

wallbed  
ITALIA

COMPANY  
PROFILE

2023

EN

SMART LIVING  
SOLUTIONS

EXTRASPACE

We are responding to a real, contemporary need: to enjoy all the comforts of large spaces despite their constant shrinkage.

WE DESIGN FURNITURE SOLUTIONS THAT ARE COMPATIBLE WITH TODAY'S LIFESTYLES.

Our products **solve the problem of space without sacrificing design and innovation**, creating high quality and technologically advanced compositions.

**Smart** and **Made in Italy** space-saving furniture for the home, office and hospitality sector.

Where **Smart** is the new buzzword, the right combination for every solution:

**SMART CITIES  
WORKING  
LIVING  
SOLUTIONS**



And **Made in Italy** is our essence, the tradition and experience from which we come.

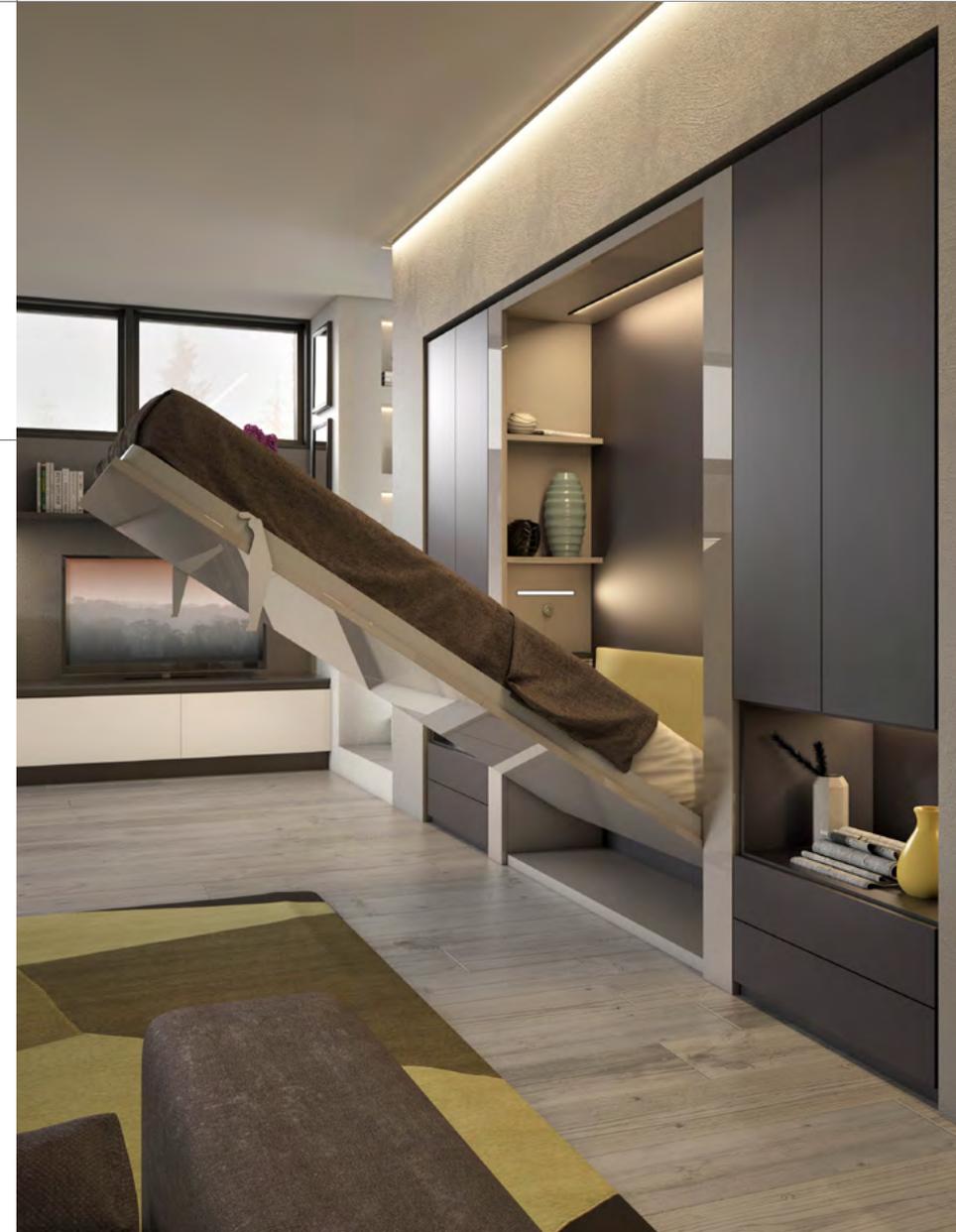
## ABOUT US

Designers and creators of space-saving products, specialists in the manufacture of folding beds.

