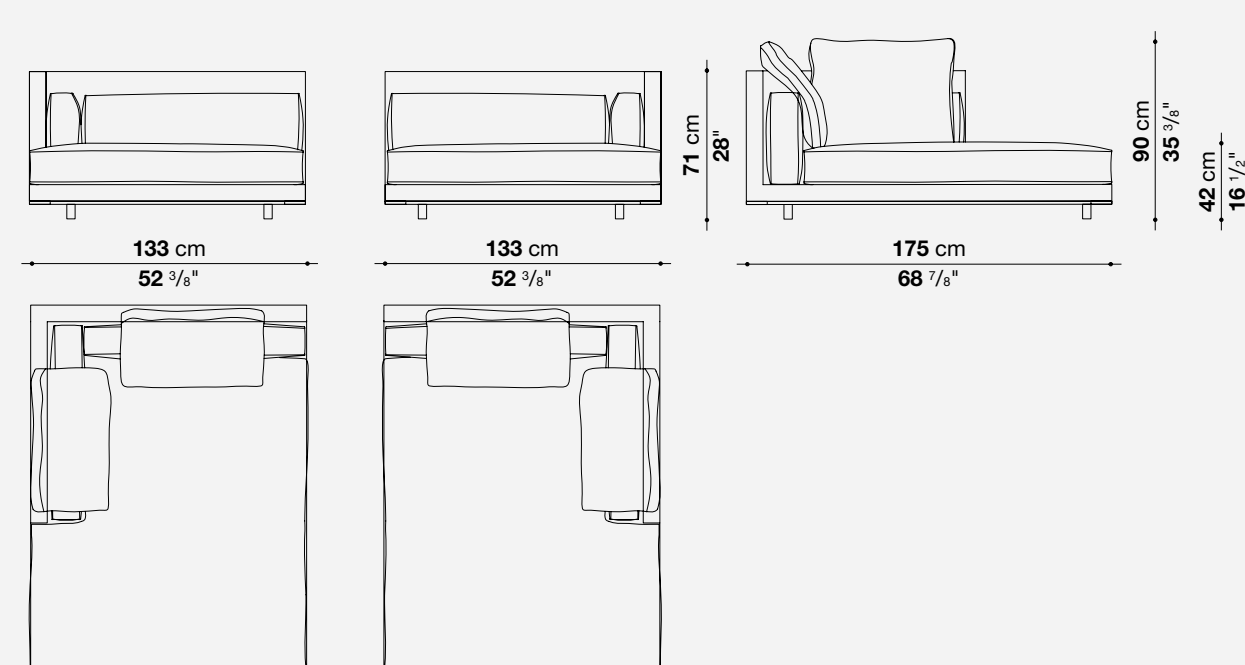
FL105LS

FL105LD



FL245TAS

FL245TAD



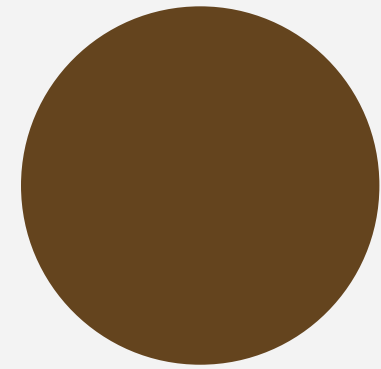
FL133LS

FL133LD

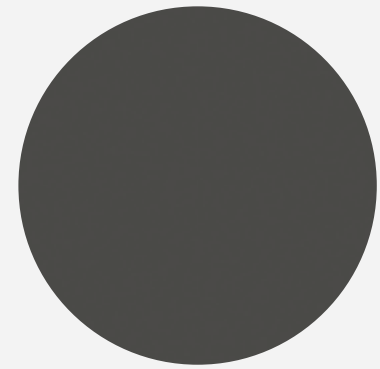
# Finishes

VERSION WITH FABRIC / LEATHER SHELL

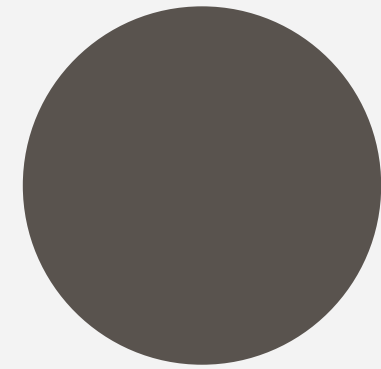
Lower edge



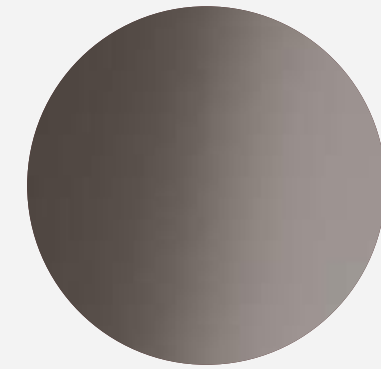
0137A  
AMBER  
PAINTED



0252G  
GRAPHITE  
PAINTED

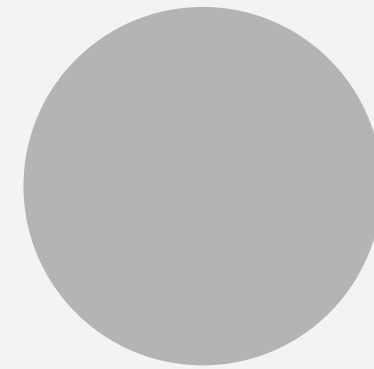


0174B  
BRONZED  
NICKEL  
PAINTED

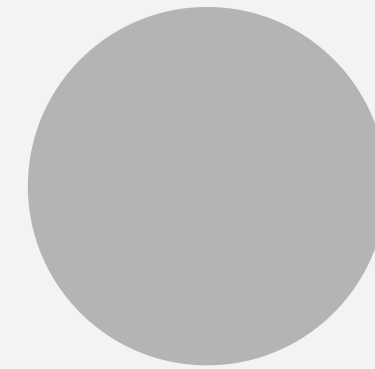


0170M  
BLACK  
CHROMED  
PAINTED

Shell

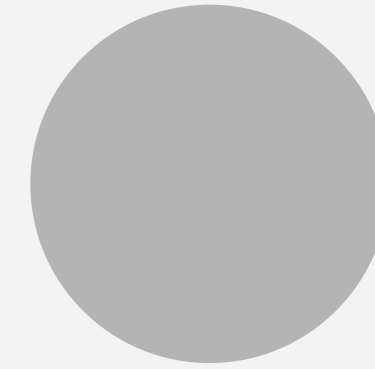


FABRIC

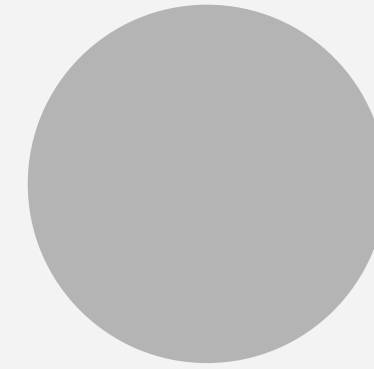


LEATHER

Cover



FABRIC

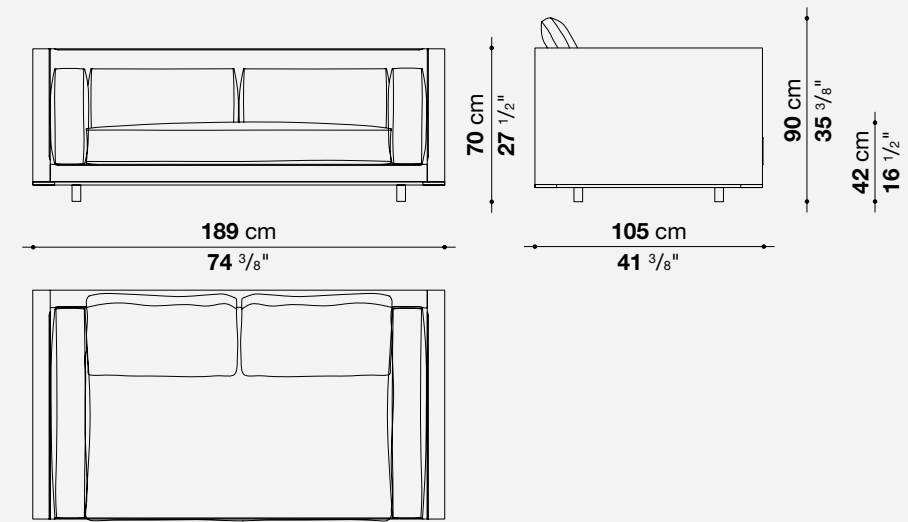


LEATHER

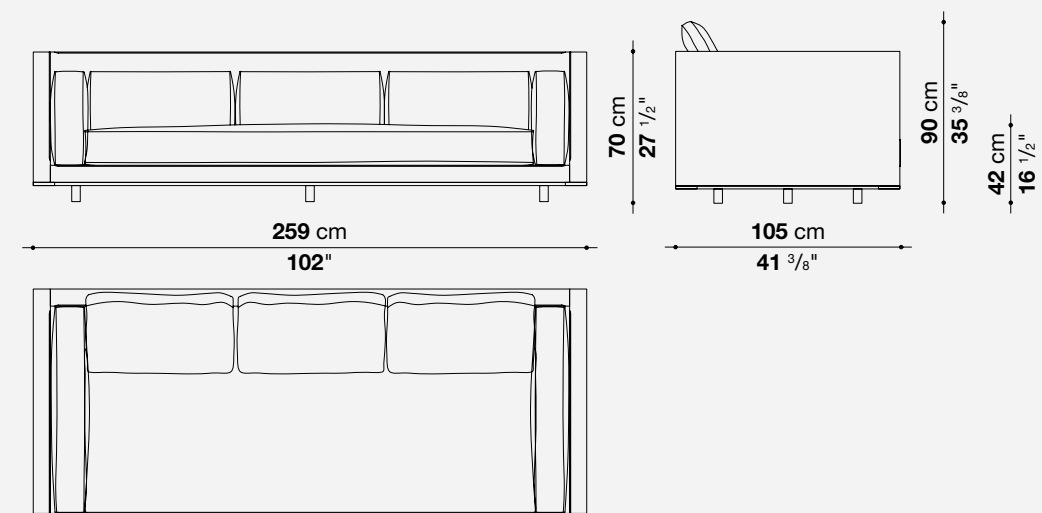
# Technical details

VERSION WITH SHELLAC SHELL

## LINEAR SOFAS

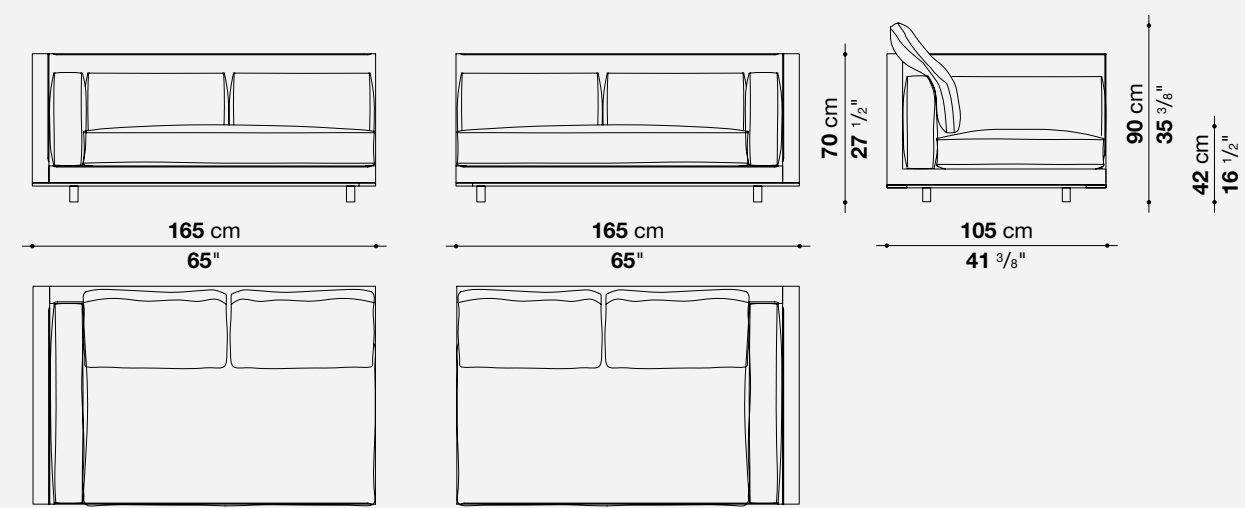


FLG190



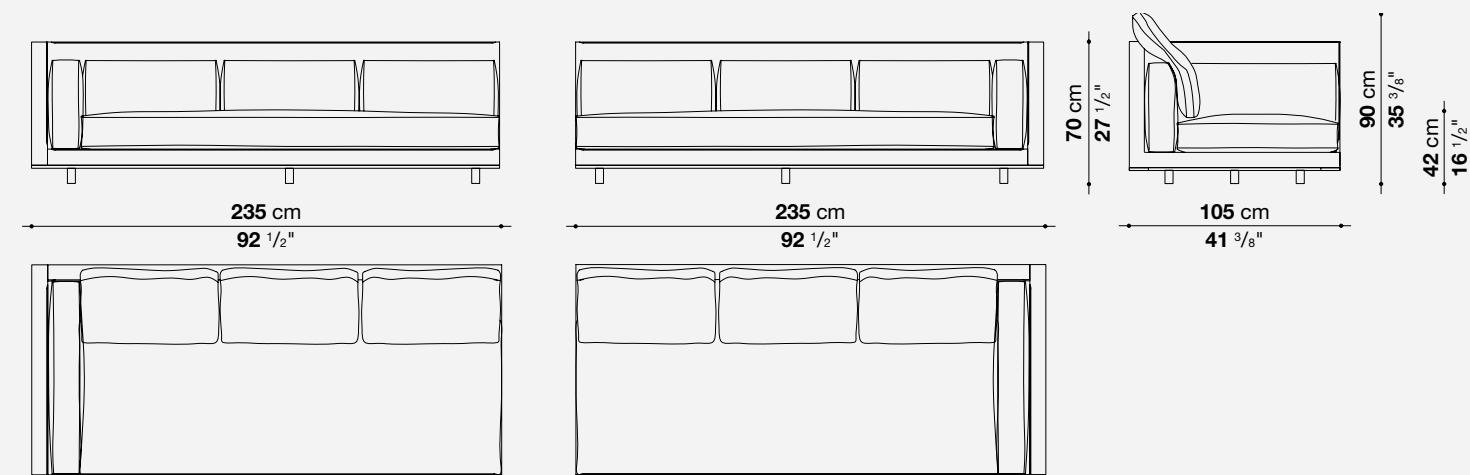
FLG260

## TERMINAL ELEMENTS



FLG165S

FLG165D



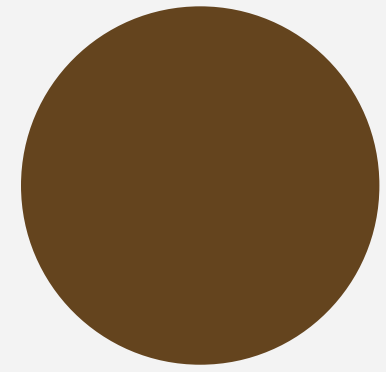
FLG235S

FLG235D

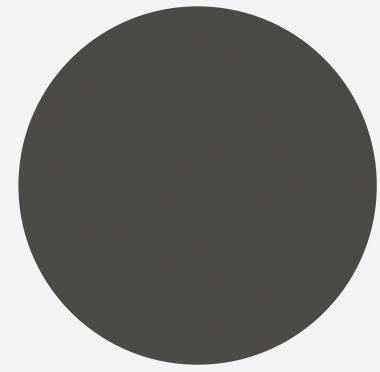
# Finishes

VERSION WITH SHELLAC SHELL

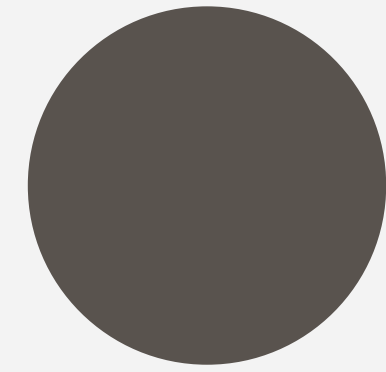
## Lower edge



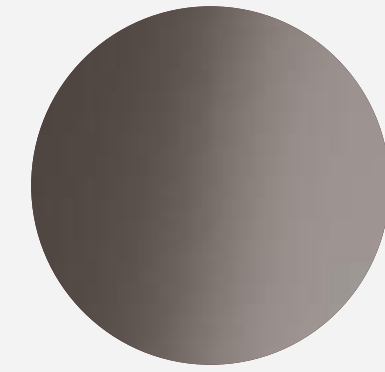
0137A  
AMBER  
PAINTED



0252G  
GRAPHITE  
PAINTED

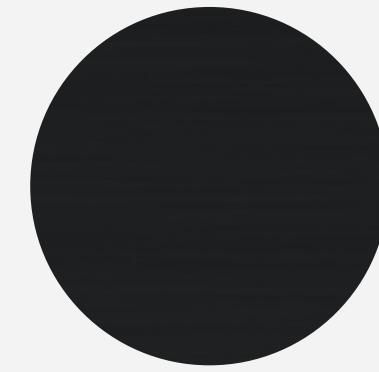


0174B  
BRONZED  
NICKEL  
PAINTED

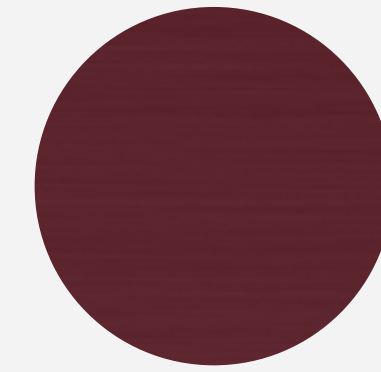


0170M  
BLACK  
CHROMED  
PAINTED

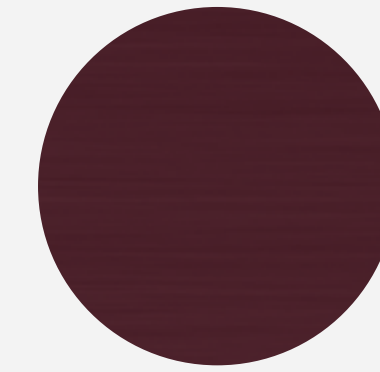
## Shell



3764G  
SHELLAC TYPE  
FINISH BLACK

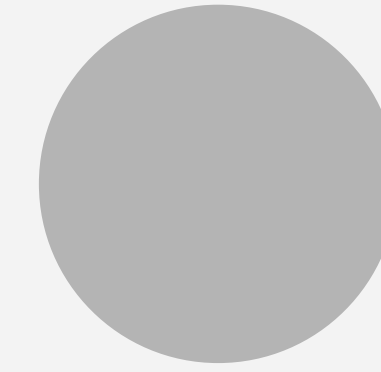


7110G  
SHELLAC TYPE  
FINISH RED

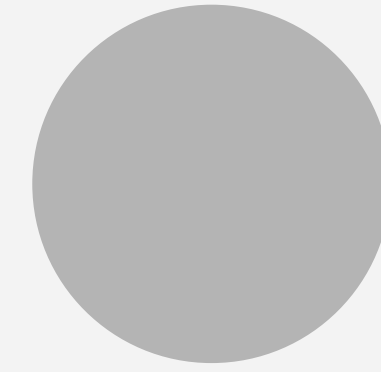


6805G  
SHELLAC TYPE  
FINISH SOYA

## Cover



FABRIC



LEATHER



*Artemone*

# *Artemone*

The Artemone storage unit stems from Antonio Citterio's desire to update the traditional dresser found in kitchens.





# *Artemone*

The die-cast aluminium base has a minimal design and is separated from the upper part by a shadow gap of a few millimetres that makes the structure lighter and blurs the contrast between metal and wood. Artemone's base is available in an array of finishes to match the upper part which is offered in: black, soya or red shellac and in all the available Maxalto's oak variants.





