

**mediaprofil**

# **technology beyond the surface**

**Beyond the surface, there is  
our heritage and experience,  
an equilibrium of technology,  
know-how, craftsmanship,  
passion and care.**

**mediaprofil  
is the partner  
to co-design  
and manufacture  
foil-based frontals,  
components, and  
ready-to-assemble  
solutions for the  
furniture industry.**



Since the foundation in 1982, the business idea has been to support the furniture industry with innovation and customised services. The same spirit has grown the company so far. Adapting proactively to a fast-changing market, we have continuously improved our production processes, developed new materials and technologies, widened our product range to supply our partners with the best quality and cost-effective manufacturing solutions. Today, mediaprofil is the reference partner for primary clients in the industry.

## The company at a glance

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**HQs**  
**Italy**

**Plants**  
**280.000 m<sup>2</sup> productive surface**

**Specialized productive sites**  
**7**

**Finished product warehouse**  
**80.000 m<sup>2</sup>**

**Semi-finished products per day**  
**450.000\***

**Employees**  
**1.300 people / 18 nationalities**

**R&D and technological investment**  
**8% on total turnover**

**Internationality**  
**95% export on total turnover**  
**Albania, Australia, Austria, Belgium, Canada, China, Croatia, Denmark, UK, Finland, France, Germany, Greece, Japan, Korea, Norway, Poland, Portugal, Romania, Russia, South Africa, Spain, Sweden, Switzerland, USA**

\*We make full use of our productive capacity every day



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# co-innovation

**We are an experienced technology partner that can help you turn your idea into a scale product. We co-design, develop and deliver your innovation, bringing your product to life and shipping it worldwide.**

**Offering new solutions and foreseeing market evolution is core to our development over the years, assisting our clients in each step of the project, customising the full production line to guarantee a production cycle that suits. In brief, we can lead innovation and co-generate with our clients new products and technological processes.**

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# Co-development phases:

## **1. market insight**

New products' launches require broad expertise and resources; we can help you in identifying the right market opportunity and recognise emerging market demand.

## **2. concept development**

We can assist you in developing your product from the early concept stage, testing your ideas to co-design scalable solutions, speed up industrialisation and engineering phases, finding viable solutions from scratch and accelerate time to market.

## **3. 3D modelling & rapid prototyping**

Our Product Development Laboratory is the state of the art of the industry, capable of meeting the tight deadlines and efficiency to speed up the product cycle process.

## **4. manufacturing process development, engineering, and industrialisation**

Get access to our technologies and productive solutions, develop new technologies in partnership or adapt the existing ones to your needs: our Product Development Team can assist you in engineering and industrialisation, creating new processes or checking the existing one to find the most suitable solution.

## **5. intellectual property protection**

We safeguard your ideas since the developing stage and offer you patenting assistance.

## **6. new materials, technologies development, and applications**

Keep your product at the edge of competition is our primary goal and expertise. We can help you in identifying new materials and technology to keep you super-competitive.

## **7. manufacturing test development**

We focus on quality from the early stage optimisation to create assembly and technology testing processes.

## **8. supply chain & distribution optimisation**

Our product development process keeps the focus on the max efficiency of our client supply chain to optimise the product flow after delivery.

## **9. logistic partnership**


From packaging to integrated logistics, we can develop a customised flow to suit your logistics, even for online sales.



A photograph of industrial machinery. A blue and silver electric motor is mounted on a metal frame. Below it, a series of grey rollers are visible. A white rectangular sheet is being processed by the machine. The background shows a wire mesh fence.

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# technology

A photograph of industrial machinery, similar to the one on the left, but with a green tint. It shows a series of rollers and a motor. The text is overlaid on the right side of the image.