Ours is a **family business with a long tradition** that grew up in the furniture world and matured in the transformable sector.

Wallbed Italia was born in 2014 with an innovative line of mechanisms bearing the seal of its founders. The young brand is able to combine an international spirit with an Italian one, of which we are very proud.

Our approach is based on the awareness of several generations who have acquired knowledge, skills and expertise and who are committed to passing on their know-how in the creation of products of impeccable quality and aesthetics.



Not only many years of experience, but also an attentive view of the contemporary world, with a **focus on people and everyday living**.

We have always taken up new challenges and proposed new solutions capable of responding to the needs of everyday domestic life **with a discreet language and a soft, reassuring sign**.



In response to the complexities but also the opportunities of our times, and with the desire to make those who are coming to us feel at home.

W

A TREASURE  
CHEST OF  
POSSIBILITIES

INNOVATION  
DESIGN-ORIENTED  
VERSATILITY  
FLEXIBILITY  
FUNCTIONALITY  
CREATIVITY  
SAFETY  
SIMPLICITY  
MINIMAL  
TECHNOLOGICAL  
VISIONARY  
CUSTOM-MADE  
MADE IN ITALY

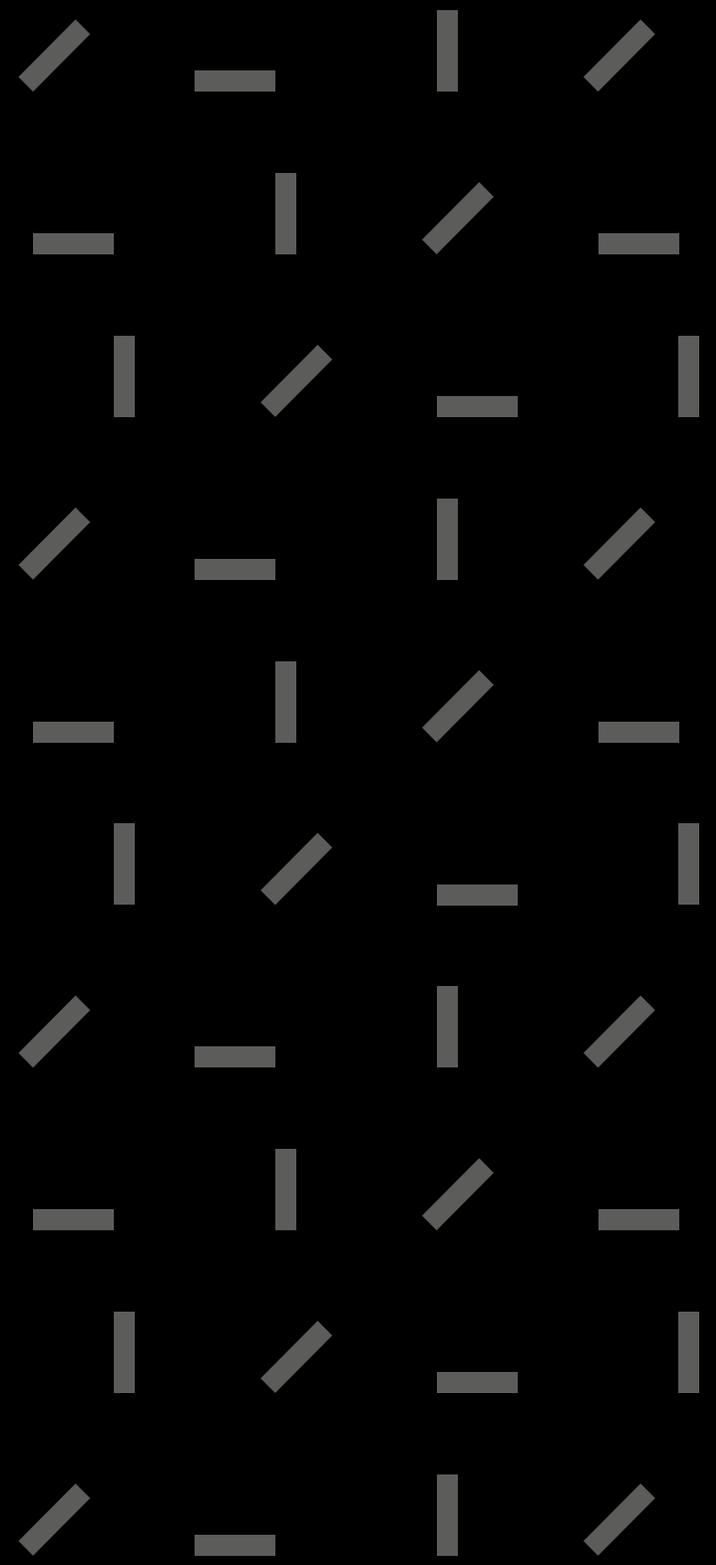
THE NEEDS WE  
RESPOND TO

FLEXIBILITY  
MULTIFUNCTIONALITY  
HYBRIDISATION  
OPTIMISATION  
MODULARITY  
MODULARITY

OF SPACES

W

YOUR NEEDS, OUR  
MULTIFUNCTIONAL  
SOLUTIONS



## WHERE WE DO IT

Our company is based in **Carugo**, the beating heart of the manufacturing sector in the Como area of Brianza.



## TEAM

Thanks to our varied team of professionals, we are able to apply the most advanced aspects of technical and engineering research, creating a product destined to **accompany and simplify everyday life.**



Engineers, designers, architects, craftsmen, etc. work to guarantee reliable, tailor-made products to **meet the real needs** of those who contact us.

From consultancy to study, from rendering (which often includes suggestions and modifications to improve the functionality and aesthetics of the final product) to production: we work at 360° to solve space problems and **offer new ideas and suggestions.**

## MAXIMUM CUSTOMISATION

The fundamental prerogative of the entire Wallbed Italia collection is **total customisation**: in fact, in order to satisfy and satisfy **every need for space and aesthetic taste**, we also create ad hoc solutions.