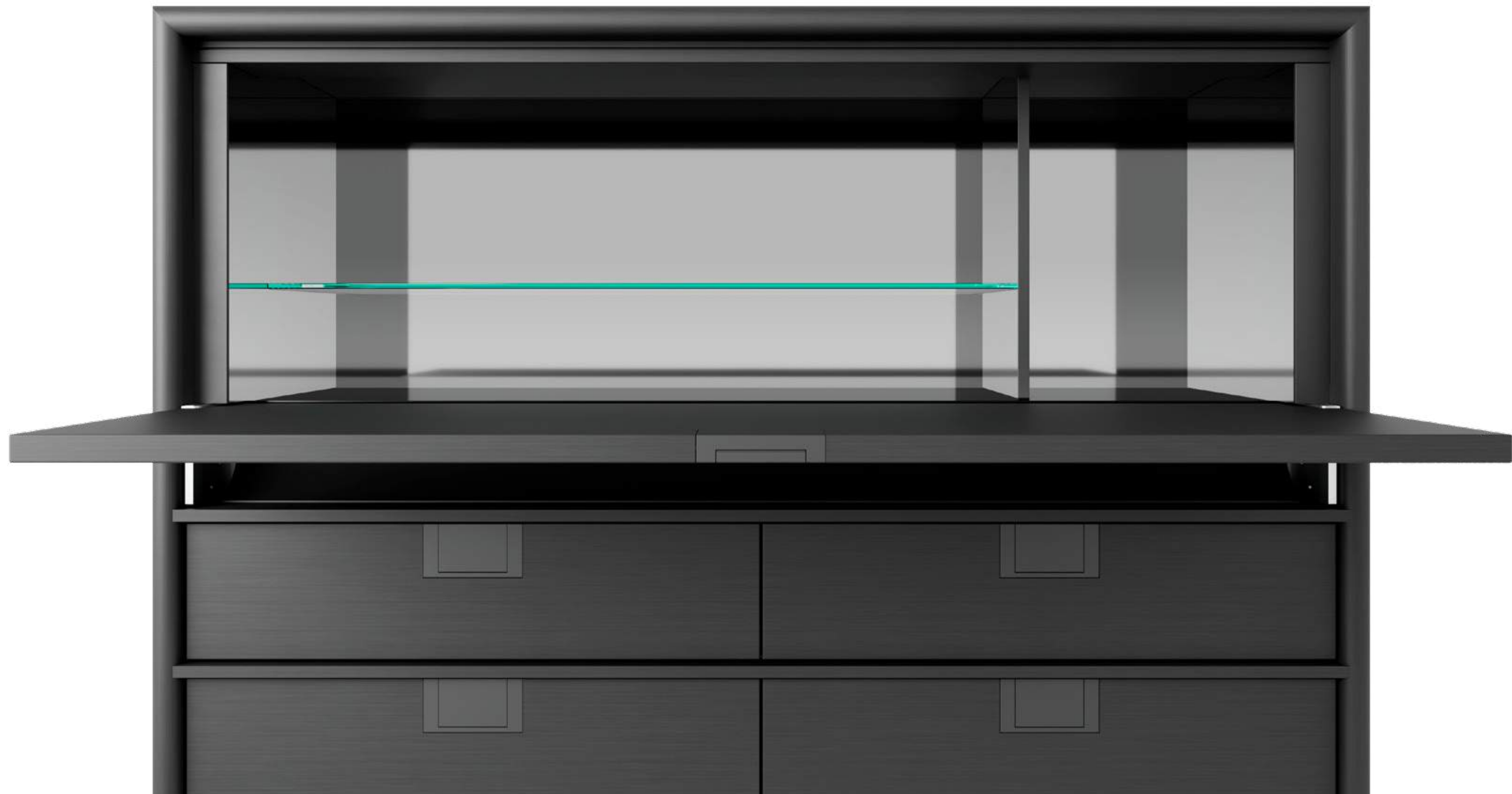












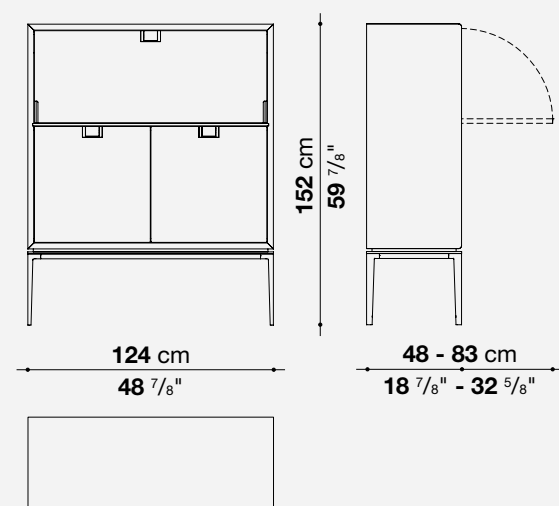




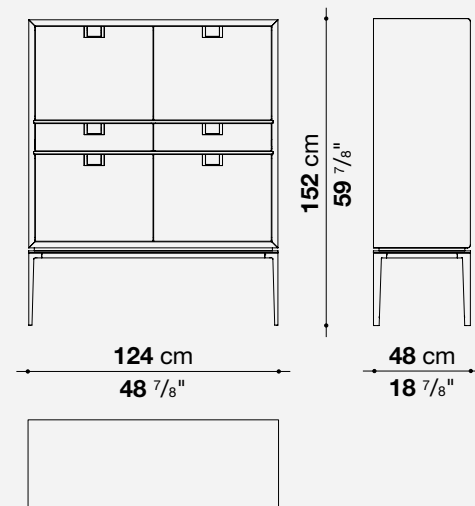


# Technical details

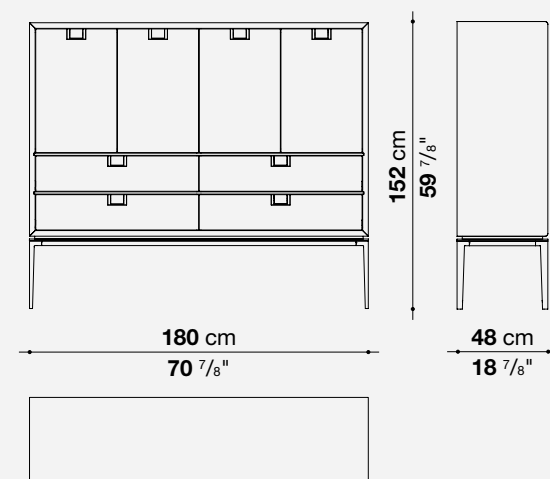
## STORAGE UNITS



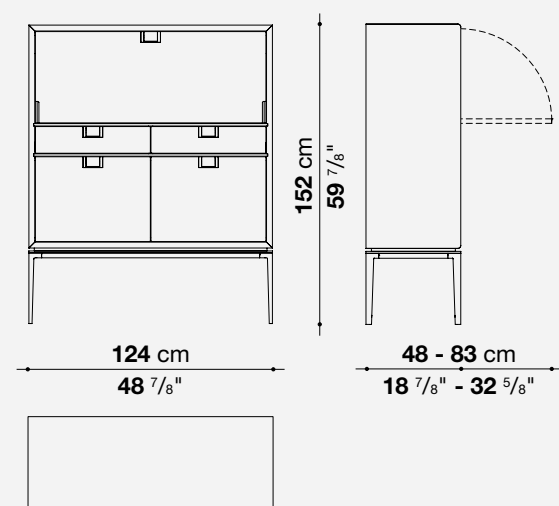
CTA120\_1



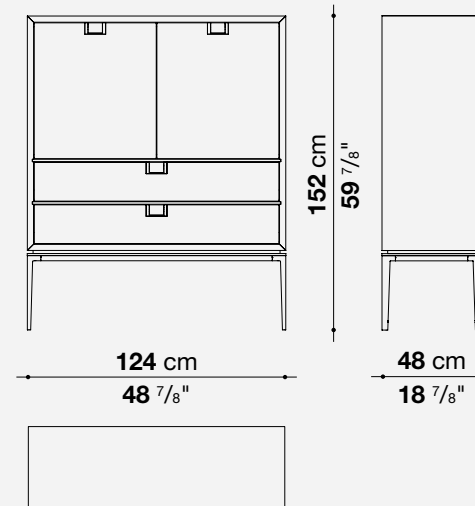
CTA120\_3



CTA180\_1

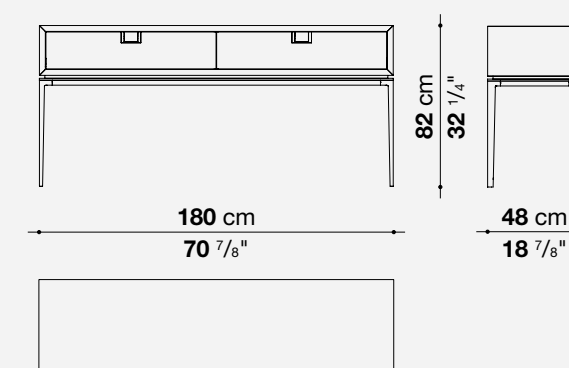


CTA120\_2

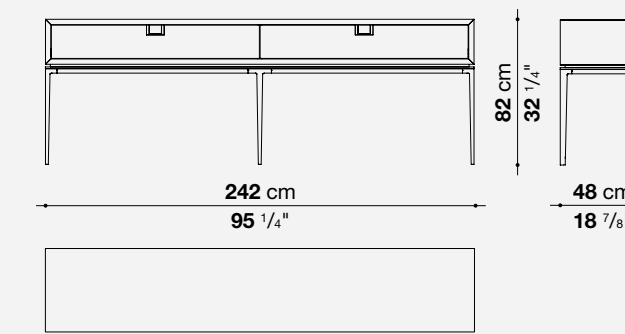


CTA120\_4

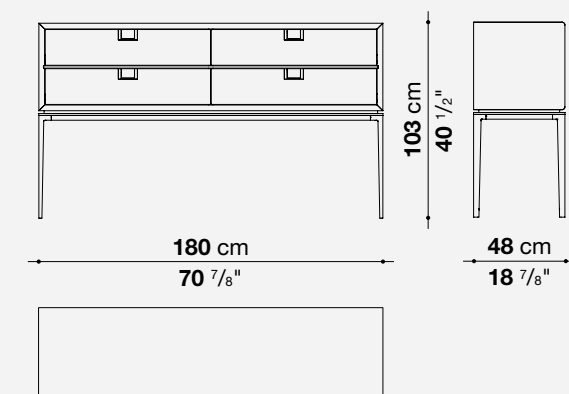
## CONSOLES



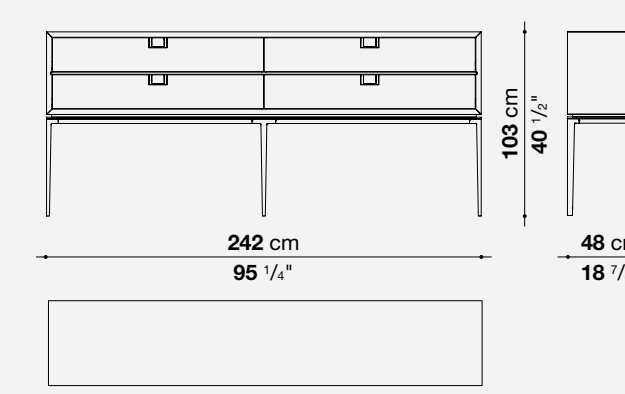
CSA180\_1



CSA240\_1



CSA180\_2



CSA240\_2



# Finishes

## External frame and internal equipment



0378G  
GREY OAK



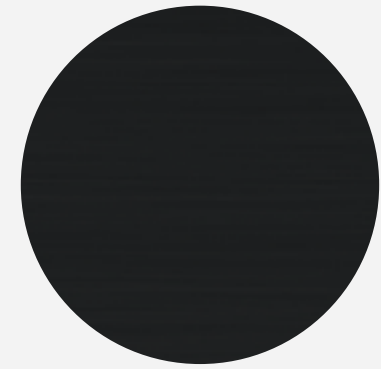
0374C  
BRUSHED  
LIGHT OAK



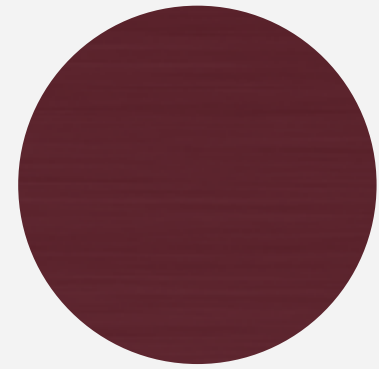
0381N  
BRUSHED  
BLACK OAK



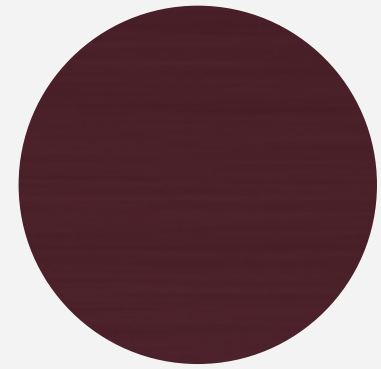
0354B  
WHITE ROUGH  
CUT OAK



3764G  
SHELLAC TYPE  
FINISH BLACK

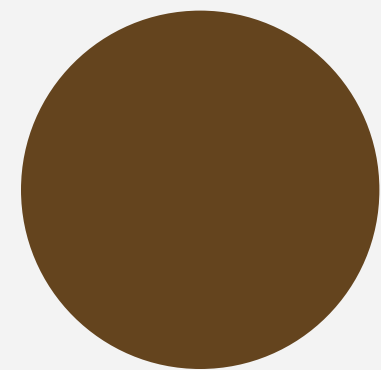


7110G  
SHELLAC TYPE  
FINISH RED

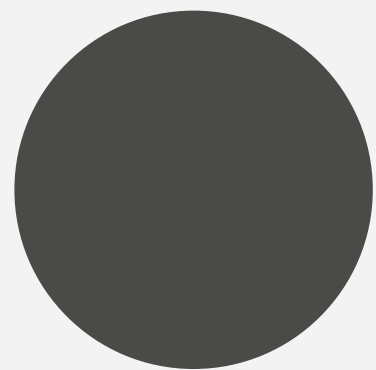


6805G  
SHELLAC TYPE  
FINISH SOYA

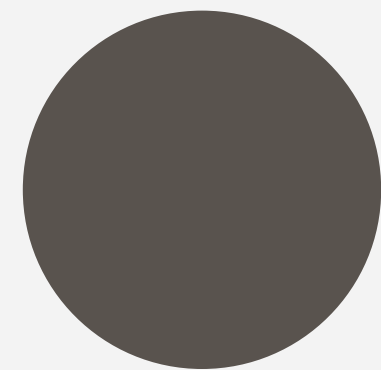
## Support frame and handles



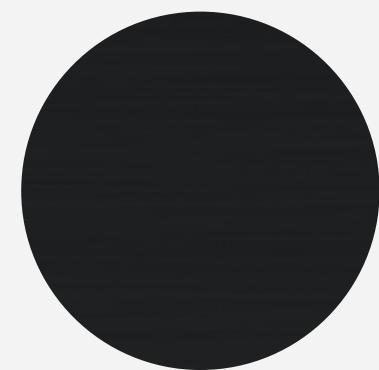
0137A  
AMBER PAINTED



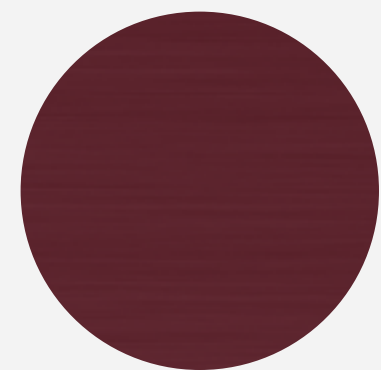
0252G  
GRAPHITE  
PAINTED



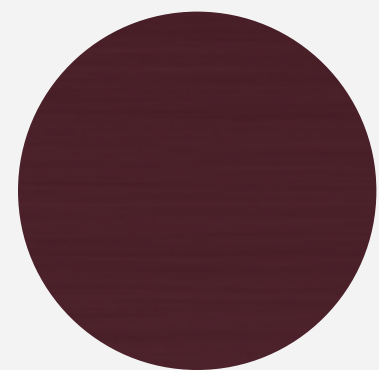
0174B  
BRONZED  
NICKEL PAINTED



3764G  
SHELLAC TYPE  
FINISH BLACK

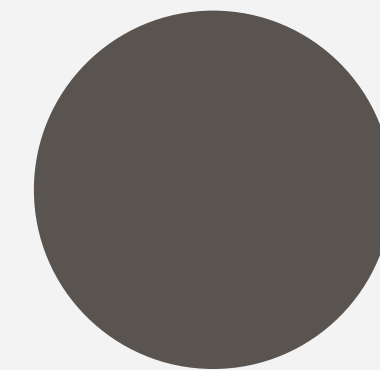


7110G  
SHELLAC TYPE  
FINISH RED



6805G  
SHELLAC TYPE  
FINISH SOYA

## Cutlery holder

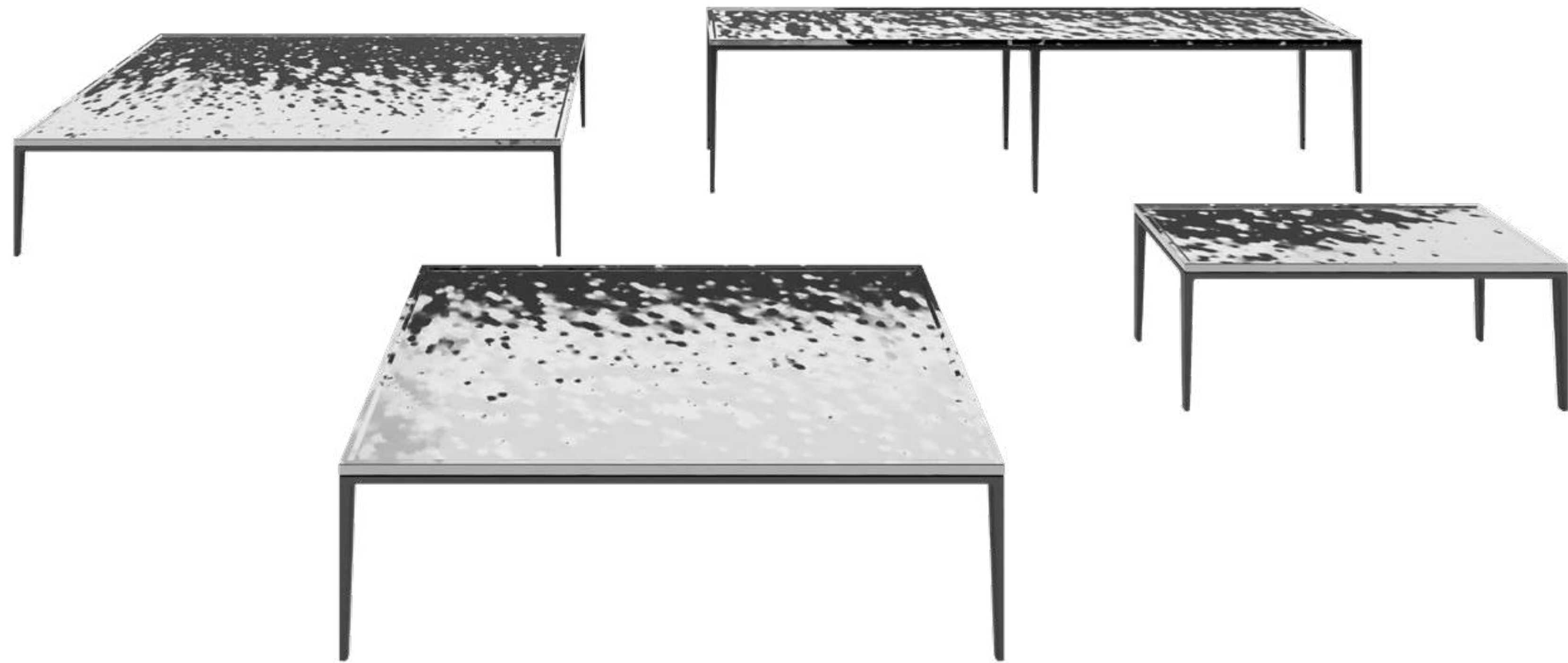


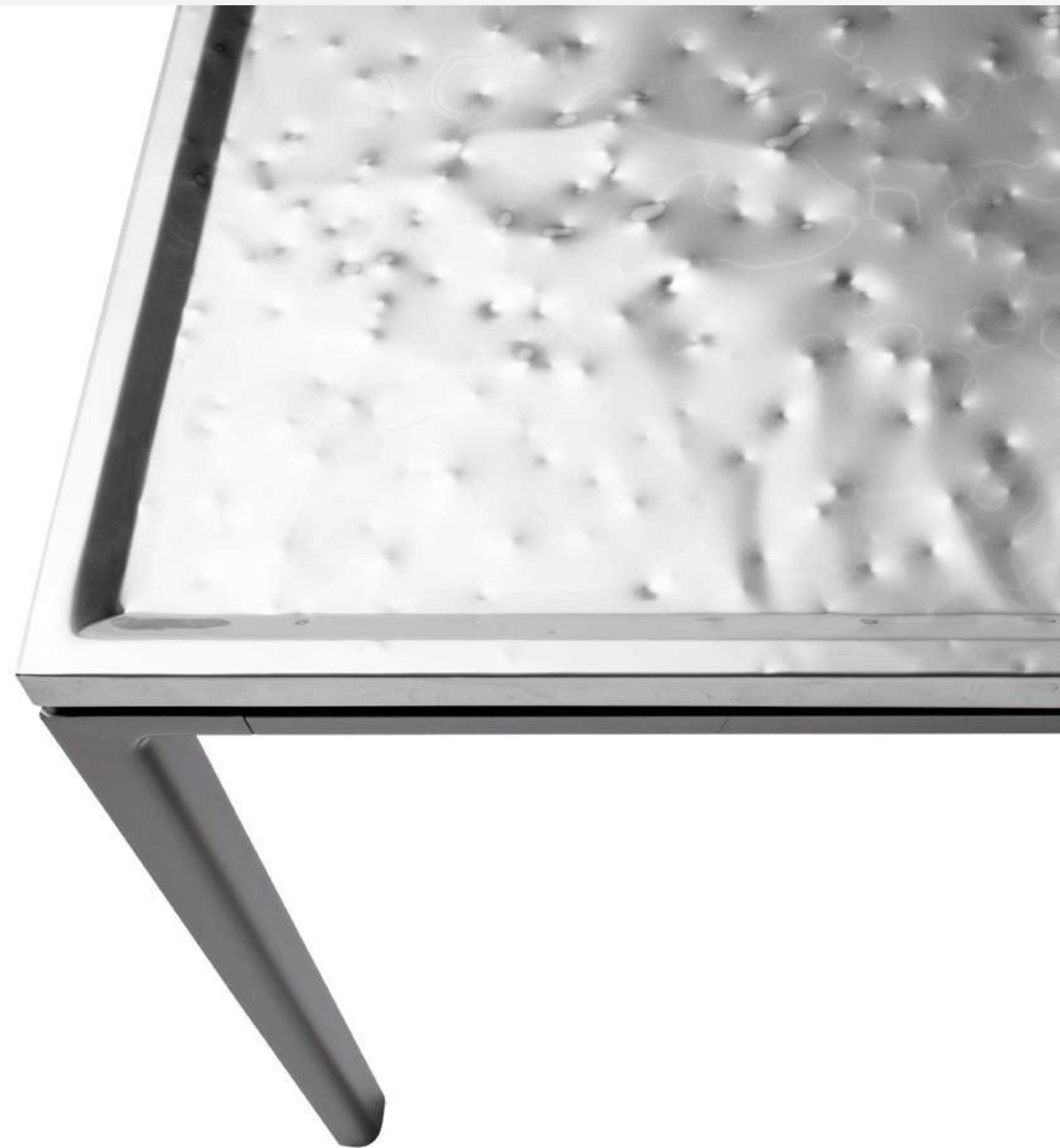
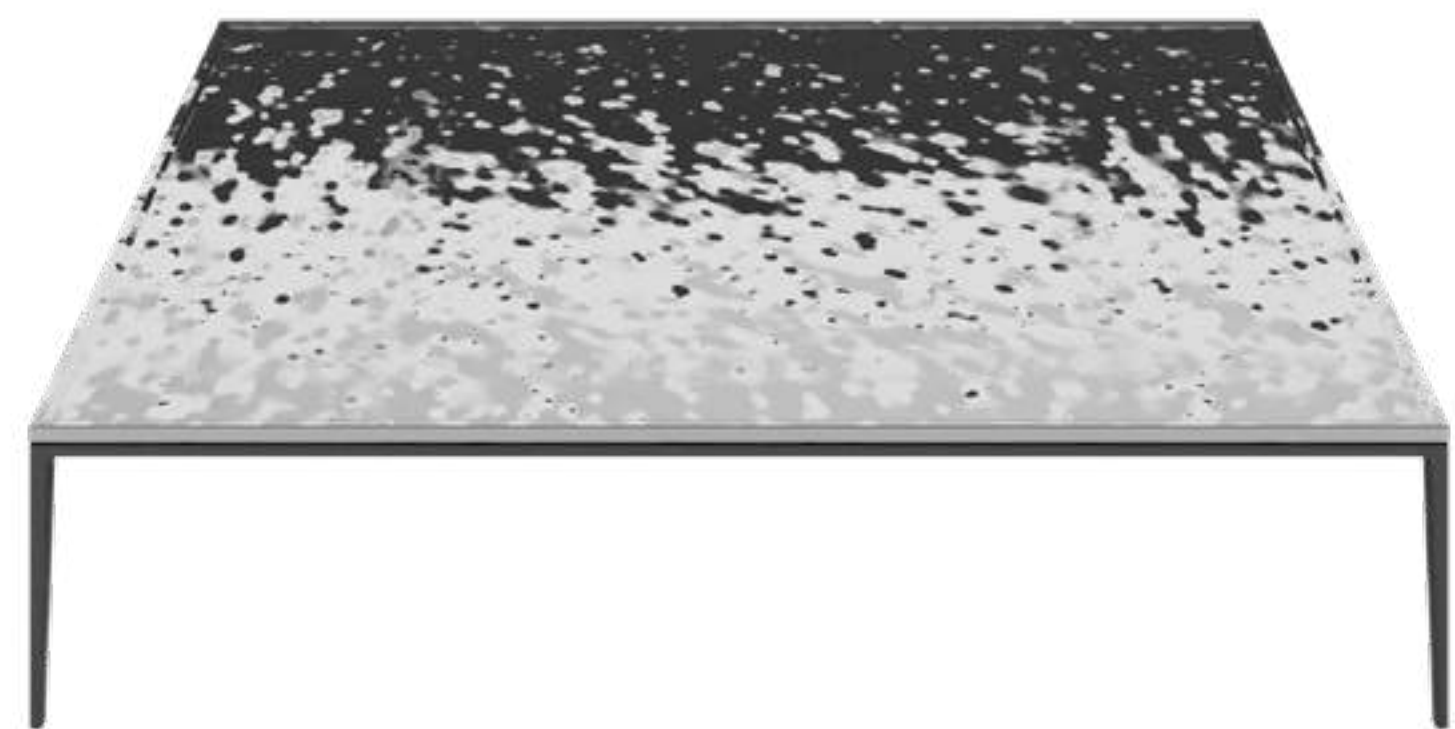
0169B  
BRONZE NICKEL  
PAINTED BEECH

*Soleide*

## *Soleide*

Next to the Florius sofa is the Soleide series of coffee tables and consoles. They feature a die-cast aluminium base and a top in hammered reflective steel that gives them a particularly original and precious effect. This is a brand-new finish that further enriches the Maxalto range. The coffee tables and the consoles come in different sizes.

