

ALTRENOTTI RETURNS TO THE INTERNATIONAL FURNITURE SHOW WITH THREE NEW RELAXING PRODUCTS.

Four sleeping areas chosen to narrate the history of the textile and artisan mastery of a company born almost a hundred years ago in the courtyards of Turin, now in its fourth generation.

Montanaro, 23rd May 2022 - Altrenotti announces its participation in the International Furniture Show which will be held from 7th to 12th June.

The appointment is in hall 12, stand E12.

For the occasion, the company is introducing **two new collections and a restyling of Biorest®**, Altrenotti's iconic mattress.

"The Show is finally back! We last participated in pre-pandemic 2019," explains founder Mario Panero. *"This year,"* Panero continues, *"we have designed a stand where four sleeping areas, each with its own style, will tell our artisan and textile mastery through three protagonists: bed, mattress and household linen. Three elements that represent the core business of the company".*

After the success of their Soul Collection beds, with their innovative and contemporary design, the company presents the **Soul Mattresses collection**, the corresponding line of Soul mattresses separated into three families: **Memory, Molle and Lattice**.

The most eagerly-awaited novelty, however, is **the fifth generation of the Biorest® bed system**, flagship and symbol of Altrenotti's pioneering vision since 1992. This was the first mattress in the world that came in varying sizes. In the early nineties, Altrenotti introduced the concept - revolutionary and innovative at the time - that mattresses cannot be the same for everyone, leading to Biorest®, which in a few months gained international recognition.

This year, the company brings a restyling of the iconic collection of the "mattress with sizes" to the Show. The structure with highest quality natural fibers (such as horsehair, feathers and cashmere) has been integrated with recyclable materials. These include a spring system with high antioxidant properties, which at the end of the mattress's life can be melted to produce wire rods to create new springs. A decision made to propose a product that, in addition to increasing people's sleep quality (and therefore that of life in general), is **environmentally-friendly** and part of an increasingly circular production and design vision.

The third novelty on display at the June Show is **the boiserie collection, created in collaboration with the prestigious Studio Viganò**. The different decorative structures used to frame Altrenotti's beds are characterised by a particular sartorial grace, they are modular and customers can choose which upholstered fabrics and essences of precious ash, walnut, canaletto and wengé to use. The new boiserie collection was created with a very specific spirit: to create furnishing elements that complete the sleep experience. In fact, Altrenotti has always been a spokesperson for quality rest: for good sleep, it is important to have an excellent mattress but also to create a welcoming and relaxing bedroom. The boiserie collection has recently also obtained intellectual property.

The new proposals on display also include the **linen collection (bed sets, bathrobes, dressing gowns and towels)** made with the finest fabrics for a pleasant sensation on the skin: cotton, satin, linen, stonewashed cotton, wool and fabrics with the special Purity

Altrenotti

est.1930

Virhome treatment with antibacterial properties.

All of these new products combine stylistic, technological research and innovation in the field of construction materials with the identity of a historic Italian brand that, while being innovative, **always remains loyal to the principles of excellence and tailoring**, as well as their mission to offer everyone the “wellbeing that passes through rest”.

ALTRENOTTI

company profile

Altrenotti is a company in the province of Turin specialised in the production of **exclusive mattresses, beds and linens for the perfect sleep experience**.

Founded in 1930 in the courtyards and small workshops of Turin, today the company is an international reality now in its fourth generation under the guidance of **Mario Panero, an eclectic and visionary entrepreneur** who has been able to preserve the craftsmanship, tailoring and quality that characterised the straw mattresses and mattresses made by his great-grandparents at the beginning of the twentieth century.

From the principles of craftsmanship, tailoring and quality, over the years Altrenotti has developed a **real culture of sleep**, becoming the spokesperson for “wellbeing that passes through rest”. In fact, sleeping well means living better and helping the body and mind to stay healthy. The company is therefore committed to researching the best technical and stylistic solutions **to offer everyone an appropriate “wellness system”**.

Taking care of people’s wellbeing cannot but pay attention to materials and production processes. For this reason Altrenotti invests in research, always placing itself as a meeting and study place, the junction point between tradition and the most avant-garde production techniques. **The company’s “Research and Development Center” carries out in-depth studies to ensure the creation of excellent products**, with responsible and environmentally friendly production processes.

The ingredients of each Altrenotti collection and product are craftsmanship, tailoring, noble raw materials, passion, talent and, last but not least, a typically Italian savoir-faire. **Since 1985 Altrenotti has exhibited at the Salone Internazionale del Mobile in Milan**, presenting its collections that every year meet with public recognition.

**ALTRENOTTI WILL BE PRESENT AT
THE INTERNATIONAL FURNITURE
SHOW FROM 7TH TO 12TH JUNE
2022, IN HALL 12, STAND E12.**

Absolutely Italian Goods s.p.a.

via Degli Artigiani, 2 10017 Montanaro (Torino) Italy

tel. 011 9193570

commerciale@altrenotti.it | export@altrenotti.it

www.altrenotti.it | **Facebook & Instaram:** @altrenottiofficial



Download
materiale stampa | press kit

®Altrenotti

est.1930