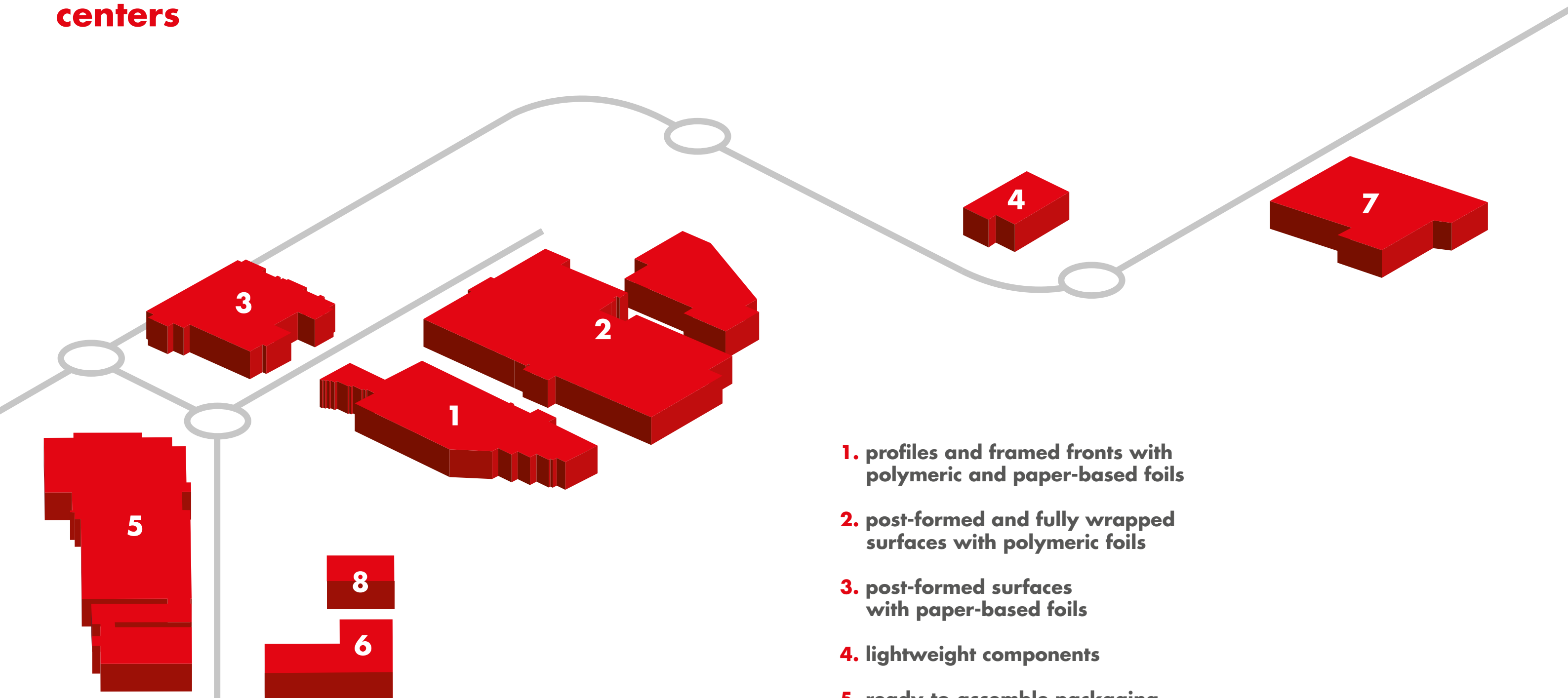
**We own the most advanced technologies for the manufacturing of wrapped and post-formed components made with the application of polymeric and paper-based foils.**

**Each production plant focuses on a core processing technique to guarantee excellence in every product.**

mediaprofili



# mediaprofili technology centers



**1.** profiles and framed fronts with polymeric and paper-based foils

**2.** post-formed and fully wrapped surfaces with polymeric foils

**3.** post-formed surfaces with paper-based foils

**4.** lightweight components

**5.** ready-to-assemble packaging and shipping departments

**6.** doors packaging and shipping departments

**7.** edge-banding components CNC operations

**8.** product development laboratory

**mediaprofili**

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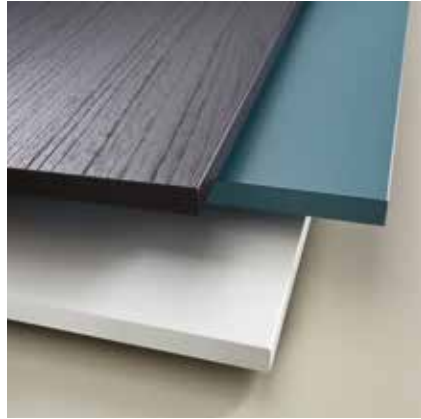
# products & applications

**From all polymeric to paper-based foils, we master any wrapping technology to match clients' needs and manufacture products able to adapt to any room, kitchen, living, bedroom, bathroom or office.**



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# products & applications



## Postformed doors and components

We own the best technology for the post-forming of doors and components. Production lines are designed around each specific material, allowing a broad range of finishes from super matt to high gloss; from solid colours to wooden patterns; from smooth to deep embossed surfaces. With no compromise between cost-effectiveness and quality.