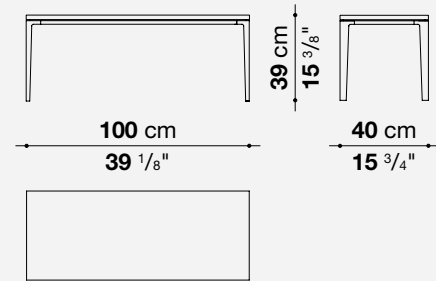




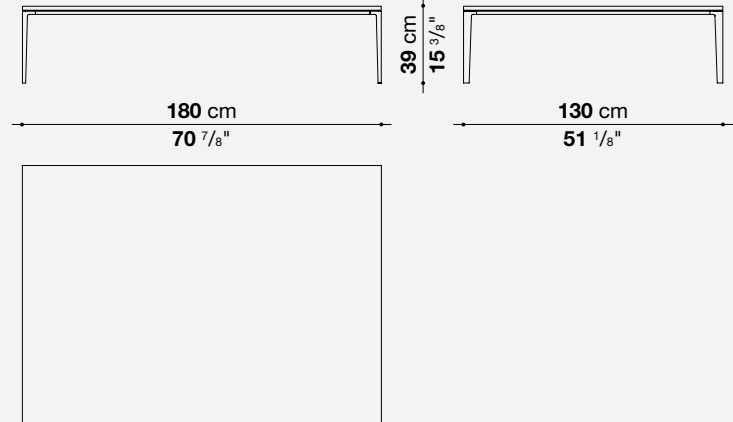


# Technical details

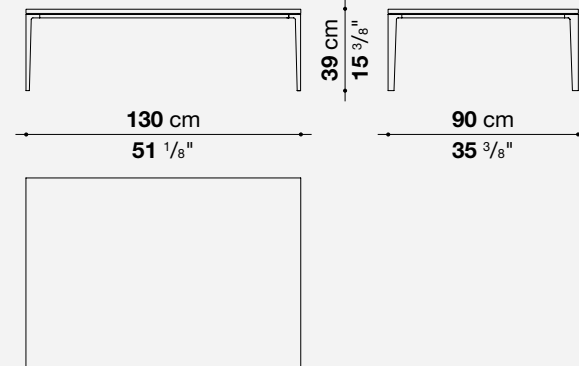
## SMALL TABLES



TSL100\_4

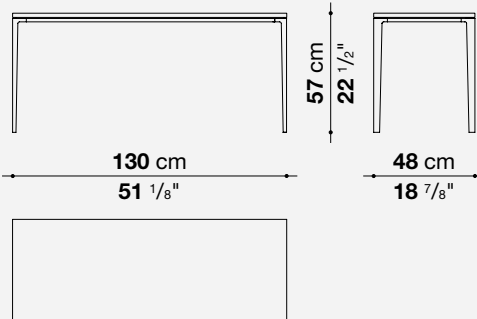


TSL180\_13

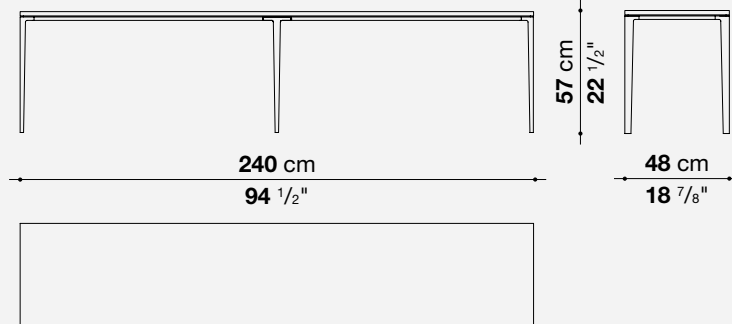


TSL130\_9

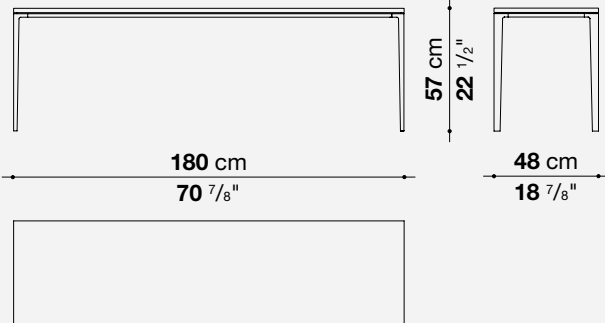
## CONSOLES



CSL130\_4



CSL240\_4



CSL180\_4

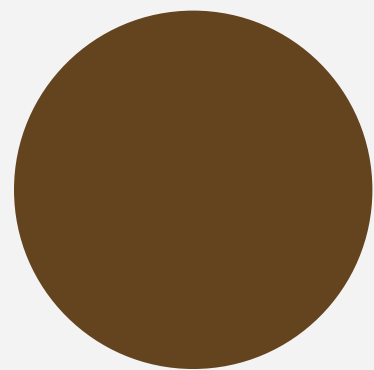
# Finishes

Top

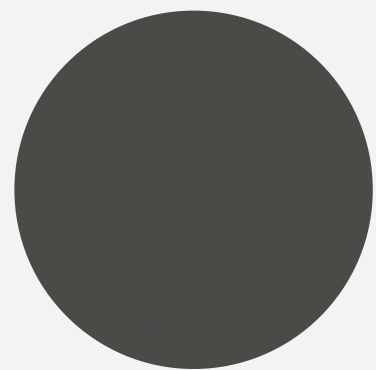


0730I  
PEWTER COLOUR REFLECTIVE  
"HAMMERED" STEEL

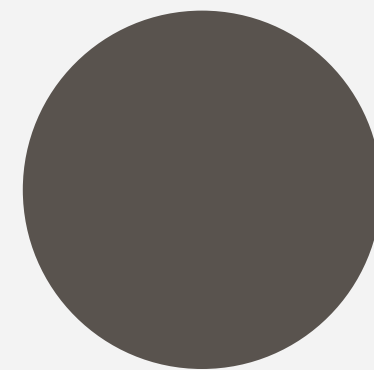
Support frame



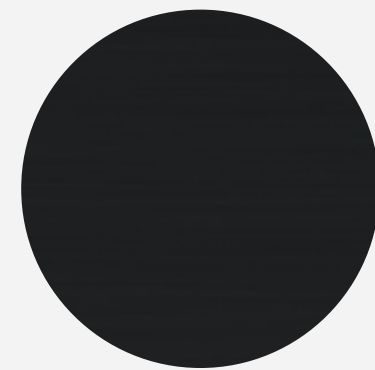
0137A  
AMBER PAINTED



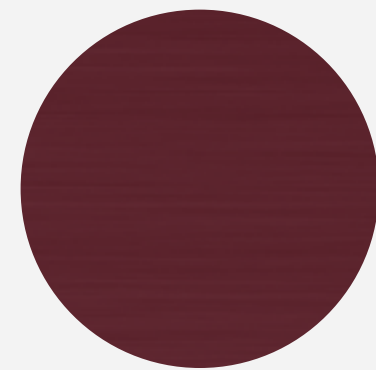
0252G  
GRAPHITE  
PAINTED



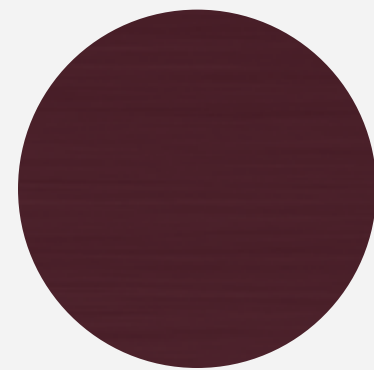
0174B  
BRONZED  
NICKEL PAINTED



3764G  
SHELLAC TYPE  
FINISH BLACK



7110G  
SHELLAC TYPE  
FINISH RED



6805G  
SHELLAC TYPE  
FINISH SOYA



NEW RANGE EXTENSIONS

*Caratos*

# *Caratos*

Two new pieces are added to Maxalto's bestselling Caratos upholstered seating range confirming the validity of the project. They both have a swivel base in die-cast aluminium available in amber, graphite and bronzed nickel finishes. One is a lounge armchair with a high back and headrest designed to allow comfortable conversations with several people sitting for instance on a large sofa. Featuring an additional and adjustable headrest this armchair is the perfect companion for relaxed moments.







# *Caratos*

The other is a swivel chair with armrests to be placed next to dining tables, designed with elegant functionality in mind to let people stand up and sit down easily without moving the base.



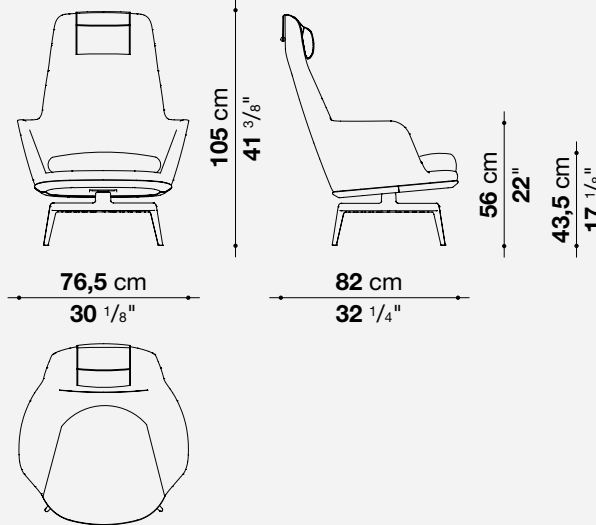






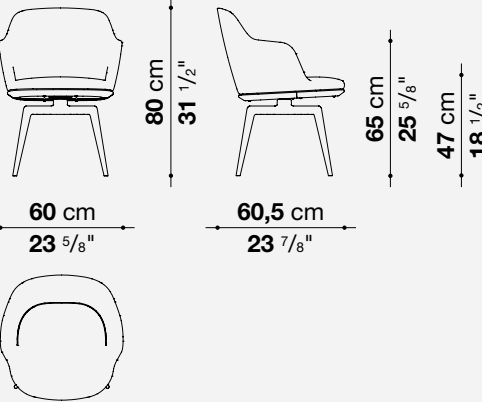
# Technical details

SWIVEL ARMCHAIR



CRT77G

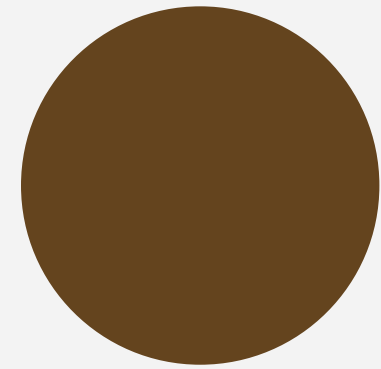
SWIVEL CHAIR



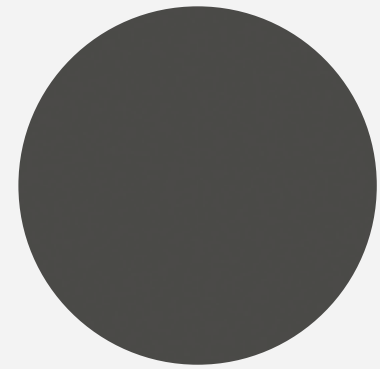
CRT60G

# Finishes

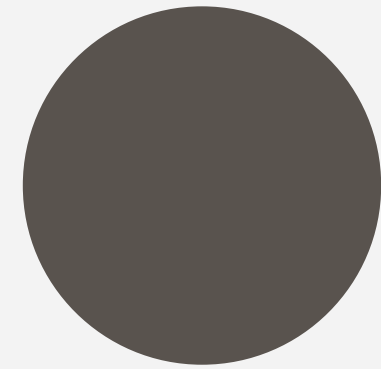
Lower edge



0137A  
AMBER  
PAINTED

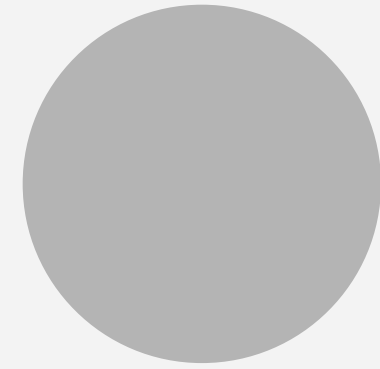


0252G  
GRAPHITE  
PAINTED

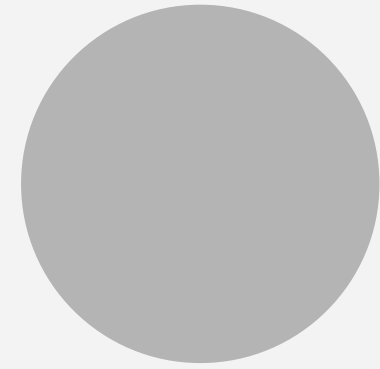


0174B  
BRONZED  
NICKEL  
PAINTED

Cover



FABRIC



LEATHER

*Doris*

# *Doris*

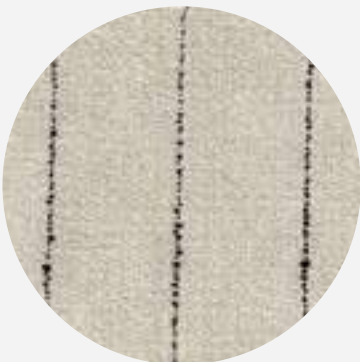
The Doris fabric with its precious weft comes now in a sophisticated pinstripe version, inspired by fashion world. Its inimitable style has persisted over centuries becoming a mark of timeless elegance, perfect to embody one of Maxalto's value. The pinstripe version is an exclusive option dedicated only to Florius collection with shellac shell.

# *Doris*



# Technical details

DORIS  
Pinstriped version



2907102

2907132

2907280

Composition

MODAL	32%
ACRYLIC	24%
COTTON	22%
VISCOSE	10%
WOOL	8%
POLYAMIDE	4%

Note  
AVAILABLE ONLY FOR FLORIUS WITH SHELLAC SHELL

Fabric flame resistance  
TB 117 - 2013



ATELIER

# ATELIER

Maxalto further elevates high-end furniture to the "*Art Of The Unique*" with the renewed formula of the Atelier, the creative service which gives customers the possibility of a customization process very similar to that offered by an artisan's workshop, while maintaining an industrial approach.

Atelier is not just a service, but an experience to create custom solutions and environments, unique pieces and settings that reflect the clients' distinctive style and requirements.

ATELIER

*PERSONALIZED PRODUCTS AND STYLE*  
ENABLED BY A WIDE RANGE OF *EXCLUSIVE FABRICS AND FINISHES*

ATELIER

500

TEXTILES

60

MATERIALS

35

CARPETS











ATELIER

*NEW 2024 PRODUCTS AVAILABLE IN CUSTOM DIMENSIONS  
OFFERING TAILOR-MADE SOLUTIONS*

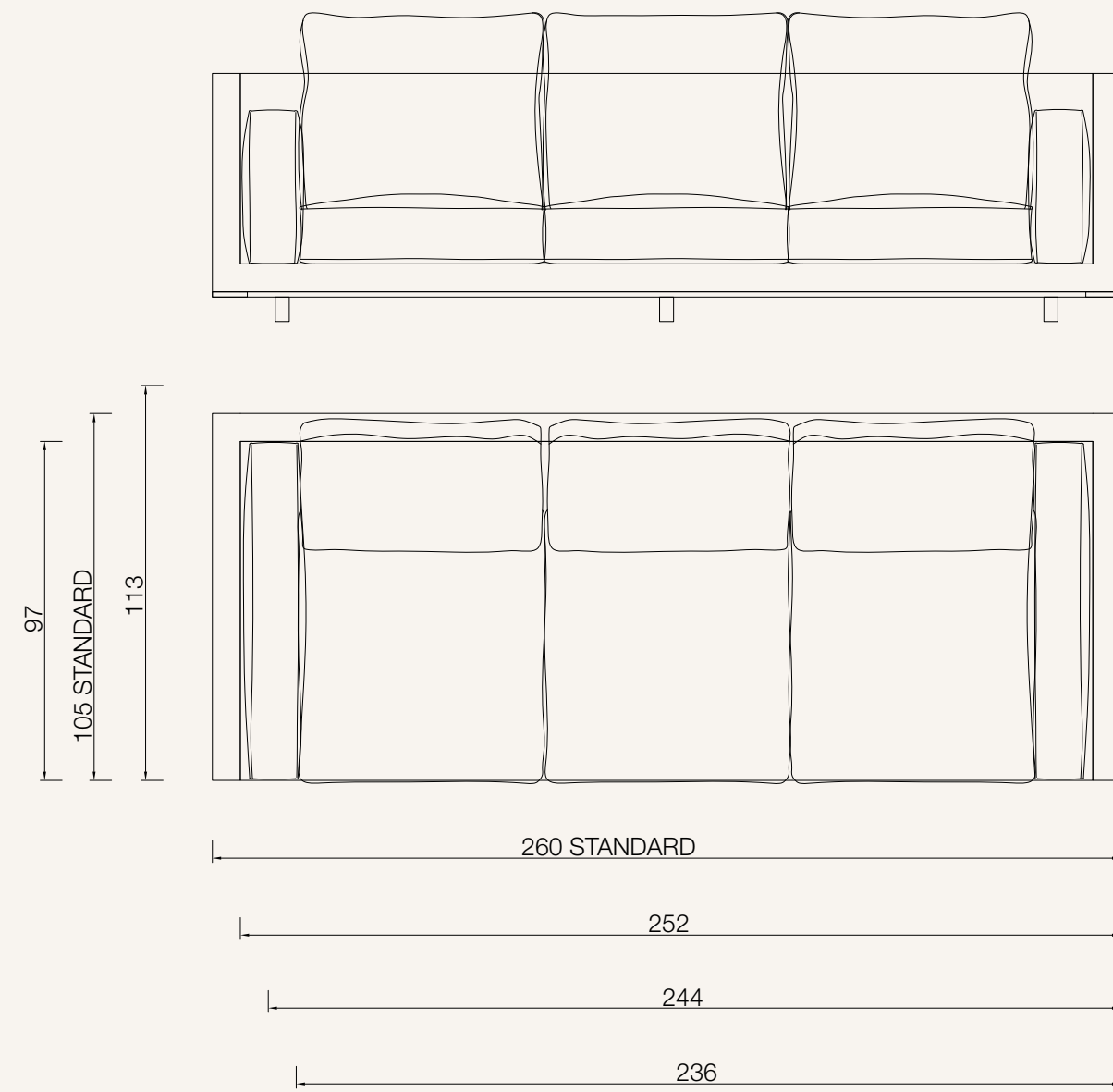
# ATELIER



*Florius*

# ATELIER

3 seater sofa  
Standard dimensions 260x105 cm



*Florius*

# ATELIER



236 CM

*Florius*

# ATELIER



---

244 CM

*Florius*

# ATELIER



---

252 CM

*Florius*

# ATELIER



260 CM

*Florius*

# ATELIER



298 CM

*Florius*



# ATELIER



314 CM

*Florius*

# ATELIER



330 CM

*Florius*

# ATELIER



*Artemone*

ATELIER

*HISTORICAL ICONIC PIECES NOW AVAILABLE  
WITH FURTHER DEGREES OF CUSTOMIZATION*

# ATELIER



*Lucrezia Soft to size*

# ATELIER



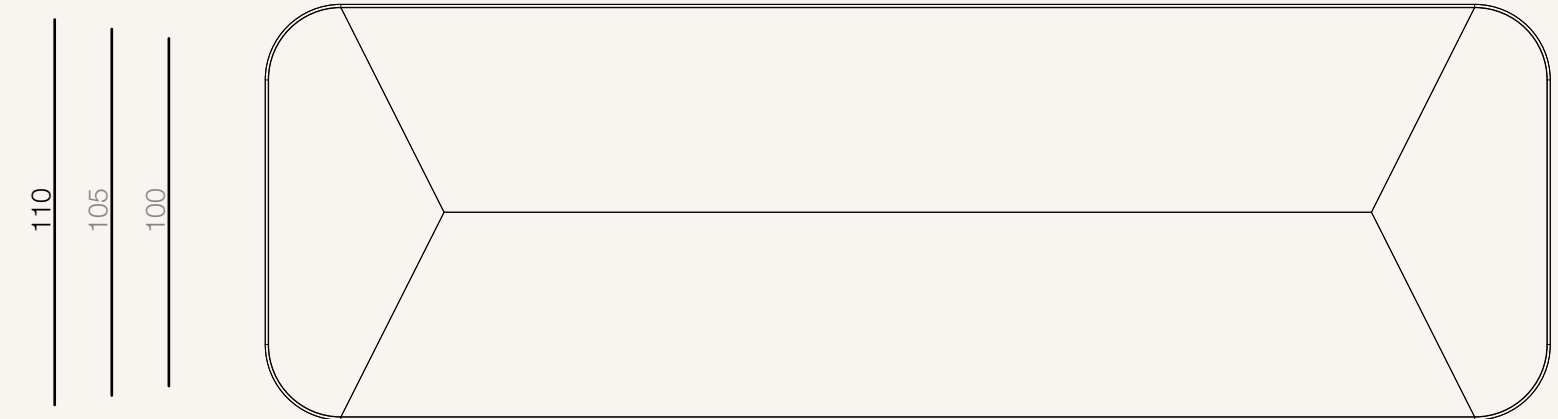
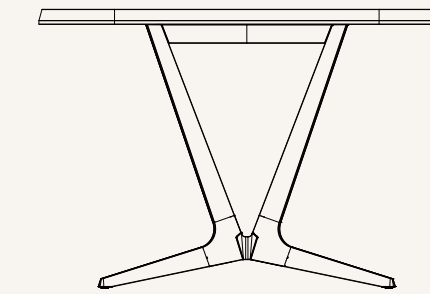
*Pathos*

# ATELIER



*Astrum*

# ATELIER



285
290
295
300
305
310
315
320
325
330
335
340



# ATELIER



285 CM

*Astrum*

# ATELIER



290 CM

*Astrum*

# ATELIER



295 CM

*Astrum*

# ATELIER



300 CM

*Astrum*

# ATELIER



305 CM

*Astrum*

# ATELIER



310 CM

*Astrum*

ATELIER

*PREMIUM MATERIAL LIBRARY AND TROLLEY  
ENHANCED CUSTOMER EXPERIENCE*

# ATELIER

## AIM OF THE PROJECT AND CONCEPT

A premium material library dedicated to Maxalto brand and in line with its values and richness of details. The Atelier thought as an immersive working area and source of inspiration for personalized projects, where customers can breathe the Maxalto essence through the wide range of fabrics and finishes available.



# ATELIER

## COMPOSITION

The project is declined to embrace all the different sizes and space availability of the Point of Sales: from the luxury version, the Atelier dedicated Room, to a more versatile version with the same expression of detail and care, the Trolley.