This allows us to develop a **unique and integrated project**, always up-to-date and appropriate.

With our intelligent products we intervene where standardisation is not sufficient.



## UNIQUENESS OF MECHANISMS

Through study and experience gained in the field, our mechanisms are constantly being questioned with a view to **ever greater refinement.**



We care about **maximum safety and reliability** of our products as well as the needs of the customers we deal with every day.

## SAFETY GUARANTEE

All Wallbed Italia products are designed and manufactured according to the EN 1129-1:1995 and EN 1129-2:1995 standards which define the **safety, resistance and durability requirements for foldaway beds** for domestic use.



These standards constitute an unambiguous and verifiable method for meeting the legal obligation imposed by the Italian Consumer Code (Legislative Decree, 06/09/2005 no. 206) and the European Directive on General Product Safety (2001/95/EC).



## ATTENTION TO THE ENVIRONMENT

We have turned our values into something tangible by creating **environmentally friendly** products, achieved through continuous research into new materials.

The water-based varnishes used for the lacquers, the essences derived from real wood and our laminates conforming to CARB-II (California Air Resources Board - test regulating low formaldehyde emissions), are made with full respect for nature.

This principle also governs the business habits adopted within our company.



## OUR PLUS POINTS

The elements with which we differentiate ourselves in the world of space-saving furniture

### 01

**Bed feet with integrated automatic locking system** that guarantee a cleaner design. The height adjustment screw ensures optimum performance even on uneven floors, while the rubberized support point prevents damage to any type of floor.

### 02

**Gas piston-assisted opening and closing of the bed;** during the opening phase the bed doesn't need to be hold because it comes down to the floor slowly by itself.

### 03

**Safety mechanism** that prevents pinching and crushing of hands when closing the bed.

### 04

**Facilitated opening system,** the first opening step is facilitated to allow everyone to use the bed easily.

### 05

**Self-lubricating pivot points,** these components protect the mechanism allowing quiet and durable operation as well as smooth sliding.