## Fully wrapped doors and components

We have been the pioneers in the production of fully wrapped components with sections up to 650 mm. Our processing technology allows extreme resistance against humidity and moisture that finds optimal application in wet environments like kitchens or bathrooms.



## Framed doors

Our specialised technology centre for the production of framed doors, with paper or polymeric foils, 45°, 90°, and French cut assembly typologies allows both modern and traditional fronts.



## Profiles and accessories

We produce a wide range of fully wrapped and post formed profiles. Profiles are the starting point for the creation of framed doors as well as frames, cornices, plinths, and decorative elements. We can supply a wide range of accessories and complements.



## Integrated handles doors, J-pull

Our ability in post-forming allows manufacturing of a wide range of shapes. From the smallest and minimal radius to the complex forms enabling our products to fit perfectly with the clean design as well as with the most sophisticated one.



## Flat laminated and four sides edge-banded components

Thanks to the finest technology for the edge-banding process, mediaprofil can produce high quality four sides edge-banded fronts and components. The optimal edge-banding process allows almost invisible joints and the highest resistance against moisture and humidity. Aluminium, glass and mirror effect edge-bands can be applied to create beautiful contrasts with the foil surface.



## Lightweight components

We have lines with specific technologies and the best cost-effective process for the production of lightweight boards. Honeycomb lightweight board allows a totally sustainable approach to the manufacturing of furniture component through the reduction of the environmental impact, the reduction of wood utilization, saving on logistic cost and impact. It offers to the market a fully recyclable, lightweight and customer friendly solution. The lightweight board can be wrapped or post formed with all polymeric or paper-based foils.



## Flat Pack furniture

The experience in the engineering and production of components led us to a leadership role in the production of Flat Pack furniture. The endless combinations of materials and finishes, matched with extremely competitive and high-quality production processes, make us a reference point for the furniture retailer chains.

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# finishes



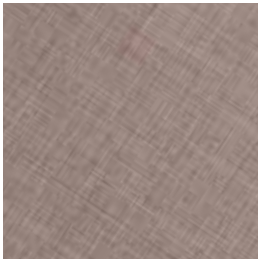
**High gloss**  
We are the leader in the production of high gloss components. We can guarantee the highest quality in the market for high gloss surfaces with the application of polymeric foils on MDF, particleboard and lightweight board. Our excellent quality is the result of the perfect support preparation, gluing process and materials development with a focus on durability properties. Environmentally friendly coverings are developed to be scratch resistant, light fastness and easy care in everyday use.



**Supermatt**  
Extremely matt surfaces with soft touch are developed with the utilisation of polymeric or paper-based foils. Components are designed to be anti-fingerprint, light fastness, resistant to abrasion and easy to clean. Supermatt components can be produced with a repairable feature.



**Mirror finishing**  
Special PET foils with mirror effect are used for the realisation of lightweight and competitive components. These components are easy and safe to be produced, transported and handled by the final customers. They are a sustainable alternative to the utilisation of the real and heavy mirror.



**Textured**  
We develop coverings with total fidelity to natural materials. Deeply embossed and high textured materials achieve a result with an almost invisible difference between foiled materials and natural ones.



**Wooden pattern**  
We produce hyper-realistic components with any wooden texture and finish. Possibilities are endless.



**Metallic**  
Metal finishes find in the foil execution the pinnacle of beauty. Foiled components with metal finish are lightweight, sustainable and long-lasting.

# materials

**Strong investment in research and development, focusing on raw materials and processing technology awards mediaprofil with a leading position in the market, thanks to the excellent results achieved in terms of quality and processes enabled.**

## Coverings

**Polymeric foils including PET, PP, ABS - PMMA in the virgin and recycled version**

We apply polymeric foils with thickness from 0,05 to 2 mm. Polymeric foils adapt to any finish (High gloss, Supermatt, Mirror, Textured, Wooden pattern, Metallic). Thanks to the application with PUR glue they are particularly suitable for the realisation of fronts and components intended for wet environment. Polymeric foils are environmentally friendly, offer high chemical resistance, light fastness, easy care and durable. They can be applied with any shape and radius in profile wrapping, 360° wrapping, post-forming of flat lamination execution.