ATELIER

*PREMIUM MATERIAL LIBRARY*  
PREVIEW

# ATELIER



# ATELIER



## FREE STANDING MODULE

- Full range fabric exposition · Samples upgrade: real marble and full range of Maxalto finishes · 4 drawers dedicated to finishes, carpets and moodboards

# ATELIER



FREE STANDING MODULE  
Luxury fabric samples

# ATELIER



FREE STANDING MODULE  
Luxury plaid and bed runner

ATELIER

*TROLLEY*  
PREVIEW

# ATELIER





# ATELIER



## TROLLEY

- Full range fabric exposition
- Samples upgrade: real marble and full range of Maxalto finishes
- 2 drawers dedicated to finishes and carpets

# ATELIER



# ATELIER

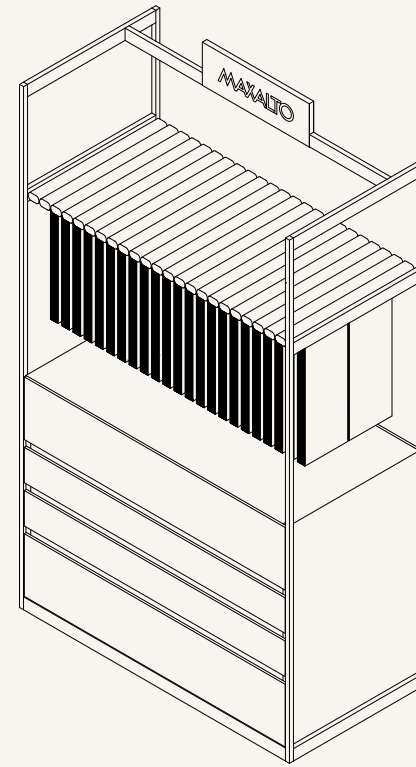
## ROLL OUT

Jan 24 · project presentation during M&O to salesforce and Retailer  
From Apr 24 · distribution of the new Trolley for DOS and a selection of our partners

## DISTRIBUTION COVERAGE

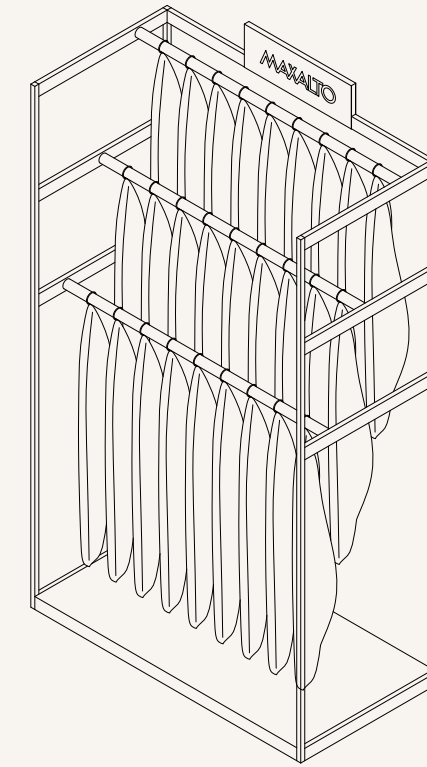
50 pos

# ATELIER



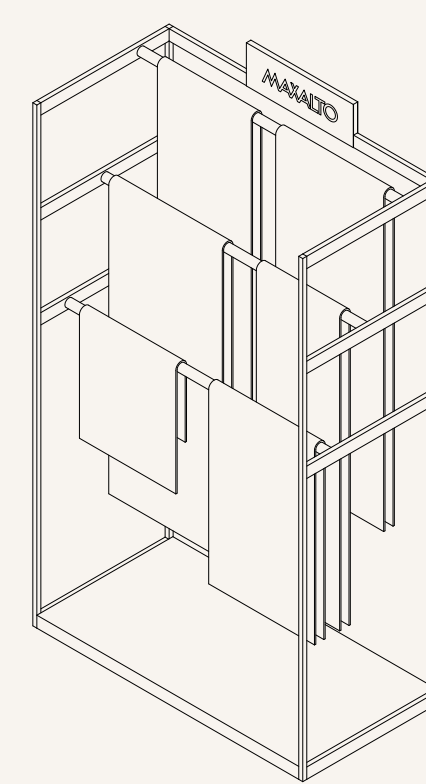
- FREE STANDING  
MODULE 01**
- FULL RANGE FABRIC EXPOSITION
  - SAMPLES UPGRADE: REAL MARBLE AND FULL RANGE OF MAXALTO FINISHES
  - 4 DRAWERS DEDICATED TO FINISHES, RUGS AND MOODBOARDS

W 101 D 50 H 165 CM



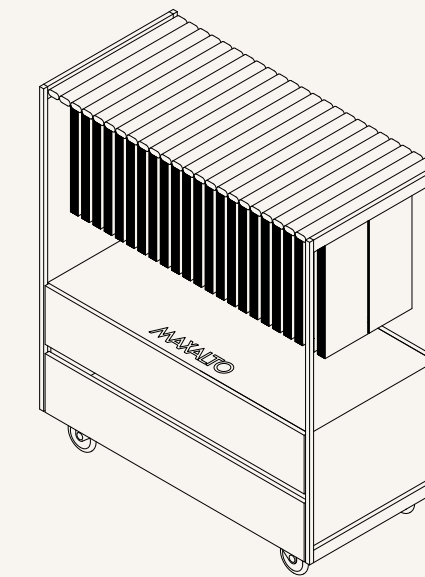
- FREE STANDING  
MODULE 02**
- LUXURY FABRIC SAMPLES

W 101 D 50 H 165 CM



- FREE STANDING  
MODULE 03**
- LUXURY PLAID & BED RUNNER

W 101 D 50 H 165 CM



- TROLLEY**
- FULL RANGE FABRIC EXPOSITION
  - SAMPLES UPGRADE: REAL MARBLE AND FULL RANGE OF MAXALTO FINISHES
  - 2 DRAWERS DEDICATED TO FINISHES AND CARPETS

W 101 D 50 H 105 CM

# MAXALTO RETAIL IDENTITY AND LAYOUT PROPOSALS

# LAYOUT STRATEGY AND PROPOSALS

# Layouts

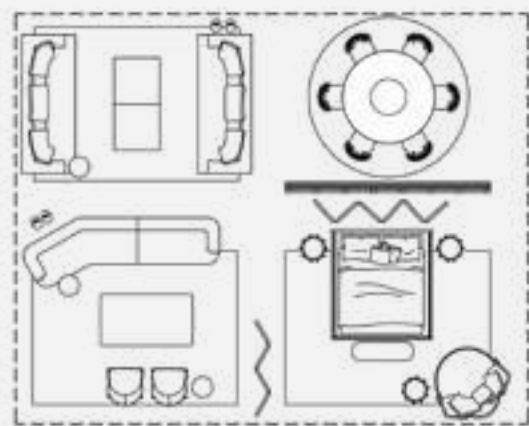
## DISPLAY SAMPLE STRATEGY

	A	B
<b>TARGET</b>	MAXALTO PREMIUM DEALERS FULL BRAND EXPERIENCE DOS, MONOBRAND or SIS	MAXALTO MAIN DEALERS RICH BRAND EXPERIENCE SIS or MULTIBRAND
<b>SPACE</b>	> 150mq > 3 living room	< 150mq < 3 living room
<b>GAOL</b>	“FLORIUS & NEWS” FULL SAMPLE  UPDATE the DISPLAY	“MUST HAVE” SOFAS SAMPLE  REFRESH and IMPROVEMENT of the DISPLAY
<b>TOOLS</b>	PREMIUM MATERIALS LIBRARY	FABRICS TROLLEY

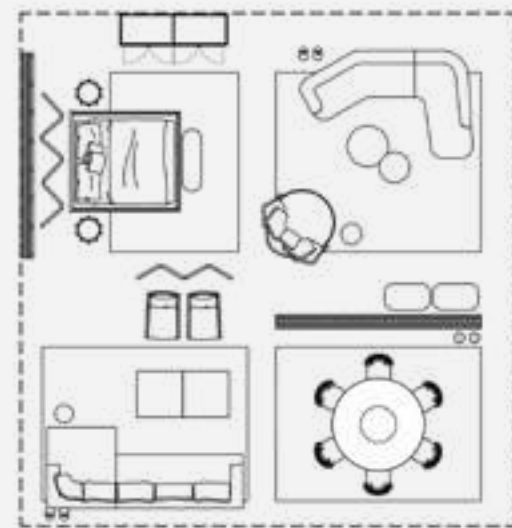
# Layouts SIS AND MONOBRAND

"FLORIUS & NEWS" SAMPLE

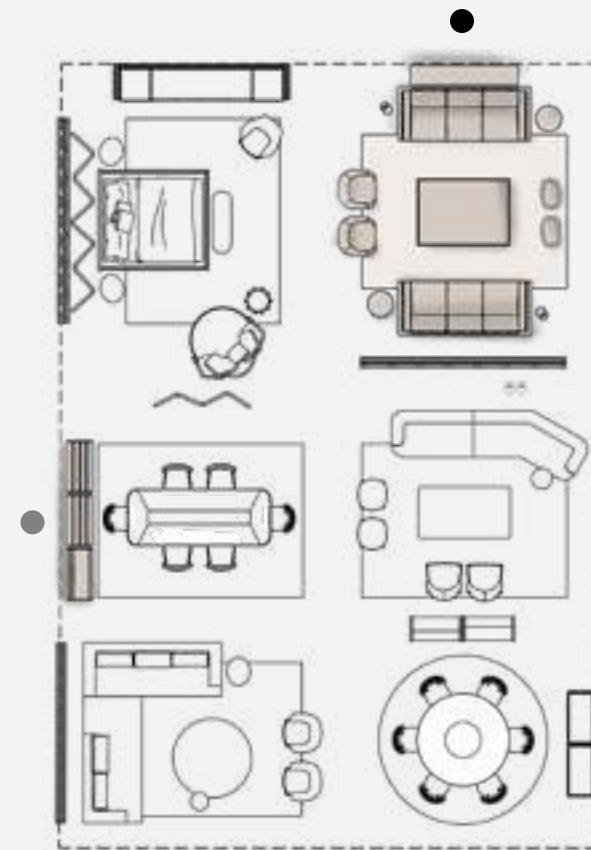
"MUST HAVE" SAMPLE



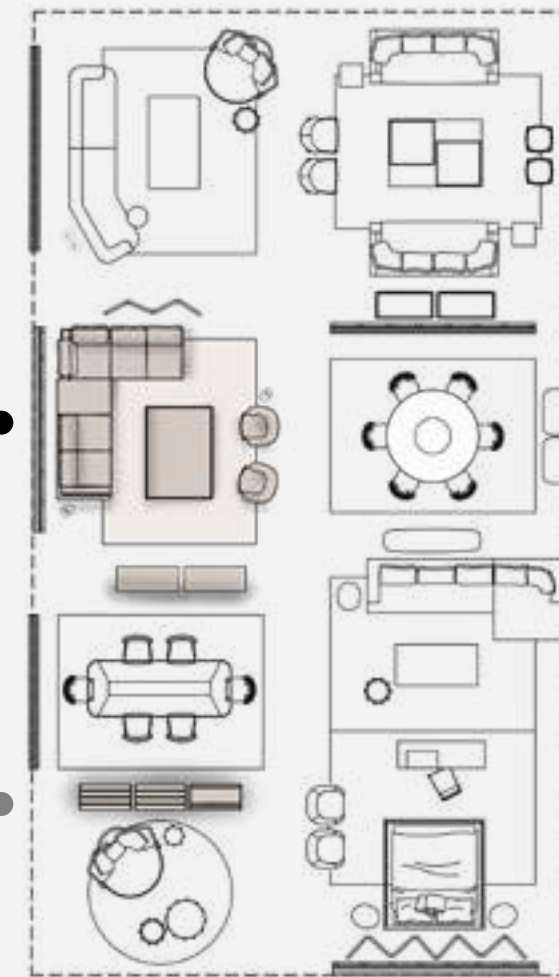
80 sqm



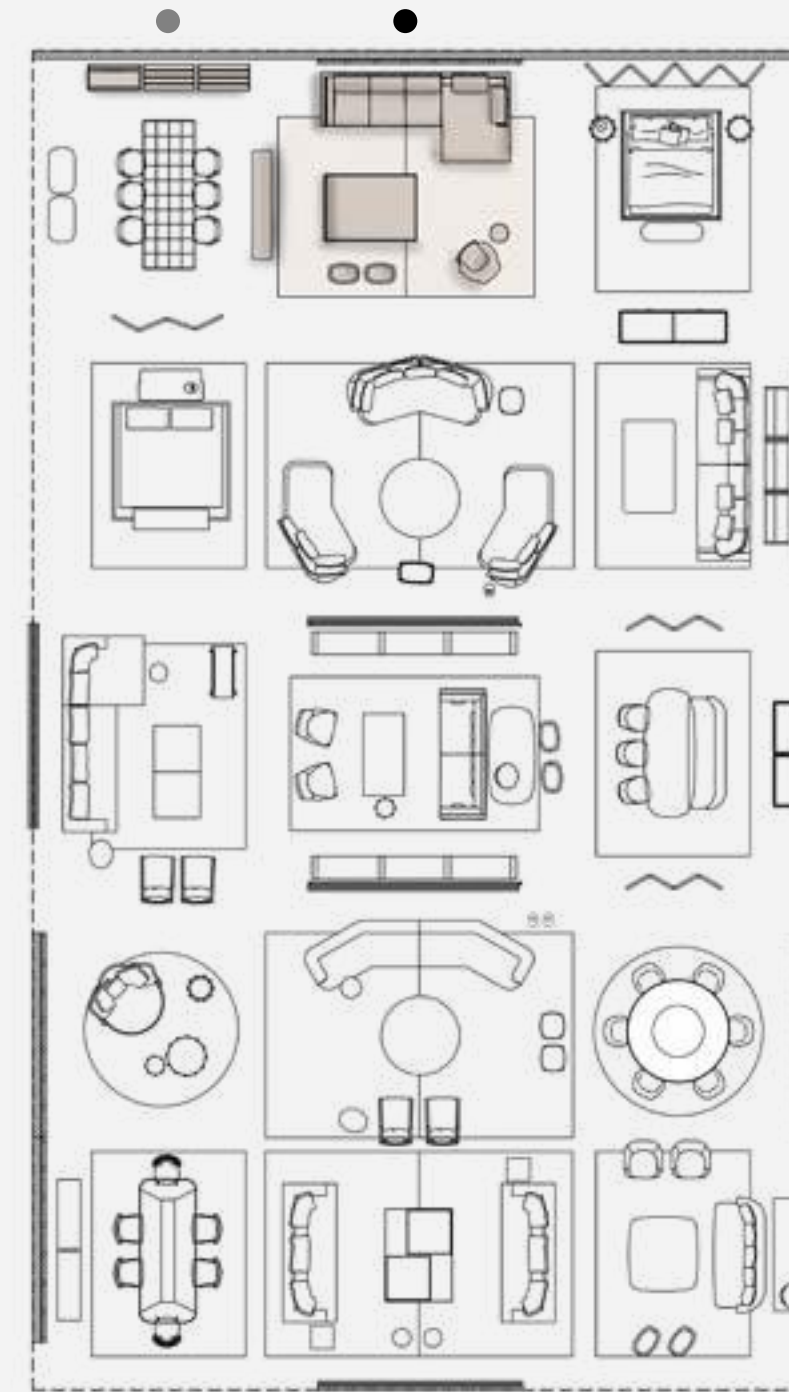
100 sqm



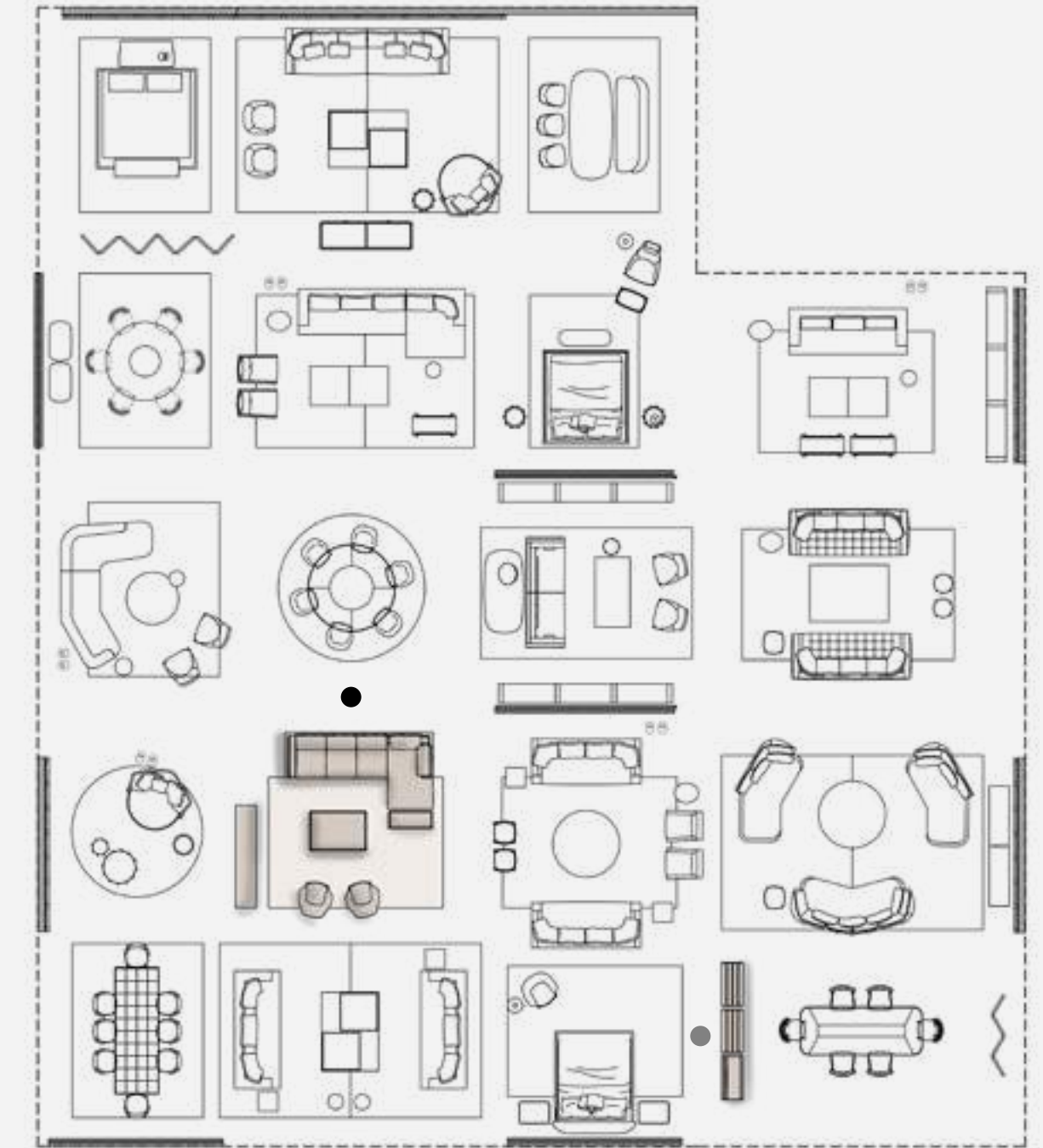
150 sqm



200 sqm



400 sqm



600 sqm

SIS

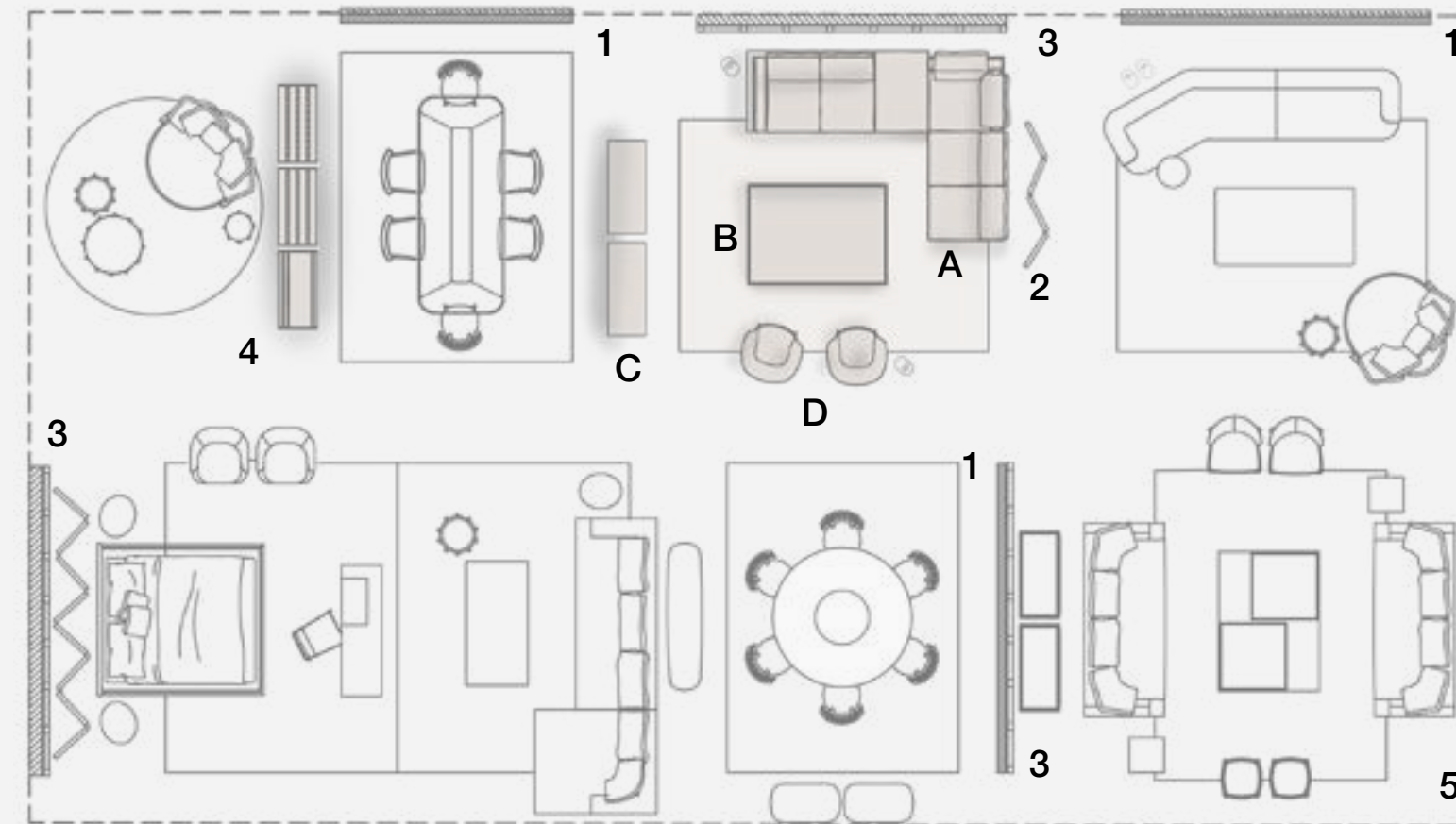
Monobrand



# Layouts

## SIS – «FLORIUS & NEWS» SAMPLES

SIS – 200 sqm, 8 rooms.