### 06

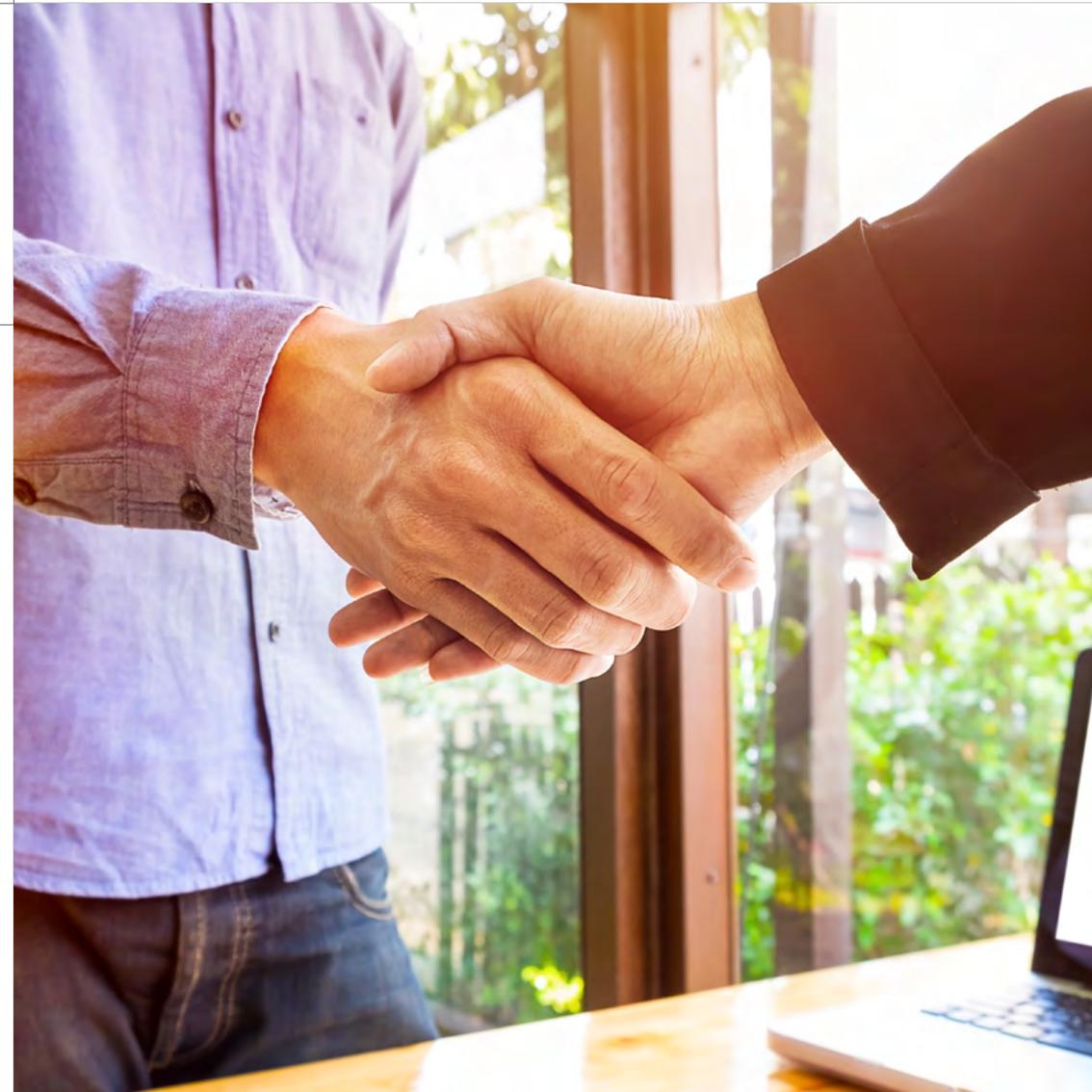
**Research and attention in improving the components and mechanics** to ensure an elegant, clean and minimalist design.

## AFTER-SALES SERVICE

A positive customer experience is one of our primary goals.

We like to support those who choose our quality from purchase to after-sale by providing **continuous and rapid assistance**.

We work constantly both to avoid problems and to respond effectively and efficiently should any arise, so that we can offer **all-round support throughout the entire purchasing process**.



## A RAPIDLY EXPANDING MARKET

The space-saving and transformable furniture sector is **growing rapidly** both in Italy and abroad.

On the one hand, time and space are in fact increasingly scarce resources, on the other hand, the increased knowledge of these furnishing solutions responds appropriately to today's living requirements.