**Paper foils**  
We are applying pre and post impregnated paper foils from less 30 g/m<sup>2</sup> weight. The finishes range is never-ending. The cost-effectiveness of the paper and the associated production process makes this kind of material a very competitive one for the production of any part of the furniture. Papers are treated to be resistant against abrasion and lightfastness. CPL foils provide excellent anti-scratch properties, long lasting performances and are extremely resistant against impacts.

## Supports



**Particleboard**  
We are continuously investing in the optimal preparation of the particleboard surface to ensure the achievement of the highest quality results.



**Honeycomb**  
We produce honeycomb board on which it is possible to apply any type and finish of foils.



**MDF**  
A suitable material for the production both of the smallest and most complex profiles as well as for the doors.



**Special support**  
Wooden-based engineered supports can be used to achieve extreme mechanical strength.



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# foil application technologies

We own all technologies needed for the application of any foil with continuous process.

Production is divided into specialised sites to maximise process efficiency. Supports are carefully prepared through technologies developed in-house which combine avant-garde techniques for the sanding, soft-forming, and filling of panels. Wrapping, post-forming and flat lamination operations employ the highest performance PUR gluing systems, able to provide our products with incredible durability.

Profile wrapping



360° wrapping



90° post-forming



180° post-forming

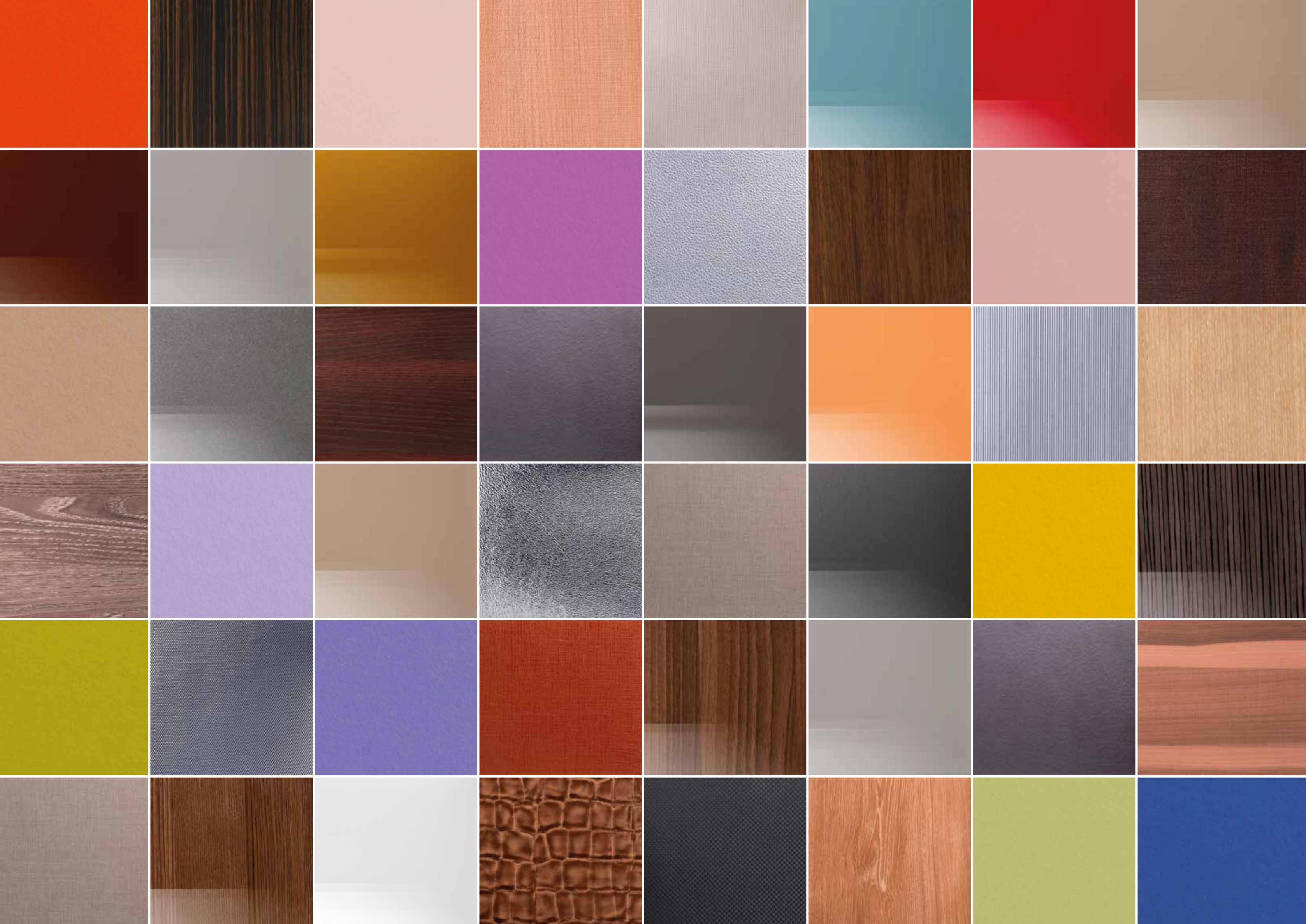


J-pull post-forming



Flat lamination







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# quality

**We maintain a prominent position in the industry by designing and manufacturing products with a focus on quality. By defining appropriate procedures and training, our management system ensures the consistent quality and continuous improvement of our products and processes.**

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# quality

**Controls based on strict internal procedures are implemented throughout the production flow and vary depending on the different production stages. These controls guarantee high quality and ensure that the final customer receives a safe, functional and durable product that conforms to specifications.**

## **Particular focus goes to:**

- **quality control of incoming materials**  
Incoming materials are systematically controlled and tested before entering the production cycle
- **total production process quality control**  
Our quality management system complies with the UNI EN ISO 9001:08 standard, every single process undergoes strictly controls
- **continuous product testing in the internal lab**  
The Product Development Laboratory equipment can test in-house chemical and mechanical requirements
- **monitoring of released product performance in the market**  
The product journey does not stop after the delivery; our after-sales quality process is an ever-growing relationship with our clients and the final customer. Receiving feedback from the market allows us to continue learning and improving



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# people & values