### PRODUCTS

A	Florius	1
B	Soleide	1
C	Artemone	2
D	Caratos	2

### SETTING

1	Backlite wall - one side
2	Freestanding boiserie screen
3	Boiserie wall
4	Premium material library
5	Wooden floor

1



BACKLITE WALL  
ONE SIDE

2



FREESTAND BOISERIE  
SCREEN

3



BOISERIE WALL

4



PREMIUM MATERIAL  
LIBRARY

5



WOODEN FLOOR

# Layouts

«FLORIUS & NEWS» SAMPLES PROPOSALS

1



2



3



4



5



# Room 1

## «FLORIUS & NEWS» SAMPLES PROPOSALS



PROD. N.	CODE	DESCRIPTION	FINISHING
A	1 FLG165S	Florius left terminal element	Doris pinstriped 2907102, shellac type finish black 3764G, bronzed nickel painted
	1 FLG165D	Florius right terminal element	Doris pinstriped 2907102, shellac type finish black 3764G, bronzed nickel painted 0174B
	2 2FL65C	Florius set of 2 back cushions cm 65 x	Doris pinstriped 2907102
B	1 TSL180_13G	Soleide rectangular low table	Pewter colour reflective "hammered" steel 0730I, shellac type finish black 3764G
C	1 CSA180_2	Artemone console with 4 drawers	Shellac type finish black 3764G
D	2 IV59P	Intervallum oval ottoman	Londra 2833102
E	1 CRT77G	Caratos swivel armchair	Diana 2834150, bronzed nickel painted 0174B
	1 CRT_P	Caratos headrest cushion	Diana 2834150
F	2 SMTT3S	Elios round small table	Mirror 0850V, bronzed nickel painted 0174B
G	1 RS4T	Riso carpet 300x400	Light colour 0027C
H	2 D_LP4C	Azucena - Imbuto lamp	Metallic grey 0799M, chromed finish 0600C
I	1 D_LP2C	Azucena - Base Ghisa lamp	Metallic grey 0799M, chromed finish 0600C
H	2 D_LP3C	Azucena - Monachella lamp	Metallic grey 0799M, chromed finish 0600C

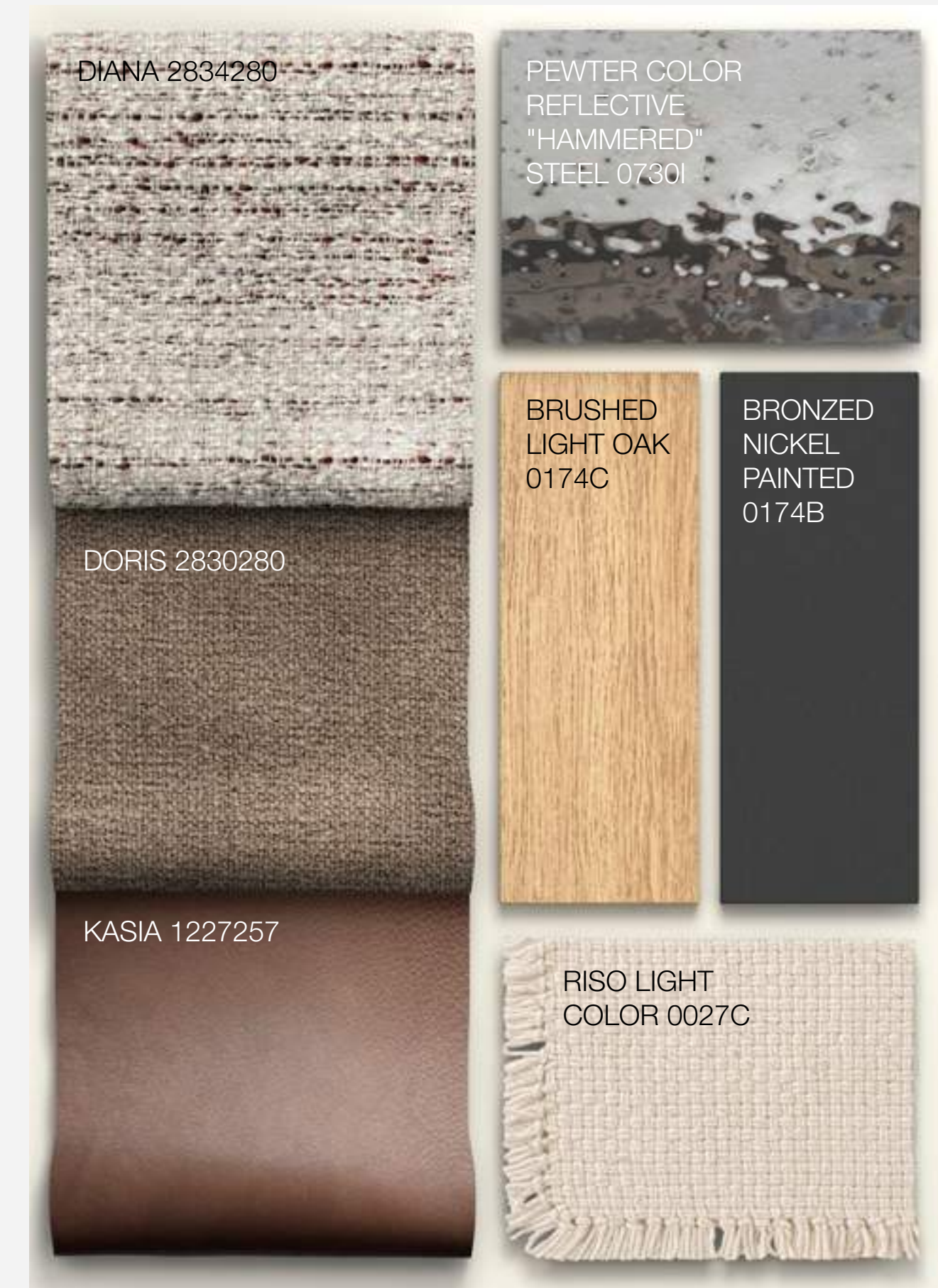


# Room 2

## «FLORIUS & NEWS» SAMPLES PROPOSALS



PROD.	N.	CODE	DESCRIPTION	FINISHING
A	1	FL235S	Florius left terminal element	Diana 2834280, bronzed nickel painted 0174B
	1	3FL65C	Florius set of 3 back cushions cm 65 x 65	Diana 2834280
	1	FL105LD	Florius right chaise longue	Diana 2834280, bronzed nickel painted 0174B
	1	2FL65C	Florius set of 2 back cushions cm 65 x 65	Diana 2834280
B	1	TSL130_9	Soleide rectangular low table	Pewter colour reflective "hammered" steel 0730I, bronzed nickel painted 0174B
C	1	TSL100_4	Soleide rectangular small table	Pewter colour reflective "hammered" steel 0730I, bronzed nickel painted 0174B
D	1	CSA240_1	Artemone console with 2 drawers	Brushed light oak 0174C, bronzed nickel painted 0174B
E	2	CRT77G	Caratos swivel armchair	Kasia 1227257, bronzed nickel painted 0174B
	2	CRT_P	Caratos headrest cushion	Kasia 1227257
F	1	RS4T	Riso carpet 300x400	Light colour 0027C
G	2	D_LP4C	Azucena - Imbuto lamp	Metallic grey 0799M, chromed finish 0600C
H	1	D_LP2C	Azucena - Base Ghisa lamp	Metallic grey 0799M, chromed finish 0600C
H	2	D_LP3C	Azucena - Monachella lamp	Metallic grey 0799M, chromed finish 0600C

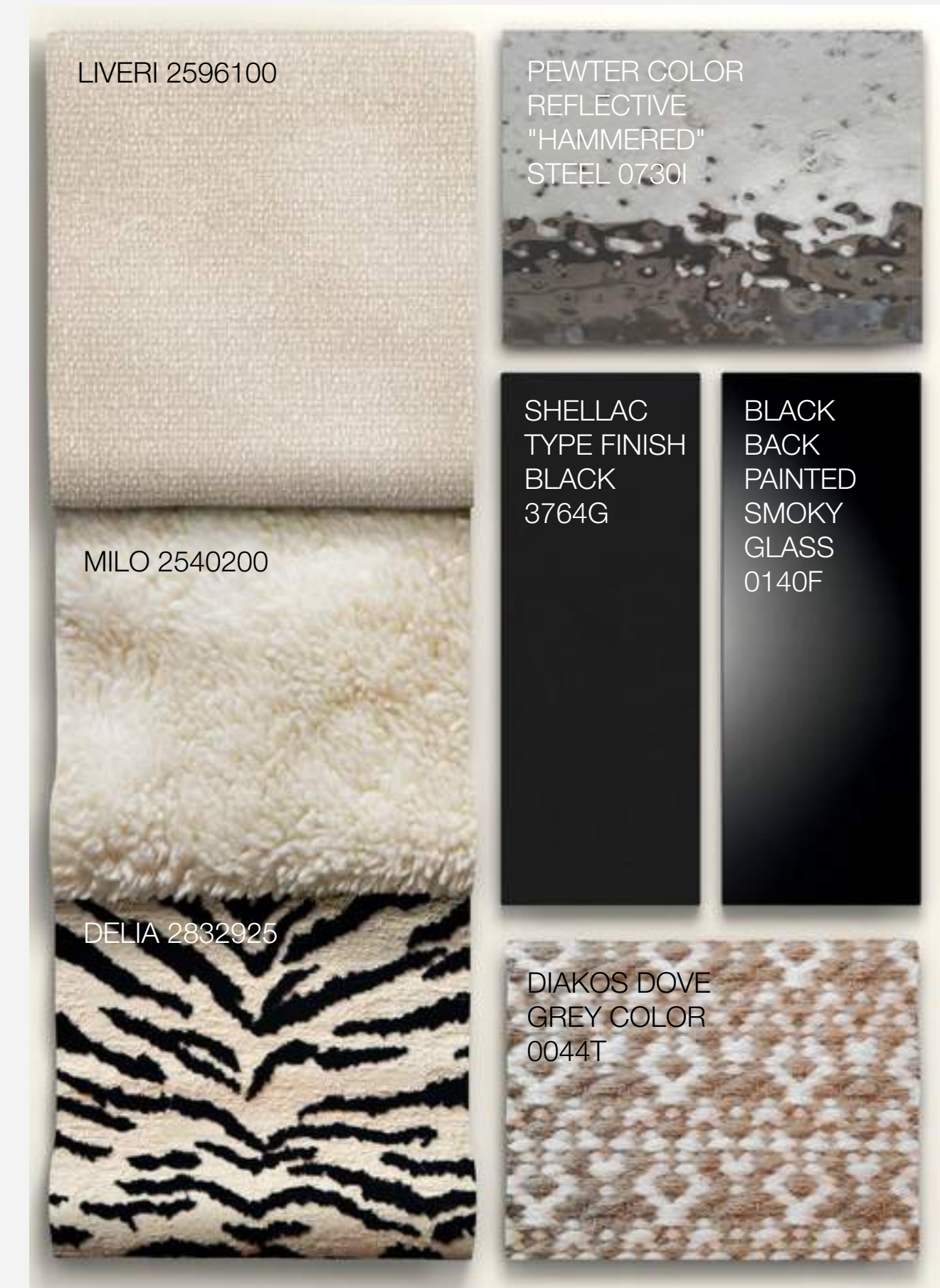


# Room 3

## «FLORIUS & NEWS» SAMPLES PROPOSALS



PROD. N.	CODE	DESCRIPTION	FINISHING
A	1 FL235TPS	Florius left ottoman-terminal element	Liveri 2596100, bronzed nickel painted 0174B
	1 2FL65C	Florius set of 2 back cushions cm 65 x 65	Liveri 2596100
	1 FL245TAS	Florius left terminal-corner element	Liveri 2596100, bronzed nickel painted 0174B
	1 4FL65C	Florius set of 4 back cushions cm 65 x 65	Liveri 2596100
B	1 TSL180_13G	Soleide rectangular low table	Pewter colour reflective "hammered" steel 0730I, shellac type finish black 3764G
C	1 CSL130_4G	Soleide console	Pewter colour reflective "hammered" steel 0730I, shellac type finish black 3764G
D	1 TME6	Elios oval small table	Black back-painted smoky glass 0140F, bronzed nickel painted 0174B
	1 TME6_V	Elios oval tray	Brushed black oak 0381N
E	2 CTA120_4	Artemone storage unit with 2 hinged	Shellac type finish black 3764G
	2 CTA_R12	Artemone internal shelf	Shellac type finish black 3764G
F	2 CA77B	Caratos armchair	Delia 2832925, graphite painted 0252G
G	1 DK4T	Diakos carpet 300x400	Dove grey colour 0044T
H	2 D_LP3C	Azucena - Monachella lamp	Metallic grey 0799M, chromed finish 0600C



# Room 4

## «FLORIUS & NEWS» SAMPLES PROPOSALS



PROD. N.	N.	CODE	DESCRIPTION	FINISHING
A	2	FL260	Florius sofa	Diana 2834207, bronzed nickel painted 0174B
	2	3FL65C	Florius set of 3 back cushions cm 65 x 65	Diana 2834207
B	1	TSL180_13	Soleide rectangular low table	Pewter colour reflective "hammered" steel 0730I, bronzed nickel painted 0174B
C	1	TME4	Elios round small table	Black back-painted smoky glass 0140F, bronzed nickel painted 0174B
D	1	TME4	Elios round small table	Black back-painted smoky glass 0140F, bronzed nickel painted 0174B
	1	TME4_V	Elios round tray	Shellac type finish black 3764G
E	2	APL75P	Caratos swivel armchair	Kasia 1227360, bronzed nickel painted 0174B
F	2	IV59P	Intervallum oval ottoman	Liveri 2596132
G	1	RS4T	Riso carpet 300x400	Light colour 0027C
H	2	D_LP3C	Azucena - Monachella lamp	Metallic grey 0799M, chromed finish 0600C



# Room 5

## «FLORIUS & NEWS» SAMPLES PROPOSALS



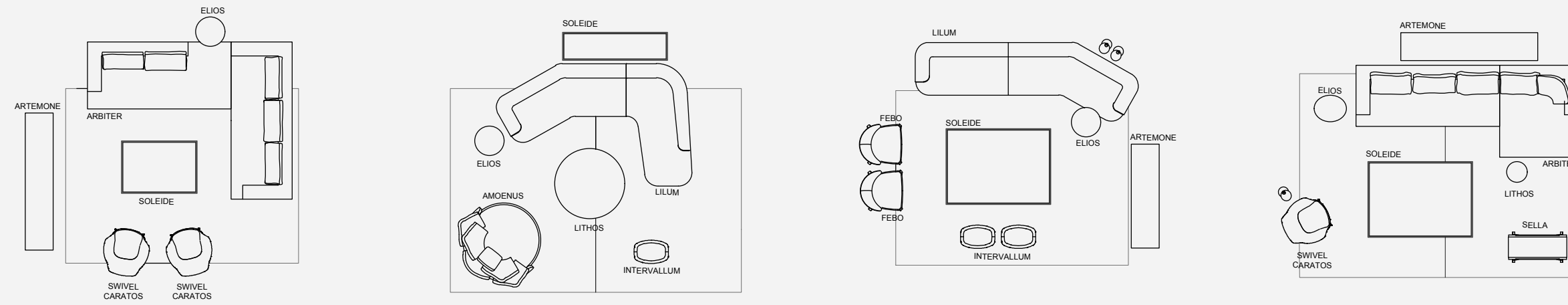
PROD. N.	CODE	DESCRIPTION	FINISHING
A	1 FL235S	Florius left terminal element	Loren 2838280, bronzed nickel painted 0174B
	1 3FL65C	Florius set of 3 back cushions cm 65 x 65	Loren 2838280
	1 FL133LD	Florius right chaise longue	Loren 2838280, bronzed nickel painted 0174B
	1 2FL65C	Florius set of 2 back cushions cm 65 x 65	Loren 2838280
B	1 TSL180_13	Soleide rectangular low table	Pewter colour reflective "hammered" steel 0730I, bronzed nickel painted 0174B
C	1 CSL180_4	Soleide console	Pewter colour reflective "hammered" steel 0730I, bronzed nickel painted 0174B
D	1 LIL235D	Lilum right dormeuse	Kasia 1227257, bronzed nickel painted 0174B
E	1 CRT77G	Caratos swivel armchair	Dallas 2831421, bronzed nickel painted 0174B
	1 CRT_P	Caratos headrest cushion	Dallas 2831421
F	2 SMTT3S	Elios round small table	Mirror 0850V, bronzed nickel painted 0174B
G	2 ML3T	Milos carpet 250x350	Quartz colour 0134Q
H	1 D_LP3C	Azucena - Monachella lamp	Metallic grey 0799M, chromed finish 0600C
I	1 D_LP2C	Azucena - Base Ghisa lamp	Metallic grey 0799M, chromed finish 0600C



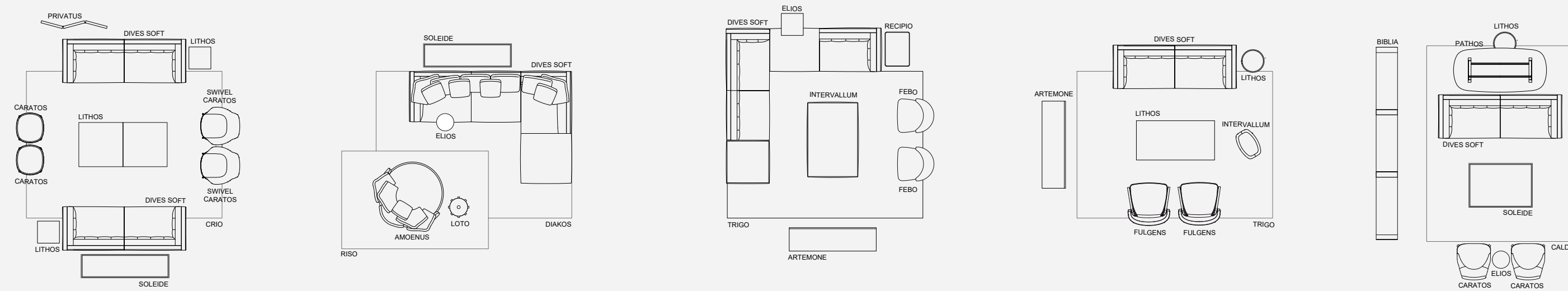
# Layouts

«MUST HAVE» PROPOSALS

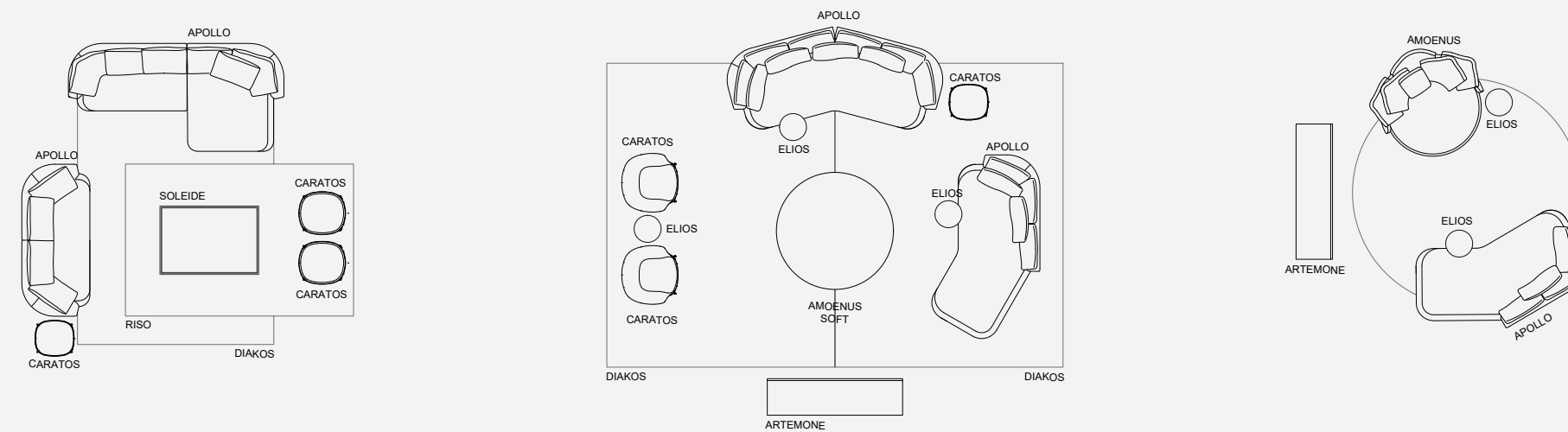
## Arbiter / Lilum



## Dives soft



## Apollo

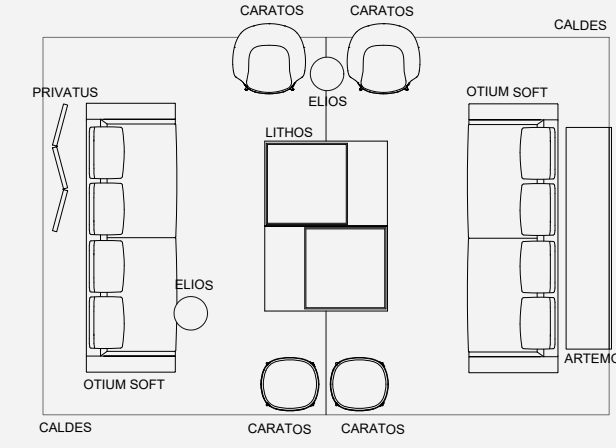
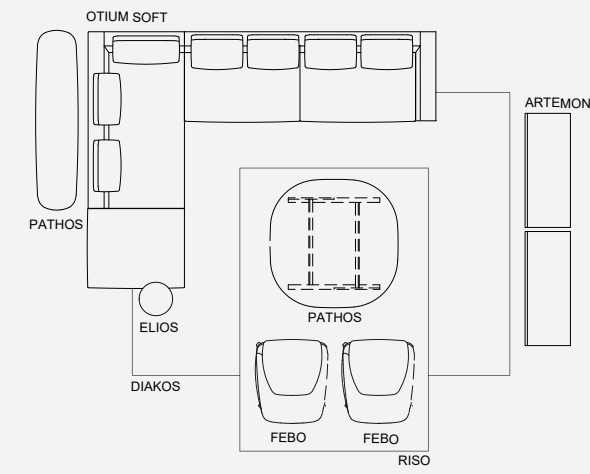
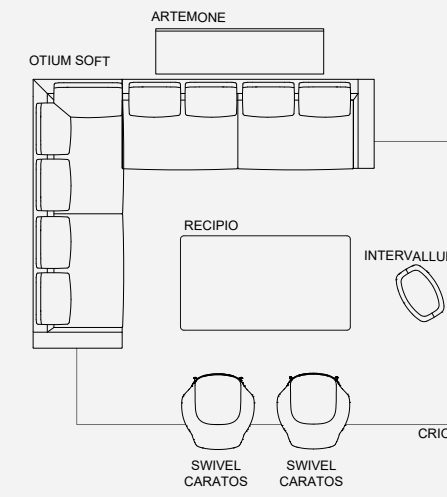




