

# Training & Marketing

CON TARDI®

Topic:

**READING**

CONFIDENTIAL DOCUMENT

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# Introduction

**Through the use of these electronic brochures, designed to represent specific product categories and their intended use, we can presume to detect those representatives working in the exact market segment, therefore aim for an enlargement of our distribution.**

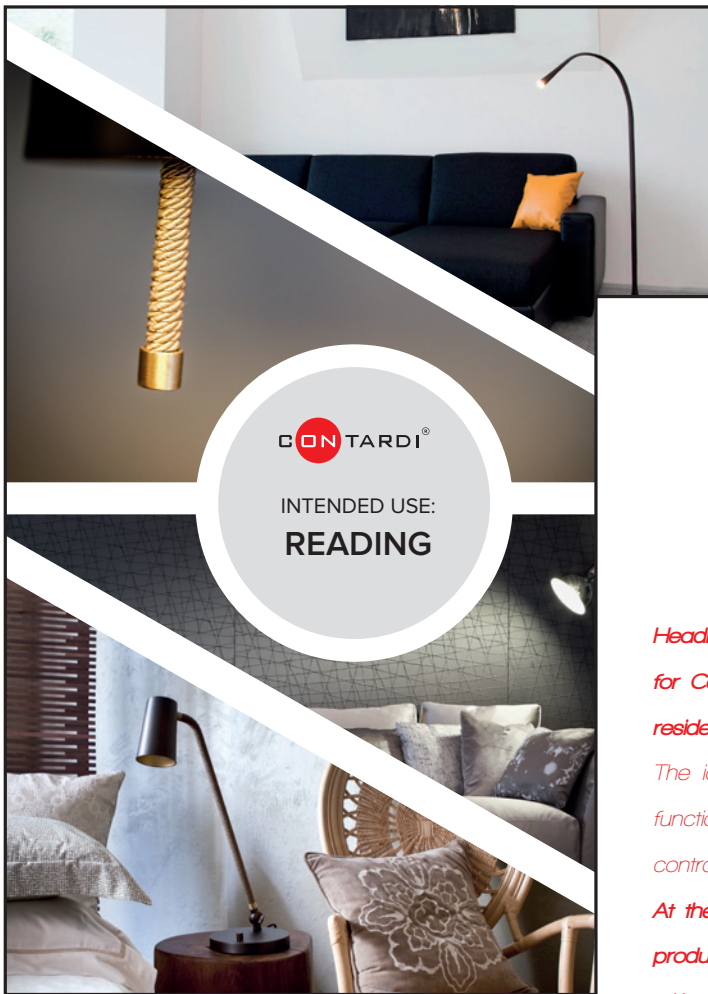
Contardi's target is to strategically segment the distribution, so that - new clients - among the existing ones, working in specific fields, can be added. Those new clients might have access - through these useful tools - to a distinct section of our catalogue that is strictly linked to their core business.

We deeply care about this aspect, because we believe that through research and commitment it is possible to reach field specialists - for instance - for outdoor, or a specific offer for those who deal only with yachts or Art de la table, and so on.

This segmentation of the offer should lead to a segmentation in the distribution.

**Our company is considering to identify specific professionals - for instance specialists in the bedding field, high end bedding dealers - who can integrate and enhance their own offer with Contardi products for bedhead and reading.**

To these professionals Contardi delivers a specific offer, built on reading lamps and completed by promotional material and commercial offers dedicated just to this brand new segment.



Let's read together the introduction for this brochure dedicated to reading lamps.

## *"Contardi for reading"*

*Headboard reading lamps represent a very important category for Contardi, as they respond to a real need, whether in a residential or in a hospitality project.*

*The idea to produce a variety of models with this specific function comes from the company's great deal of experience in contract sector, where functionality is a priority.*

*At the moment, Contardi offers 7 models, that is to say 44 products considering the several declensions in size and finish, with such technical and qualitative characteristics making it one of the widest selections available on the market.*

As all of us are aware, nowadays Contardi has one of the largest commercial offer for this type of product.