**Integrity and responsibility are our founding and guiding principles.**

**Our heritage moves us to improve everyday to:**

- **keep a fresh and passionate focus to generate innovation**
- **strengthen collaboration day by day in and outside the company to build relationship that last**
- **improve and work everyday for sustainability**
- **delivery excellence by blending creativity and know-how**





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# sustainability

**Sustainability comes from responsibility: our core leading principle since the beginning. We see it as a never-ending journey that help us to improve day by day keeping our focus on.**

**Economic and products sustainability to grow in efficiency and competitiveness, environmental sustainability to respect our planet and our community.**



# Environmental responsibility

**Over the years, our commitment to protect the environment has steadily increased. We have continually raised the use of FSC® materials, which now represent almost 100% of total procurement. We privilege the use of recycled panels to reduce waste volumes and greenhouse gas emissions, thereby contributing to protecting forest resources. We are replacing virgin with recycled foils to increase the sustainability of our products.**

**Today, 100% of the energy used by mediaprofil comes from renewable sources.**

**The sustainability of our operations are certified**

2013 - Certification ISO 14001

2010 - Certification PEFC™

2009 - Certification ISO 9001

2003 - International certification FSC®

## **Energy emissions reduction and consumption monitoring**

We have carefully analysed each component of our energy use to identify and implement processes improvement to reduce consumption. Over the past few years, we have implemented solutions that have significantly lowered electrical energy use and, as a consequence, emissions. Looking to the future, we have identified actions to reduce energy consumption over the next few years.

## **Towards a total eco-friendly production process**

We apply an environmentally sustainable approach in selecting raw materials and decrease energy consumption throughout the entire production chain to ensure the eco-efficiency of processes, in order to minimise consumption, production costs, scraps and emissions.

## **Waste reduction and disposal**

Today, only 2% of our waste is sent to landfills, 6% is used to generate energy, 92% is recycled thanks to the optimization of the waste sorting process.

# Designed for sustainability

**We are aware that the ability to design sustainable products will be the dominant factor to be a key player in the future. Design for sustainability is a track of action defined to guide our future development.**

## **Designed for sustainability actions:**

- increase the lifespan of products through long-lasting quality
- increase the use of recycled and sustainable materials
- raise environmental and sustainability awareness in the supply chain
- ensuring compliance of products and material/substance
- focus on safe and healthy materials
- improving energy efficiency and energy management
- maximise the use of renewable energy
- reduce production scraps and waste
- focus on lightweight solutions
- design products which are production friendly, with a focus on functionality and form
- focus on smart packaging solutions
- inspire ideas and solution to improve processes, cost, and quality
- keep on leveraging on gained experience to boost improvement

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