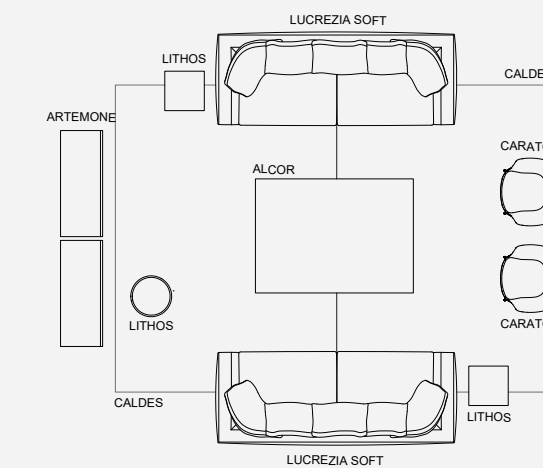
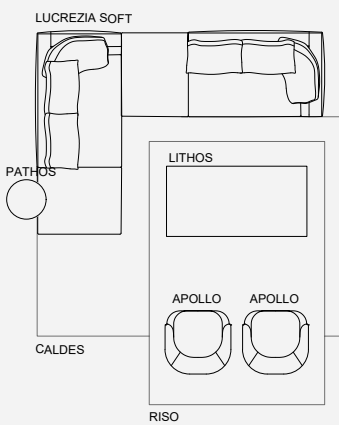
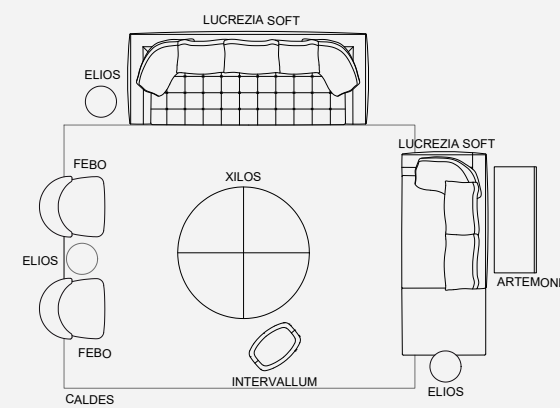
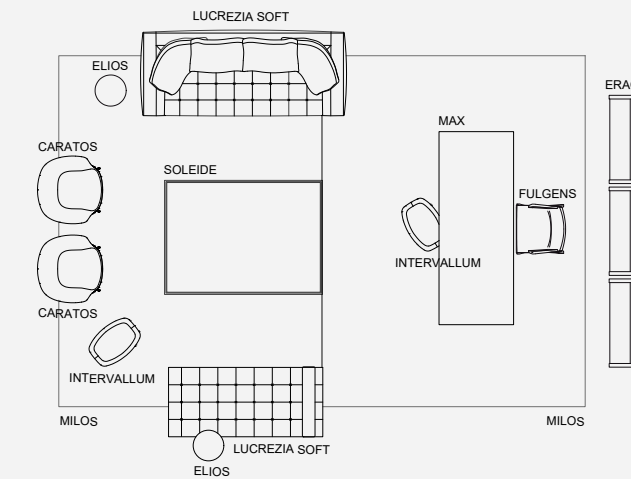
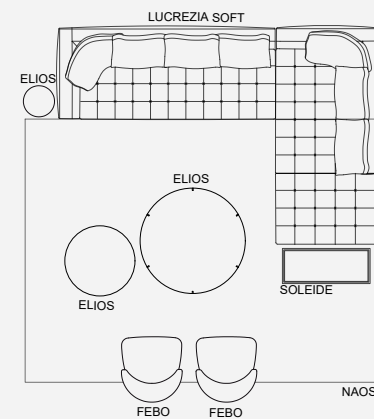
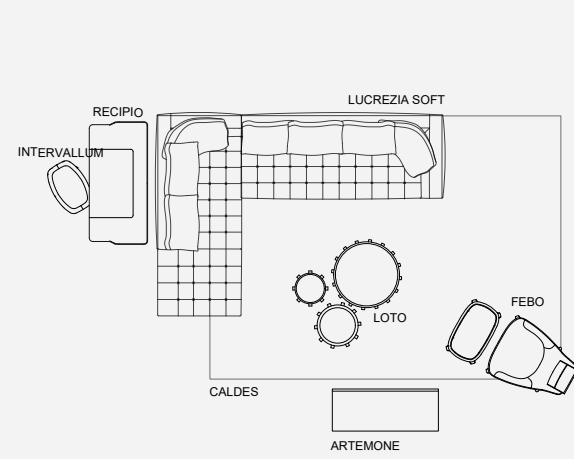
# Layouts

## «MUST HAVE» PROPOSALS

### *Otium soft*



### *Lucrezia soft*



# Room 6

## «MUST HAVE» SAMPLES PROPOSALS

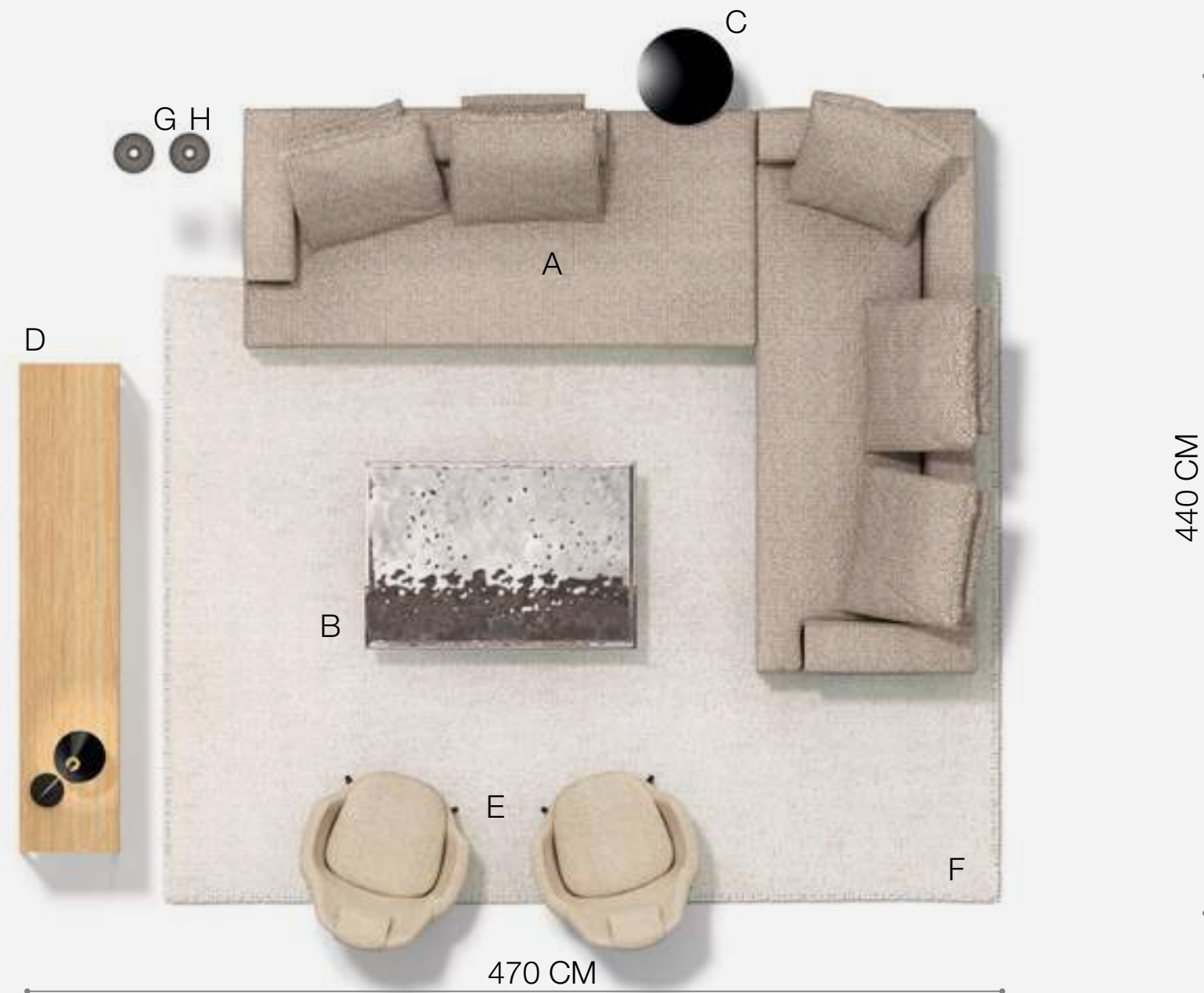


PROD. N.	CODE	DESCRIPTION	FINISHING
A	1 AE247S	Arbiter left terminal element	Diana 2834150, bronzed nickel painted 0174B
	1 AE3C	Arbiter set of 3 back cushions cm 70x70 + 2 back cushions cm 60x60	Diana 2834150
	1 AE158LD	Arbiter right chaise longue	Diana 2834150, bronzed nickel painted 0174B
	1 AE1C	Arbiter set of 1 back cushion cm 70x70 + 2 back cushions cm 60x60	Diana 2834150
B	1 TSL180_13G	Soleide rectangular low table	Pewter colour reflective "hammered" steel 0730I, shellac type finish black 3764G
C	1 TME6	Elios oval small table	Black back-painted smoky glass 0140F, bronzed nickel painted 0174B
D	1 SLP4	Lithos round ottoman	Lou 2613102, bronzed nickel painted 0174B
E	1 CRT77G	Caratos swivel armchair	Lou 2613102, bronzed nickel painted 0174B
	1 CRT_P	Caratos headrest cushion	Lou 2613102
F	1 ACP10PA	Sella bench	Black cellulose rope 0650N, brushed black oak 0381N
G	1 CSA240_1	Artemone console with 2 drawers	Brushed black oak 0381N, bronzed nickel painted 0174B
H	2 DK3T	Diakos carpet 250x350	Dove grey colour 0044T
I	1 D_LP3C	Azucena - Monachella lamp	Metallic grey 0799M, chromed finish 0600C

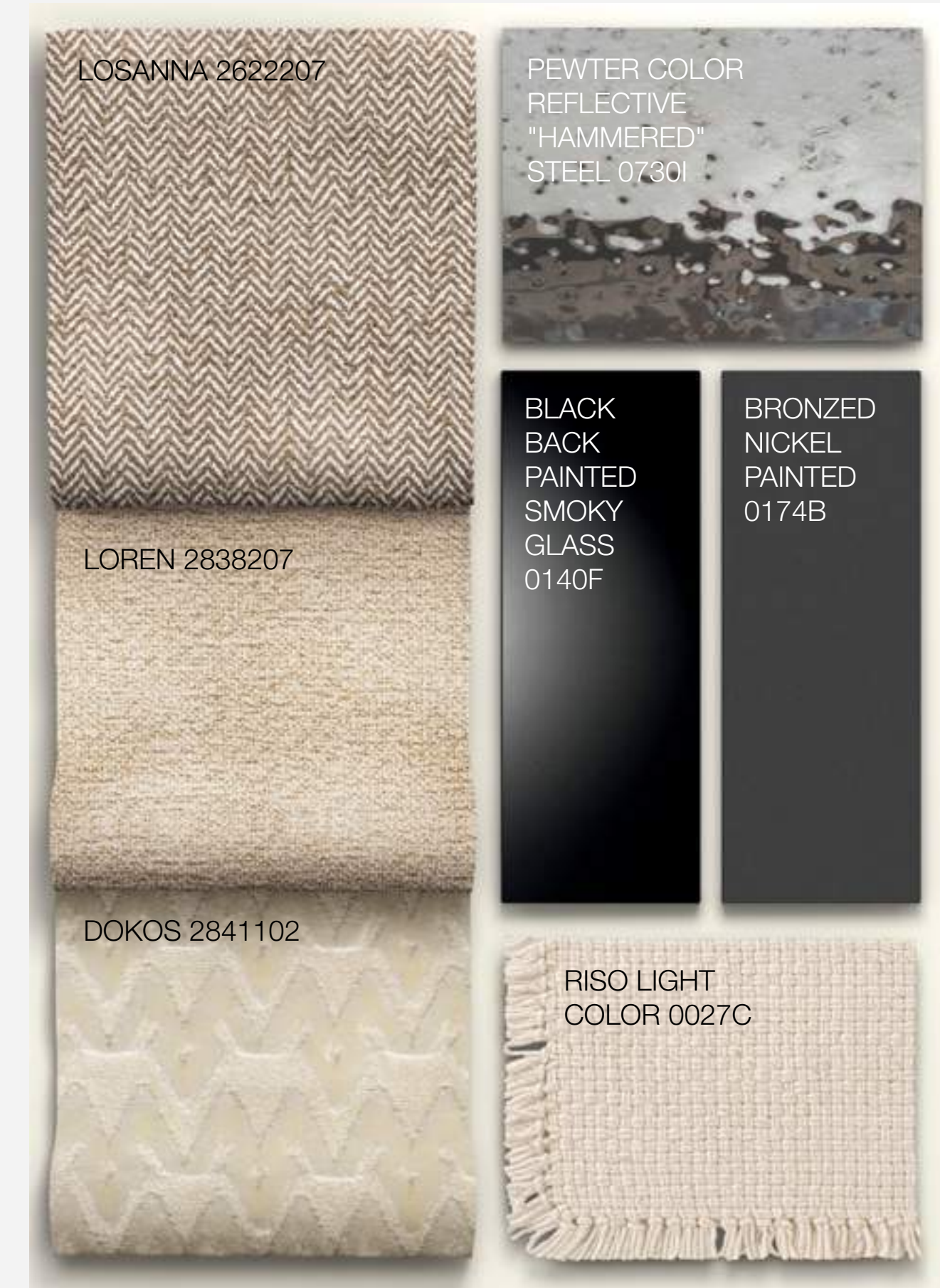


# Room 7

## «MUST HAVE» SAMPLES PROPOSALS

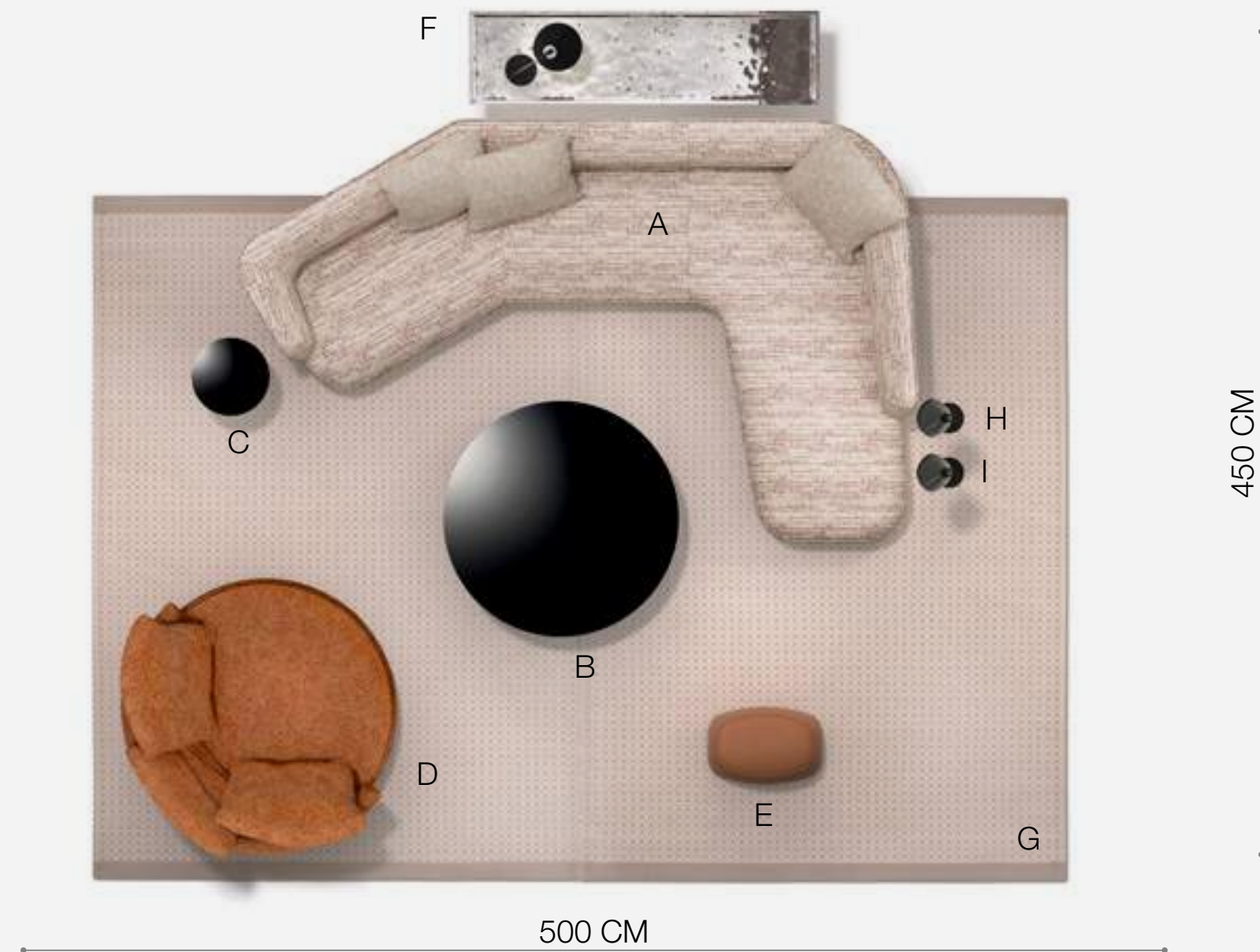


PROD.	N.	CODE	DESCRIPTION	FINISHING
A	1	AE247TPSL	Arbiter left ottoman-terminal element	Losanna 2622207, bronzed nickel painted 0174B
	1	AE2CL	Arbiter set of 2 back cushions cm 70x70 + 2 back cushions cm 60x60	Losanna 2622207
	1	AE270ASL	Arbiter left corner element	Losanna 2622207, bronzed nickel painted 0174B
	1	AE3CL	Arbiter set of 3 back cushions cm 70x70 + 2 back cushions cm 60x60	Losanna 2622207
B	1		Soleide rectangular low table	Pewter colour reflective "hammered" steel 0730I, bronzed nickel painted 0174B
C	1	TME4TVE	Elios round small table	Black back-painted smoky glass 0140F, bronzed nickel painted 0174B
D	1		Artemone console with 4 drawers	Brushed light oak 0374C, bronzed nickel painted 0174B
E	2	CRT77GL	Caratos swivel armchair	Loren 2838207, bronzed nickel painted 0174B
	2	CRT_PL	Caratos headrest cushion	Loren 2838207
F	1	RS4T0	Riso carpet 300x400	Light colour 0027C
G	2	D_LP4CMET	Azucena - Imbuto lamp	Metallic grey 0799M, chromed finish 0600C
H	1	D_LP2CMET	Azucena - Base Ghisa lamp	Metallic grey 0799M, chromed finish 0600C

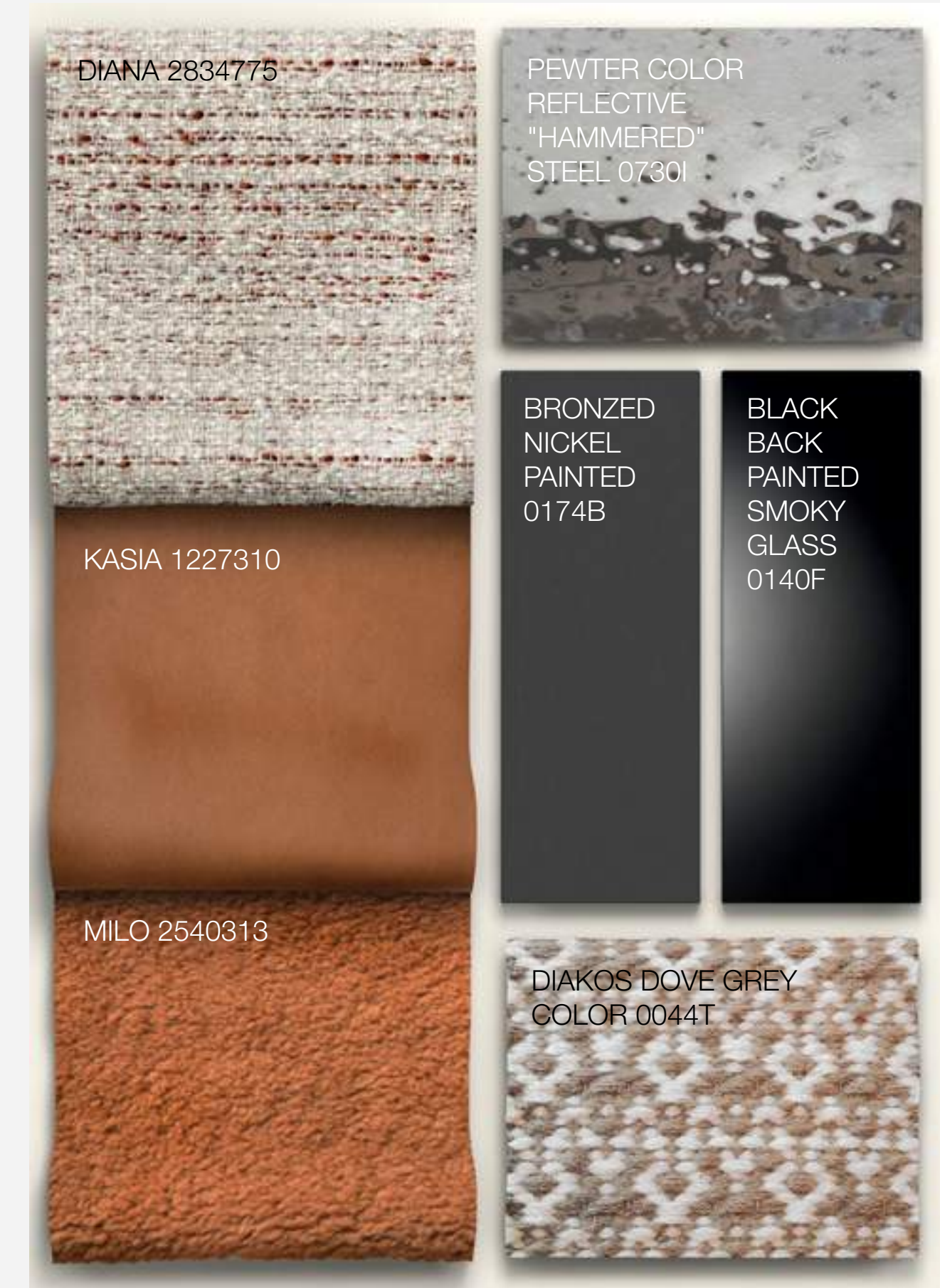


# Room 8

## «MUST HAVE» SAMPLES PROPOSALS

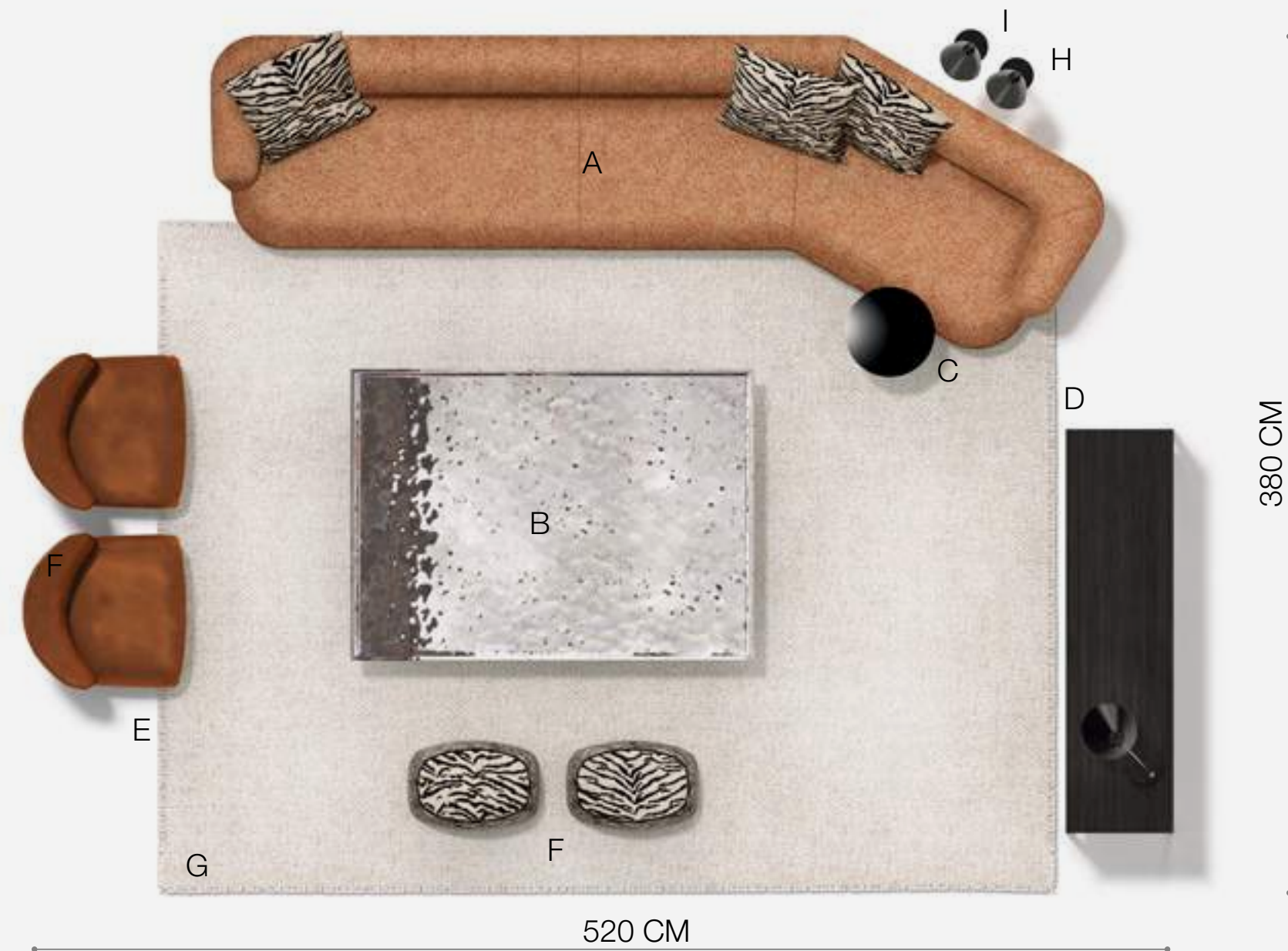


PROD. N.	CODE	DESCRIPTION	FINISHING
A	1 LIL240TS	Lilum left terminal element	Diana 2834775, bronzed nickel painted 0174B
	1 LIL225LD	Lilum right chaise longue	Diana 2834775, bronzed nickel painted 0174B
	3 LIL60C	Lilum optional cushion 60x60	Doris 2830102, bronzed nickel painted 0174B
B	1 TME12	Elios round low table	Black back-painted smoky glass 0140F, bronzed nickel painted 0174B
C	1 TME4	Elios round small table	Black back-painted smoky glass 0140F, bronzed nickel painted 0174B
D	1 AM140G	Amoenus Soft round sofa	Milo 2540313, bronzed nickel painted 0174B
	3 AM60C	Amoenus Soft back cushion 60x60	Milo 2540313
E	1 IV59P	Intervallum oval ottoman	Kasia 1227310
F	1 CSL180_4	Soleide console	Pewter colour reflective "hammered" steel 0730I, bronzed nickel painted 0174B
G	2 DK3T	Diakos carpet 250x350	Dove grey colour 0044T
H	2 D_LP3C	Azucena - Monachella lamp	Metallic grey 0799M, chromed finish 0600C
I	1 D_LP2C	Azucena - Base Ghisa lamp	Metallic grey 0799M, chromed finish 0600C