And it's an offer on which we constantly work on, because our work is strictly linked to all private and working aspects of our lives.

Daily use lamps are a part of our professional and domestic habitual life: the need to read, work and communicate in spaces and places that we occupy everyday and that represent an important aspect of our lives.

New technologies (tablets, smartphones etc) and new working habits are challenging Contardi to rethink this new world - that is global and personal at the same time - with flexible and defined offers to grant solutions effective for this new lifestyle.

# flexiled



It's important to remember that behind all our products there's a short story. Not just for its technic characteristics - even though available options of each model are mentioned - but for its story, when it was designed and for which projects it has been used for the first time.

**Talking about FLEXILED, the first project that saw its employment was Hotel Radisson in Rome, formally known as Es Hotel, in the braided stain & steel mesh arm version.**

**Then the luxurious version was created, made in leather and handsaw on both sides, and new lens was added to grant a larger light beam for a comfortable reading.**

**Flexiled is available with thicker lens for a diffused light effect, flat lens for a spot light effect (on demand).**

Flexiled is our bestselling product, in terms of quantity more than 5000 items are produced every year; there are different finishes for both the back plate and the leather cover.

**Standard colours are dark brown, ivory and black; even though, through the years new colours have been produced upon request or with leather supplied by our clients.** Our company assembles this special version for a minimum quantity of 10 pieces with a good level of flexibility that is applied according to the nature of the project and of the clients who request it.

We shouldn't forget that the market is overflowed with flexible bedside lamps. Setting aside the aesthetic aspect of the product and the high level of the finishes,

**Flexiled is characterised by great quality thanks to the use of a brass arm with a diameter of 1,2 cm. This metal can minimize any squeaking due to an extended usage of the product, which is quite frequent with lamps that are designed to bear frequent movements through the years.**

Another important characteristic of the Flexiled lamp is the presence of a heat sink that can keep the temperature low. **Even after 24 hours of non-stop working the maximum temperature felt on the lens is approximately around 40 degrees**, which doesn't create any trouble for the touch or the movement of the lamp.

# manhattan



Another renowned reading lamp is **MANHATTAN**.

Manhattan is a product that has the same technic characteristics of Flexiled, but has a **more "metropolitan" design, characterised by straight and essential lines. Its body is in brass and it's available in two different finishes.**

All our reading lamps are available with or without an On/Off switch, because in some cases the switch might be on the wall, thus making its presence on the lamp unnecessary.

Nowadays Manhattan is largely used and represents, from an aesthetic point of view, an alternative for a more glamorous

product like Flexiled.

**Unlike Flexiled, Manhattan is characterised by a double arm with a joint that allows the lamp movement on the basis axis and on the conjunction between the arms. The head is adjustable as well.**



# duos



**DUOS has been originally designed for a project, the Sofftel in Mandelieu (FR).**

**Duos has a double light source and the two sources are independent.**

On one side there's the reading lamp - which is the one with the metallic beam - that makes the lamp available in a right and left version.

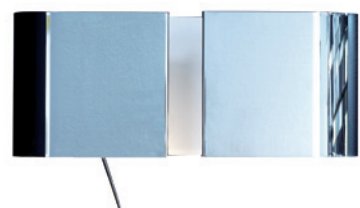
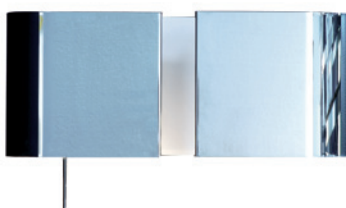
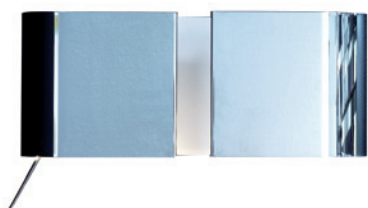
The metallic beam is the tool to adjust the light source.

On one side there's GU10 light bulb, that is adjustable through the beam; on the other side there's a E14 light bulb that grants an emotional light both for the upper part and the lower part of the lamp.

Since it's possible to wire up the two lights independently, with two distinct

switches, it is also possible to light up both lights, or one or the other according to the need.

**Standard finishes are: matt white with gold lining or chrome with white lining, though, this lamp has been subject to a certain level of flexibility, which has allowed Contardi to create different colours, RAL or galvanic finishes. The minimum quantity is 10 pieces.**



# tata



**TATA AP** is a lamp with double E27 light source. Scandinavian design, available in three finishes: white, black and chrome.

In the white and black version the arm and the back plate, as well as the joint for the two diffusers, are in chrome.

**This product, too, has been designed for the bedside and it's available with a double switch that can be used just for reading, or a beam of light can be added for a more emotional reading light effect. Eventually the lamp can be used just to create the emotional effect.**

This lamp has been employed in different project, such as Hotel Excelsior in Pesaro, where these pictures have been taken, and where the product has been use in both bedrooms and hallways.



up



**UP AP** is part of the UP family.

Up was created as a task light with an adjustable horizontal angle of 180° and a vertical one of 45°.

Up is characterised by the metallic beam covered in braided smoke grey or honey silk, depending on the finish of the body (chrome or bronze).

The same combination can be found in the writing desk and in the floor versions.

The light source is a LED bulb, and the inner part of the diffuser has been coated with a golden film that gives a touch of glamour and warms the light.

This product is extremely adaptable, thanks to the adjustable joint and the revolving switch on the base.

The result is broad, warm and perfectly suitable light for reading and not intruding in the surrounding area.





# belle ap mini



**BELLE AP MINI** is part of the Belle family, designed by the Swedish designer Staffan Tolgard and created in the suspended version in ceramics.

**Belle AP Mini** was born to be a reading lamp for bedside. In this case it is available in two finishes, polished white and bronze effect.

Unlike the other version of Belle, AP Mini is in glass and the finishes are made through the use of

galvanic process - which is to say a metallic effect - that has allowed us to come to a result that can match with the ceramic versions. The only difference is that this glass version, when the lights are on, shows a transparency that can be considered a plus from an aesthetic perspective.

A cob-led has been mounted inside (similar to the one used by Kubric and similar products). This technology creates a light beam that has been

studied for the bedside.

We are talking of a product that has this kind of task, a product that can be adjusted through a disjointed joint placed on the head of the lamp, which makes it suitable for this kind of usage.

Once again we have the product technical data, with its characteristics, dimensions and lighting details for each model.