# Room 9

## «MUST HAVE» SAMPLES PROPOSALS

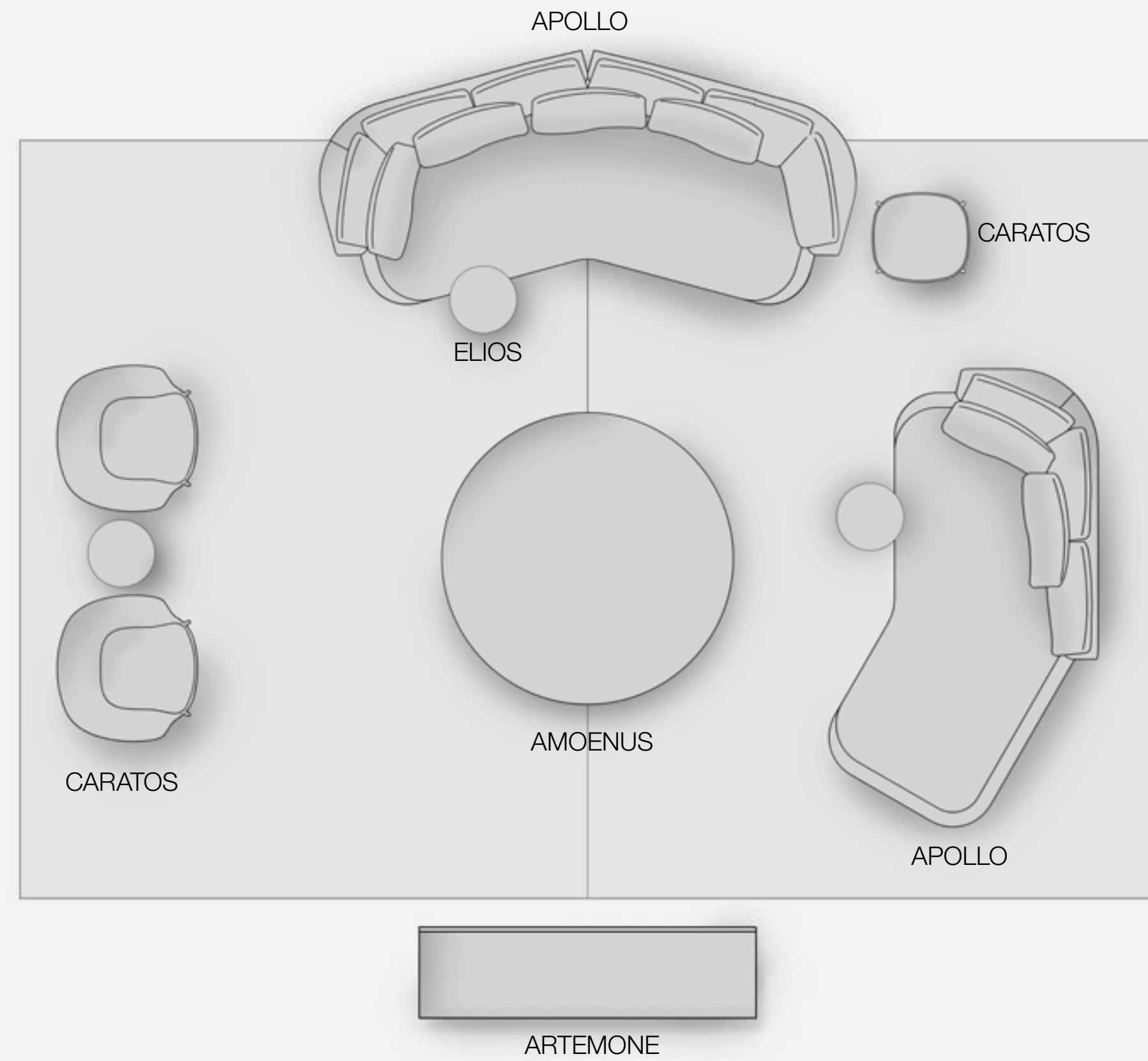


PROD. N.	N.	CODE	DESCRIPTION	FINISHING
A	1	LIL175TS	Lilum left terminal element	Milo 2440132, bronzed nickel painted 0174B
	1	LIL240TD	Lilum right terminal element	Milo 2440132, bronzed nickel painted 0174B
	3	LIL60C	Lilum optional cushion 60x60	Delia 2832925
B	1	TSL180_13	Soleide rectangular low table	Pewter colour reflective "hammered" steel 0730I, bronzed nickel painted 0174B
C	1	TME4	Elios round small table	Black back-painted smoky glass 0140F, bronzed nickel painted 0174B
D	1	CSA180_1	Artemone console with 2 drawers	Brushed black oak 0381N, bronzed nickel painted 0174B
E	2	2820T	Febo bergère	Londra 2833313, blanket stitching: beige cammello 01003
F	2	IV59P	Intervallum oval ottoman	Delia 2832925, profiles: Sirio 2053150
G	1	RS4T	Riso carpet 300x400	Light colour 0027C
H	2	D_LP3C	Azucena - Monachella lamp	Metallic grey 0799M, chromed finish 0600C
I	1	D_LP2C	Azucena - Base Ghisa lamp	Metallic grey 0799M, chromed finish 0600C

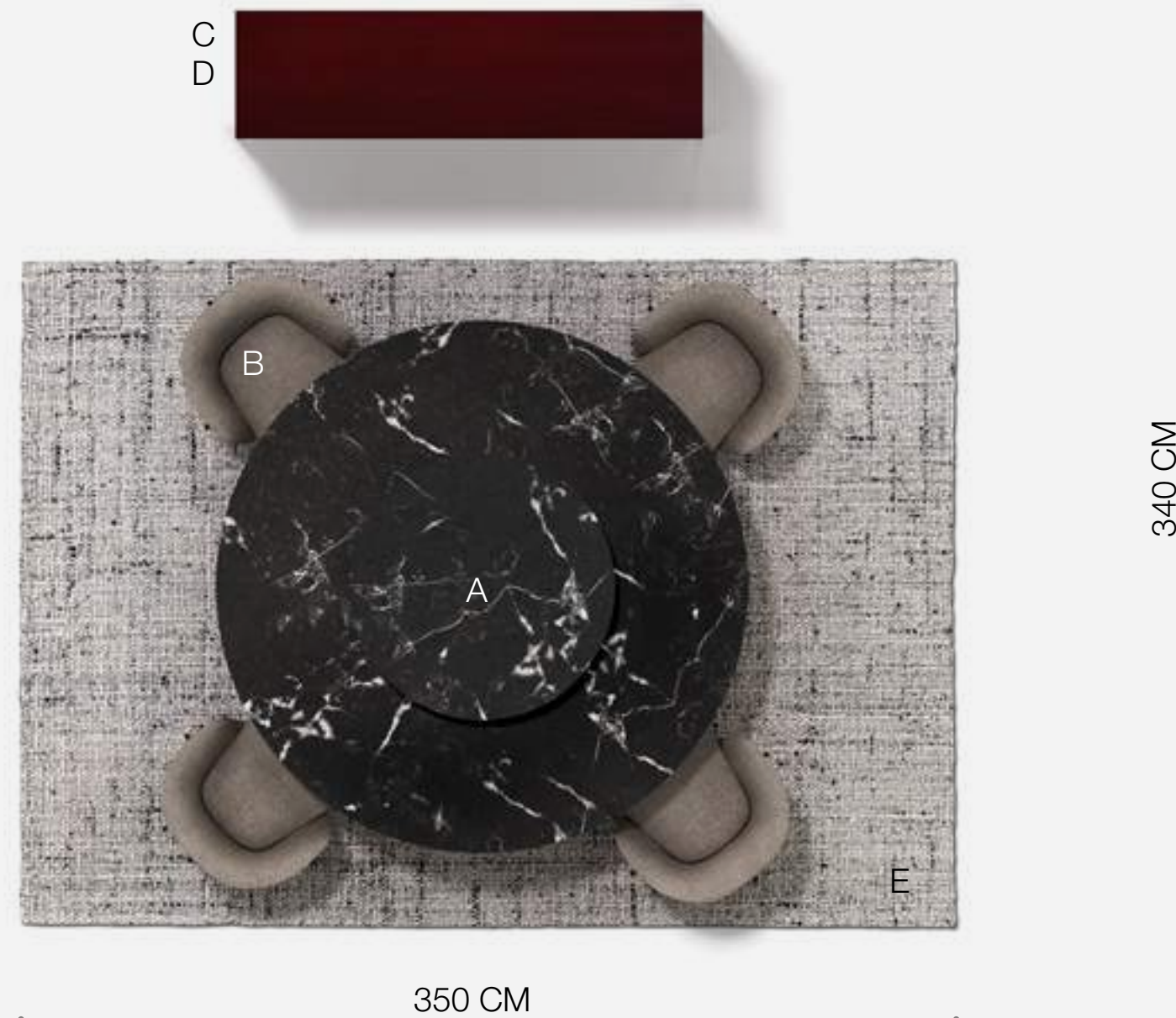


# Layouts

«MUST HAVE» PROPOSALS



# Room 10 and Room 11 PROPOSALS



PROD. N.	CODE	DESCRIPTION	FINISHING	
A	1	SMTE30BP	Pathos elliptic table	Glossy Calacatta white marble 0184P, bronzed nickel painted 0174B
B	6	CRT60G	Caratos swivel chair with armrests	Loren 2838106, bronzed nickel painted 0174B
C	1	CTA120_1	Artemone storage unit with 2 hinged	White rough cut oak 0354B, bronzed w
	2	CTA_R12	Artemone internal shelf	White rough cut oak 0354B
D	1	CTA120_2	Artemone storage unit with 2 hinged	White rough cut oak 0354B, bronzed nickel painted 0174B
	1	CTA_VI12	Artemone extractable tray	White rough cut oak 0354B
E	1	DK4T	Diakos carpet 300x400	Dove grey colour 0044T

PROD. N.	CODE	DESCRIPTION	FINISHING	
A	1	SMTE30BP	Pathos elliptic table	Glossy Calacatta white marble 0184P, bronzed nickel painted 0174B
B	6	CRT60G	Caratos swivel chair with armrests	Loren 2838106, bronzed nickel painted 0174B
C	1	CTA120_1	Artemone storage unit with 2 hinged	White rough cut oak 0354B, bronzed nickel painted 0174B
	2	CTA_R12	Artemone internal shelf	White rough cut oak 0354B
D	1	CTA120_2	Artemone storage unit with 2 hinged	White rough cut oak 0354B, bronzed nickel painted 0174B
	1	CTA_VI12	Artemone extractable tray	White rough cut oak 0354B
E	1	DK4T	Diakos carpet 300x400	Dove grey colour 0044T

# BRAND RETAIL IDENTITY STRATEGY AND NEWS



# Strategy

## BRAND RETAIL IDENTITY

Empower the recognizability of the Maxalto brand identity  
Improve the quality and the quantity of Maxalto branded areas (MONO, SIS, MULTI)  
Roll-out consistent displays matching products, finishes, details  
Enrich the evolution of Retail the Identity elements/tools