# mikado ap solo

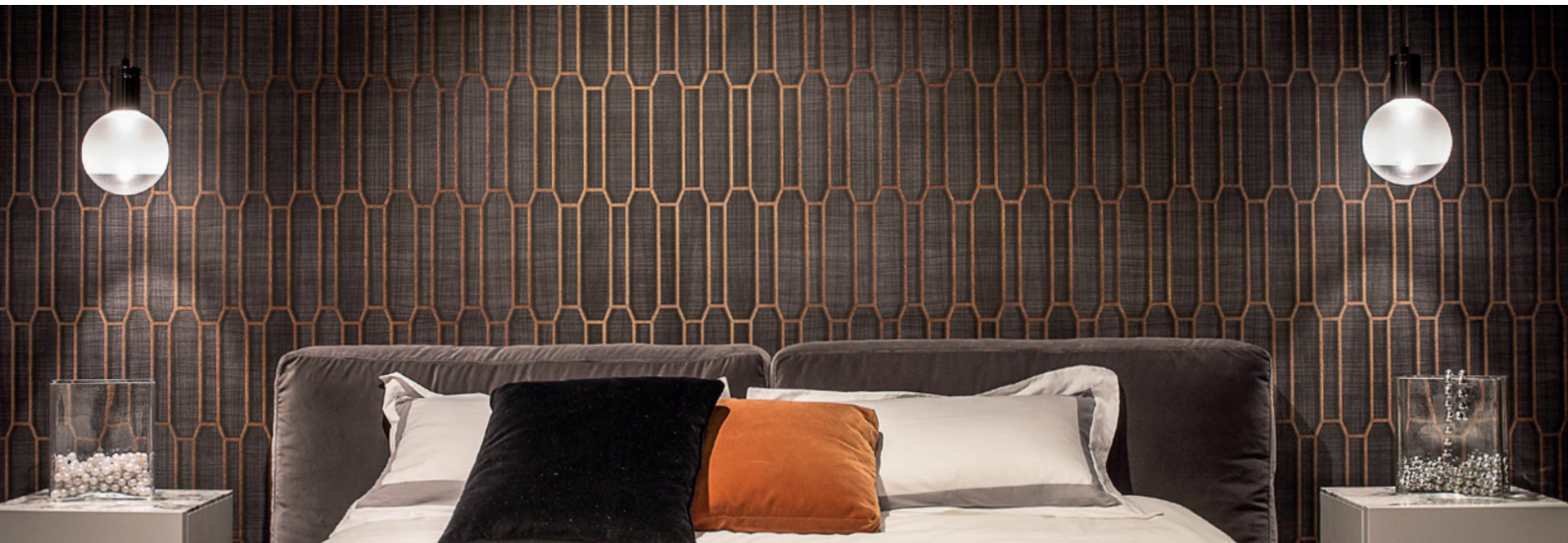


The wall light with **double illuminating function**: atmosphere lighting through the engraved

crystal upper shade and reading light thanks to the specific lens in the lower part.

The body is in vintage effect antiqued brass. Mikado is compatible with lighting control systems.

# solitario



To end this list of product for reading we have **SOLITARIO**, which is a less conventional solution from a pragmatic point of view: a suspension next to a bedside that lights up the night stand.

Differently to other suspended lamps, that can be used in the same way (like Kubric or Cornelia, to say a few), **Solitario SO with its spot sphere becomes a product that suits reading, because of its**

**technical peculiarities.**

Needless to say that this product is an exception from the standardly used reading lamp.

# beam



BEAM TA represents a step forward in the evolution of the "task light". Lamps for writing desks and bedrooms belong to this group.

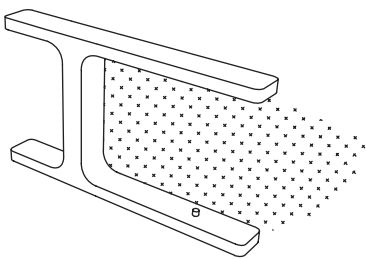
We have decided to add Beam to this group because of its specific function and its innovation: **Contardi**

has chosen to move the light, not the lamp.

Through the switch, in its three different phases, the light becomes adjustable and it can be moved in order to suit the needs of the person that is using it, without having to move

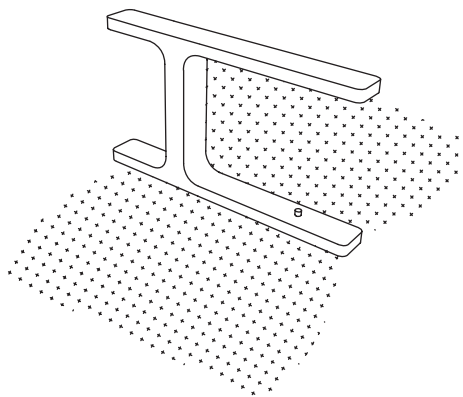
the structure.

The light has been designed for working and reading, specific functions, just like Contardi's newest philosophy.



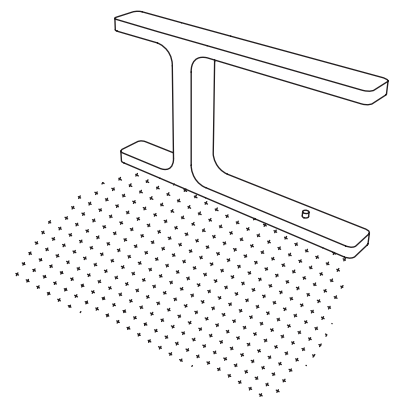
1

Pressing the switch once:  
only the right light turns on.



2

Pressing the switch twice:  
both lights turn on.



3

Pressing the switch three times:  
only the left light turns on.

CON TARDI®

*Thank,  
you!*