# Elements and codes

## BRAND RETAIL IDENTITY



Flooring



Boiserie



Backlite



Styling

News – Boiserie and walls  
BRAND RETAIL IDENTITY



cm 170, dark painting

# News – Window Signages

BRAND RETAIL IDENTITY



New signages

# News – Freestanding Signages

## BRAND RETAIL IDENTITY



in progress

# News – Camerae Evolution

## BRAND RETAIL IDENTITY



News – Camerae Evolution  
BRAND RETAIL IDENTITY



FAIR 2023

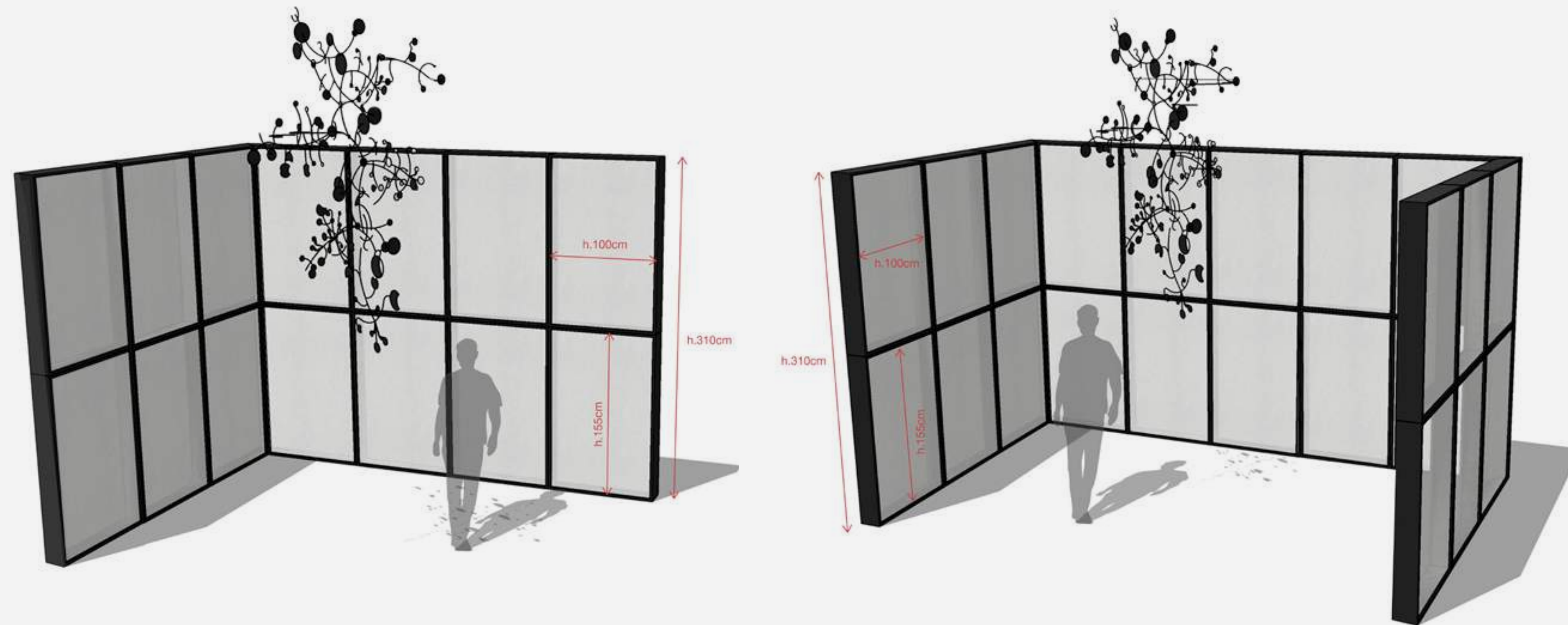


WINDOW



PODIUM / FOCAL POINT

# News – Camerae Evolution – Window/Podium/Focal Point BRAND RETAIL IDENTITY



MODULES CM 100 L 155 H 12 D EACH



News – Façade  
BRAND RETAIL IDENTITY



MARKETING AND COMMUNICATION

# Product Positioning

## *Florius* MODELS POSITIONING



Retail Prices are € Italy Vat included

# Product Positioning

## *Florius* MODELS POSITIONING



Retail Prices are € Italy Vat included

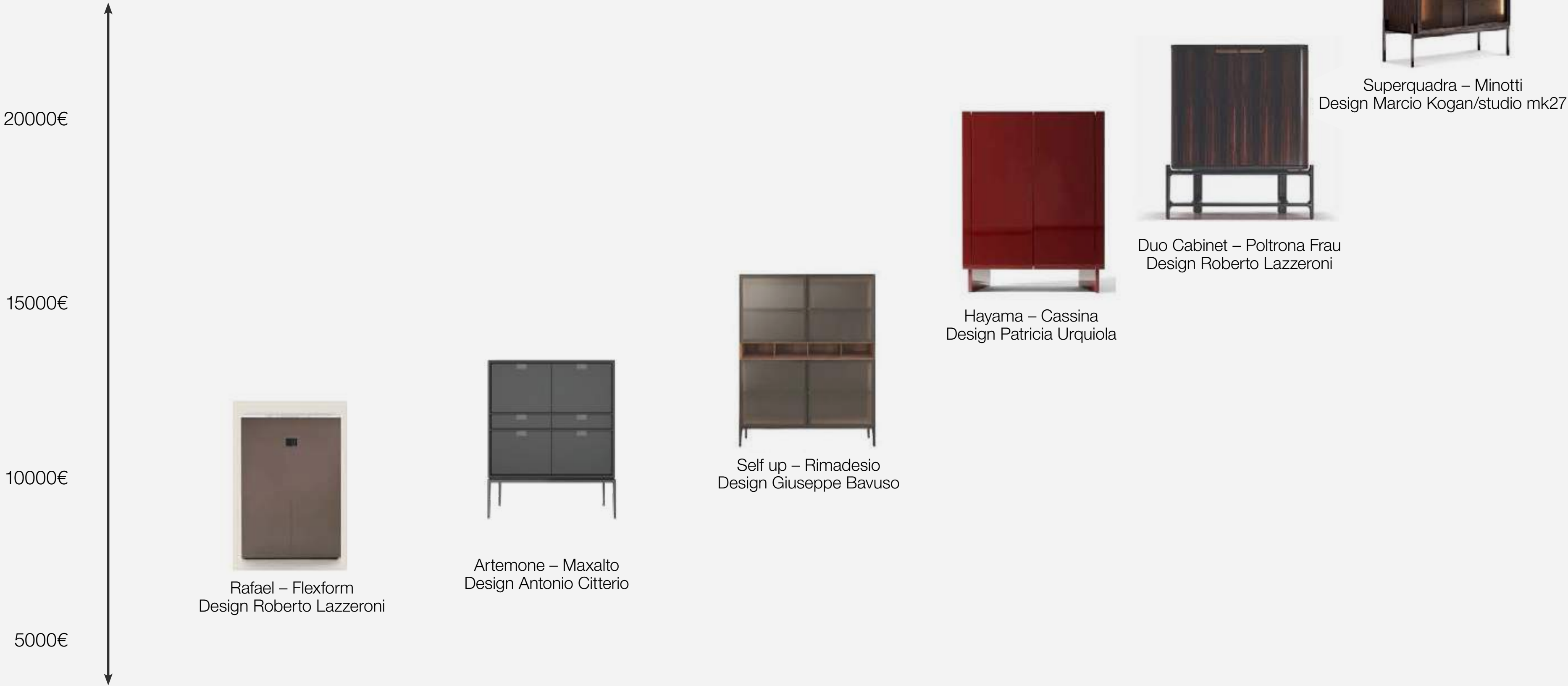
# Product Positioning

## *Artemone* MODELS POSITIONING



# Product Positioning

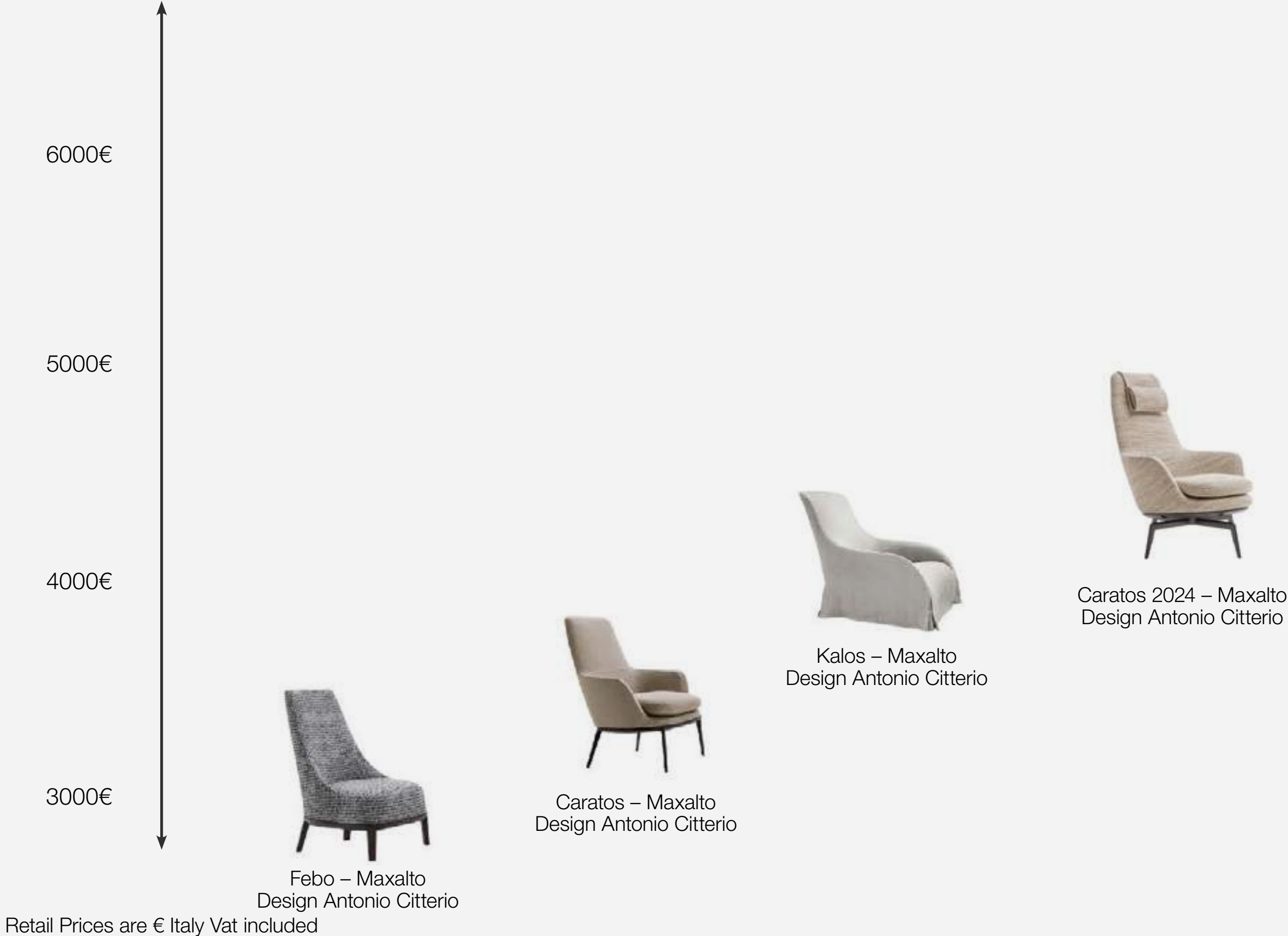
## Artemone MODELS POSITIONING



Retail Prices are € Italy Vat included

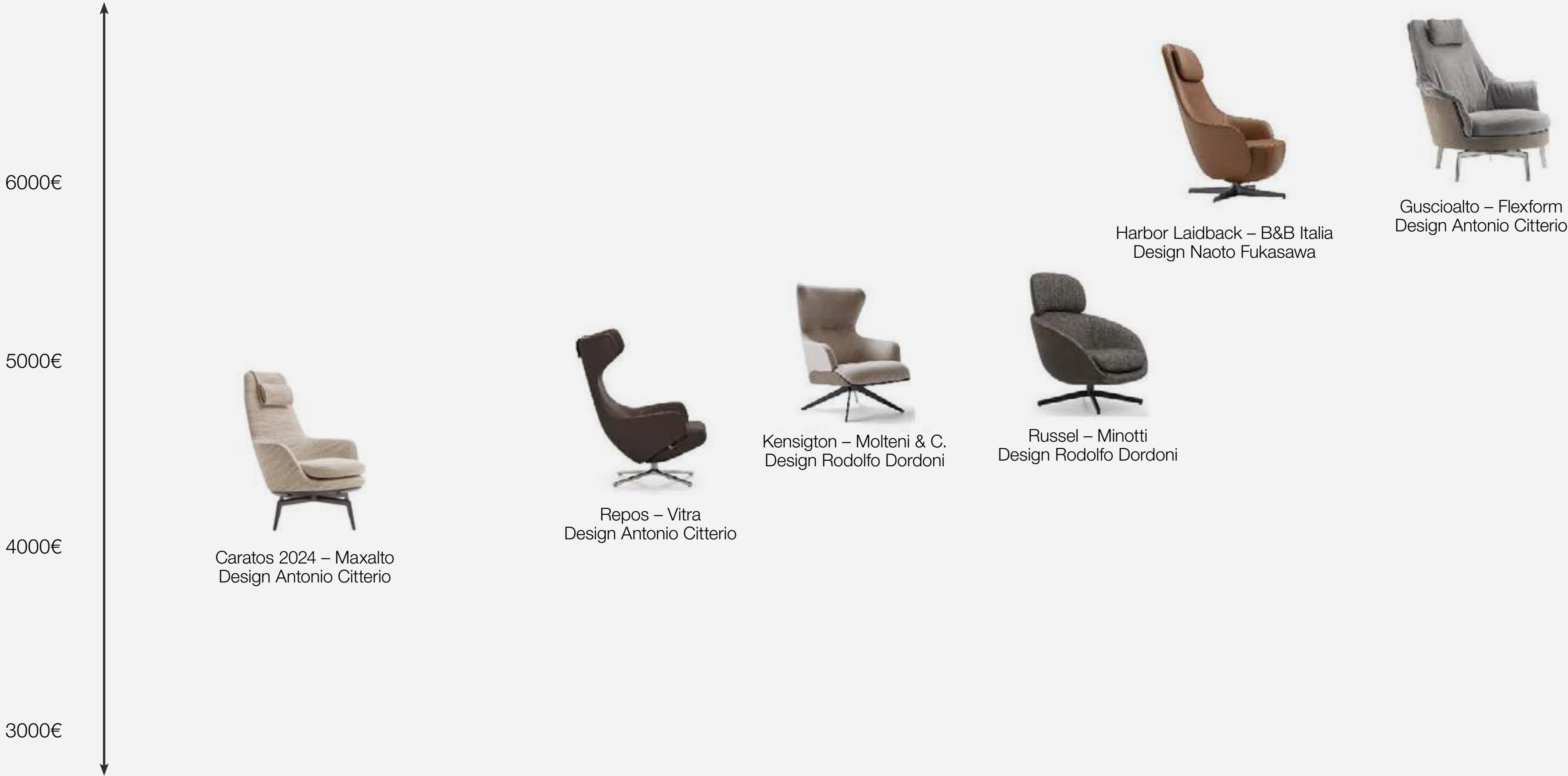
# Product Positioning

## *Caratos* MODELS POSITIONING



# Product Positioning

## *Caratos* MODELS POSITIONING



Retail Prices are € Italy Vat included



# Product Positioning

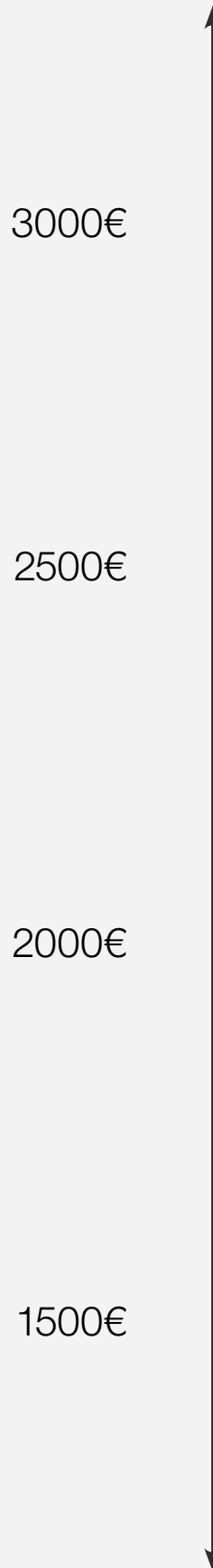
## *Caratos* MODELS POSITIONING



Retail Prices are € Italy Vat included

# Product Positioning

## *Caratos* MODELS POSITIONING



Husk – B&B Italia  
Design Patricia Urquiola



Chelsea – Molteni  
Design Rodolfo Dordoni



Archibald – Poltrona Frau  
Design Jean Marie-Massaud



Caratos 2024 – Maxalto  
Design Antonio Citterio



Russell "Dining" – Minotti  
Design Rodolfo Dordoni

Retail Prices are € Italy Vat included

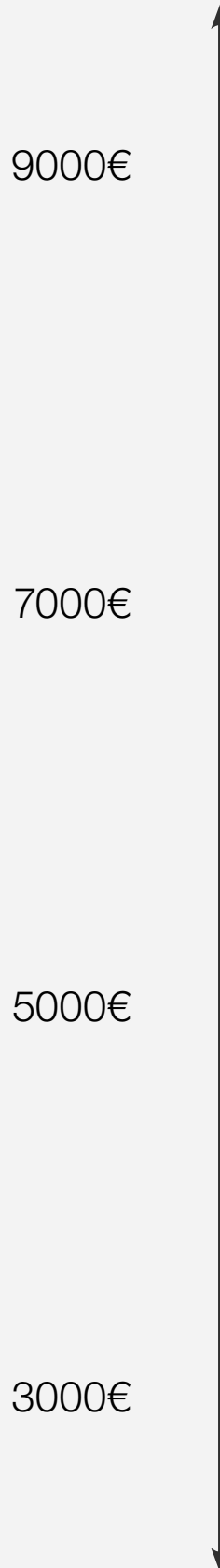
# Product Positioning



Retail Prices are € Italy Vat included

# Product Positioning

## *Soleide* MODELS POSITIONING



Soleide – Maxalto  
Design Antonio Citterio



Mirto – B&B Italia  
Design Antonio Citterio



Luccicante – Promemoria  
Design Romeo Sozzi



Les Nécessaires d'Hèrmes – Hèrmes  
Design Antonio Citterio

Retail Prices are € Italy Vat included

# Delivery Terms

## New products

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*Florius*

week 18/2024

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*Artemone*

week 20/2024

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*Soleide*

week 15/2024

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## Range extensions

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*Caratos*

week 18/2024

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*Doris* pinstripe fabric samples delivered to all salesforce  
(Agents, AM, DOS)

during the event in Paris

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## New Trolley

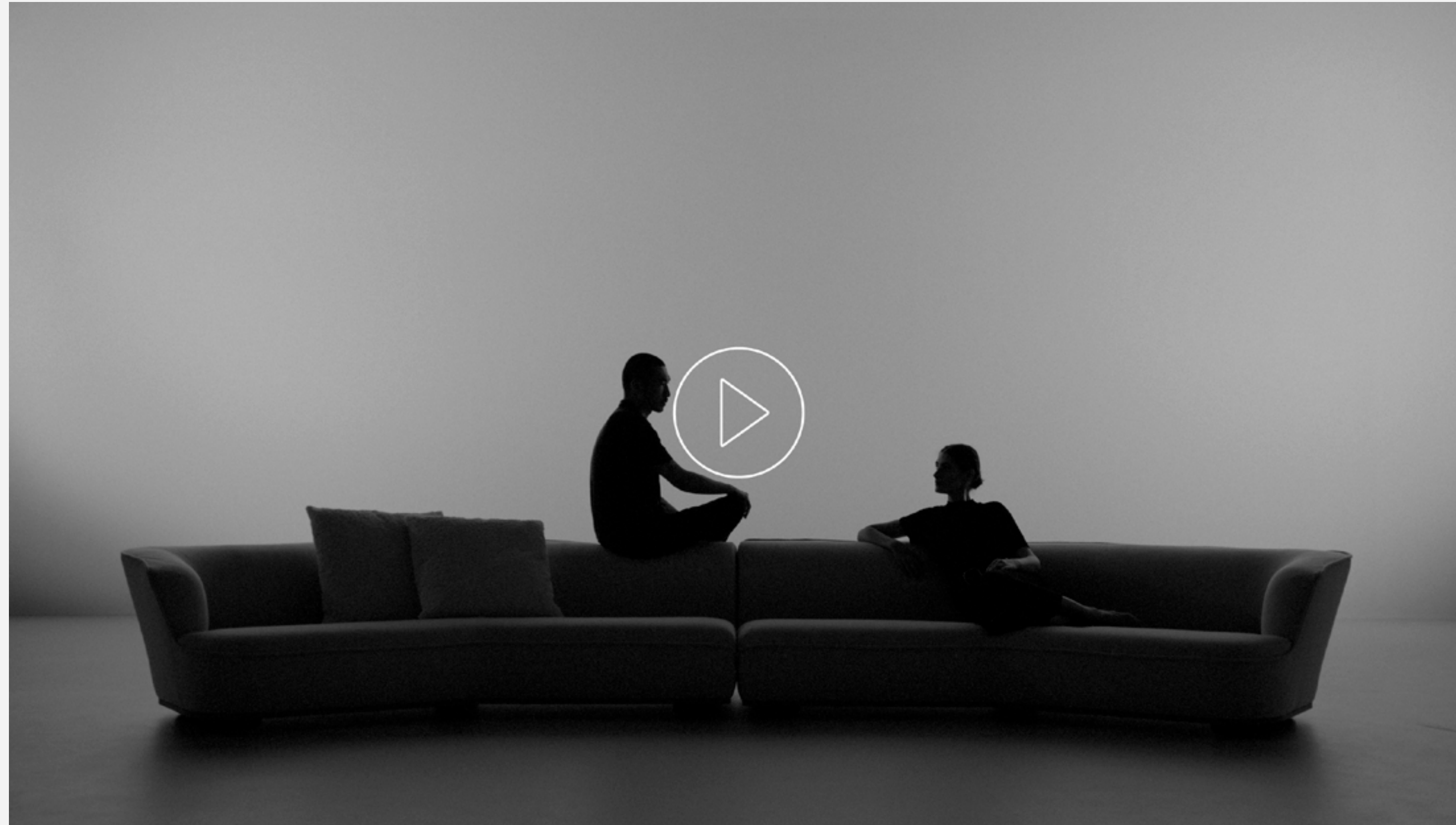
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Distribution for DOS and a selection of our partners

week 18/2024

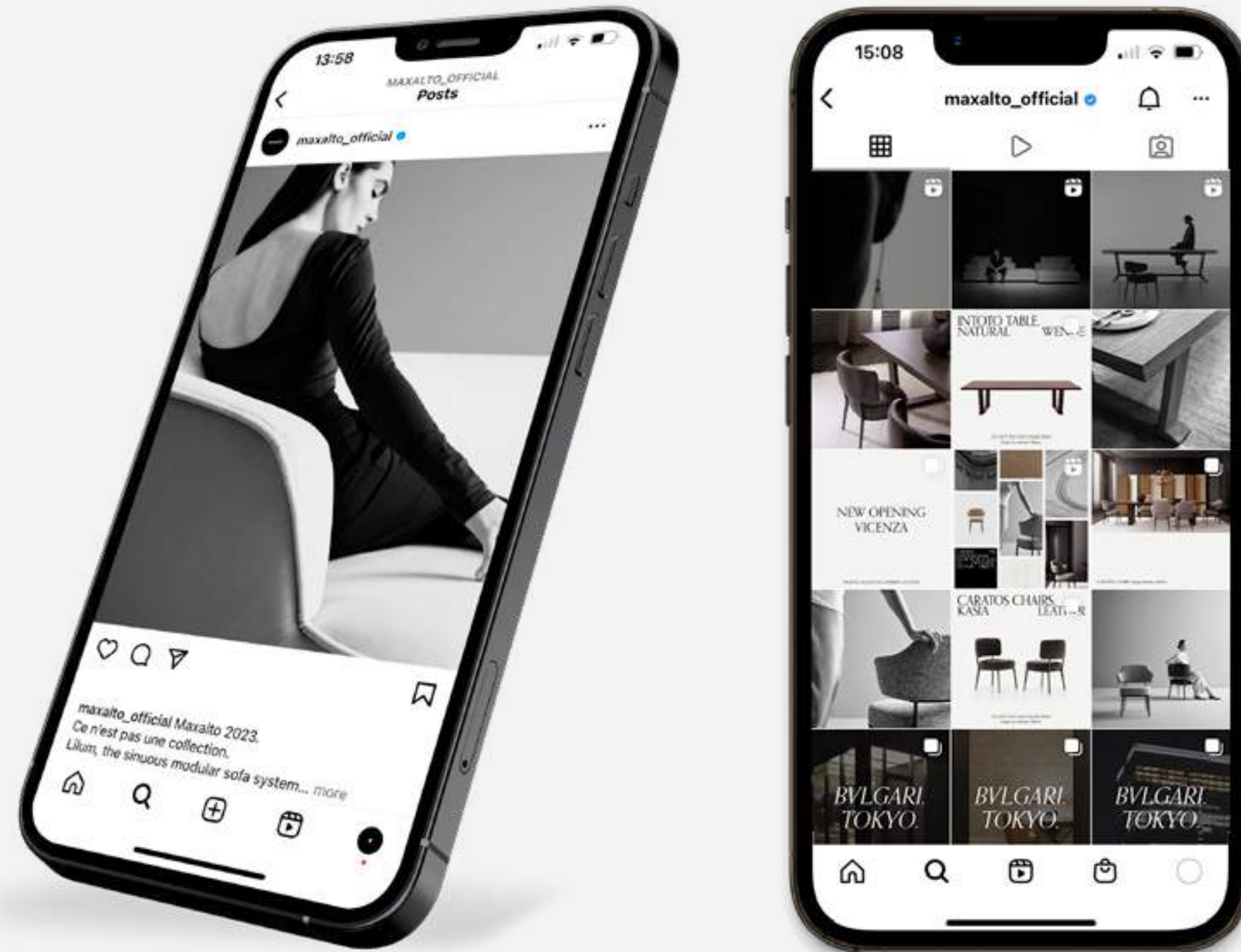
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# Communication updates



*Timeless stories of everyday life*

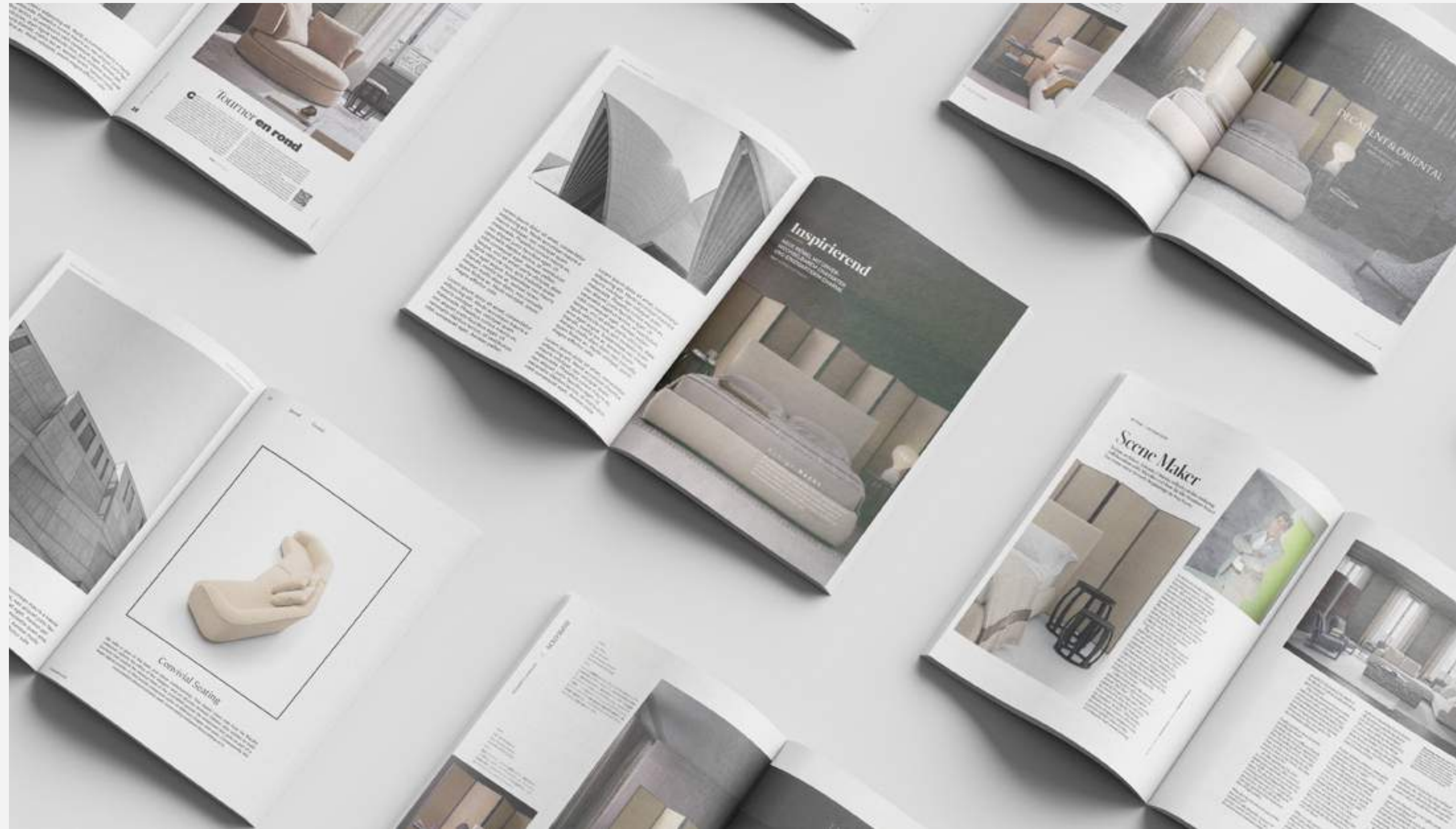
# Communication updates



JANUARY 2024

Official release of the 2024 Maxalto News through corporate communication channels (website, newsletter, Instagram, LinkedIn) · Webinar January 24<sup>th</sup>

# Communication updates



JANUARY 2024

Karla Otto New PR agency for France and Us in 2024 · PR & Press office activity worldwide with a special focus on French media in January due to the Paris presentation



# Communication updates



FEBRUARY 2024

Advertising Campaign – Timing: yearly – Format: single and double spread – Subject: Sofas Lilum & Arbiter · Digital Campaign: always on from February (Google)

# Communication updates



APRIL 2024

Milan Design Week – Maxalto on display at Showroom via Durini, Milan

# Communication updates



APRIL 2024  
Magazine 2024

# Communication updates



Out of Home Advertising Activities – Timing: yearly – Worldwide

# Training Activities

## 2023 ACHIEVEMENTS

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Online - Digital academy

Nr users (+687 Dealers cat.)  
Training hours: 3140 - 4.5 satisfaction rate (1 very bad- 5 excellent)  
Live training events on specific topics monthly available  
Bimonthly training pill  
New course release (Dec.23) about indoor carpets production  
Sales configurator WW DOS training plan and weekly follow-up

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Offline - HQ training days/architours

Nr people trained: 220 pax ( +30% PY)  
Onsite training in Emea Dos (Munich) e Monobrand (Warsaw)

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## 2024 PLAN

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Online - Digital academy

Digital Academy new contents release  
Updated info and images in existing courses (including latest products launches), starting from mid Feb 2024 (LEARN MORE about Maxalto's textile collection and 'sustainable products')

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Offline - HQ training days/architours

Current training days offer + specific training days for WW Dos and their selected contacts  
Increased numbers of Architour

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# 2024 Maxalto event plan

## 17<sup>TH</sup> JANUARY 2024

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02:00PM – 06:30PM Maxalto Marketing & Sales Meeting

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07:30PM – 09:30PM Sales Team Dinner (Restaurant Le Procope, 13 rue de l'Ancienne Comédie, Paris)

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## 18<sup>TH</sup> JANUARY 2024

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09:00AM – 01:00PM Press Preview

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10:00AM – 10:30PM B&B Italia Sales Meeting (Plenary session, worldwide team)

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10:30AM – 12:00PM B&B Italia Sales Meeting (EMEA focus, EMEA team only)

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01:00PM – 04:00PM Store open for clients' visits

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04:00PM – 06:30PM Store closure for Cocktail Party set-up

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06:30PM – 09:30PM In Store Cocktail Party

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FROM 19<sup>TH</sup> TO 22<sup>ND</sup> JANUARY – MAXALTO COLLECTION PRESENTATION: ALL DAY FROM 10:00AM TO 07:00PM

Collection presentation in store / Working area on basement floor (capacity 50 ppl) / Coffee station and light lunch on basement floor

FREE WI-FI CONNECTION DURING THE EVENT FOR ALL GUESTS

WIFI: Maxalto-Paris-2024 / Password: Maxalto-2024!



COMMERCIAL STRATEGY EMEA



THANK YOU