Comfort and maximum customisation are priorities for everyone, and this is where Wallbed Italia manages to step in and propose highly innovative and high-performance goods.



## 4 WAYS TO IMPROVE PEOPLE'S LIVES



### 01

**We solve the problem of lack of space:** when you need to furnish a studio or small flat.

### 02

**We double the functions of rooms:** the same room can be a relaxation area, a study, a gym, but can also be transformed into a guest room if necessary.

### 03

**We revolutionise the living area into a sleeping area:** the pied-à-terre of managers on the move in big cities where the office is transformed into a room for sleeping.

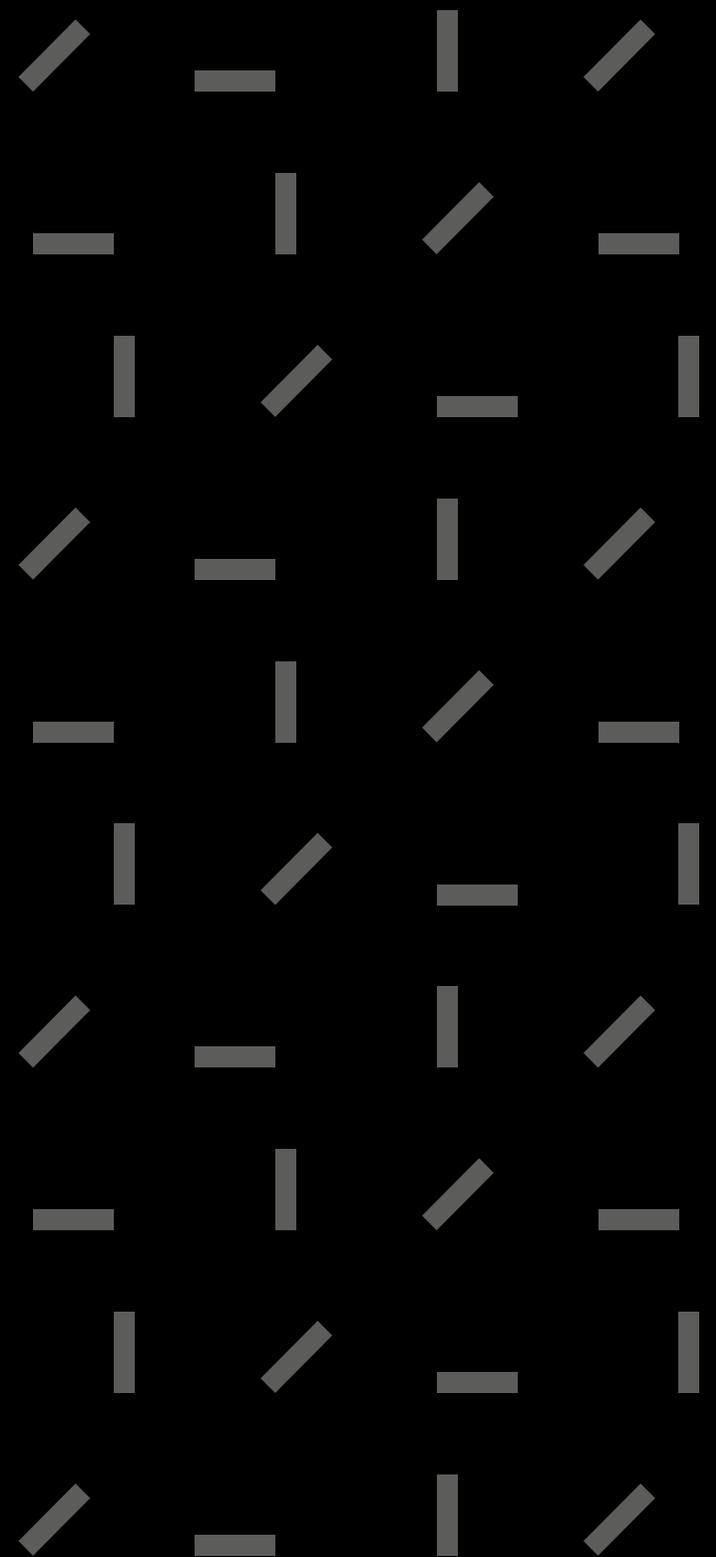
### 04

**We increase existing space:** the holiday home where there are never enough beds.

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# FROM MICRO TO MACRO

OUR MOST SUCCESSFUL  
CASE STUDIES IN THE WORLD



## LUXURY STUDIO APARTMENTS IN THE TOURISTY VENICE DISTRICT OF LOS ANGELES, CALIFORNIA (USA)

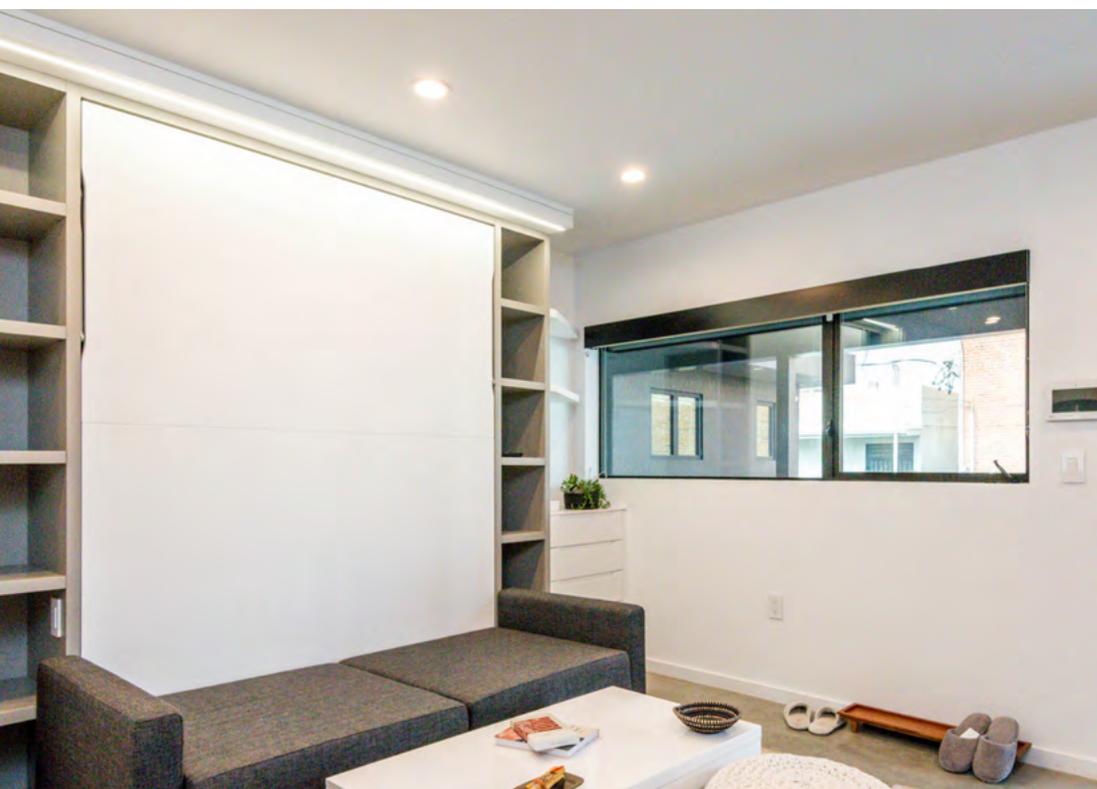
01

An interesting and challenging project in which we were involved in the design and subsequent realisation of the furnishings for **14 newly built flats in Venice beach, Los Angeles.**



These are the Micro Luxury oceanfront studio apartments. Their name alone highlights the size of the rooms, but also the attention we paid to each component of these **small, ultra-functional yet luxurious dwellings**.





From the **wardrobes to the queen-size**, motorised foldaway beds that transform into sofas at the push of a button, we have taken care of every detail to make these minimalist designed rooms **comfortable and flexible**.

Our intelligent and innovative furniture systems allowed the clients to elegantly overcome the obvious space problems. Without doubt, this is an example of **unrivalled Made in Italy quality!**

## 02 SMART SMALL APARTMENTS FOR THE NEW CITY POP HOUSING CONCEPT

An important collaboration with a major Swiss real estate player, Artisa Group, saw us involved in the realisation of a micro-living project for short rentals (1 to 365 days max.): CITY POP.

## CITY POP SBARCA A MILANO

### Artisa Group presenta il suo nuovo concept abitativo

Artisa Group, da sempre all'avanguardia nel settore immobiliare, presenta City Pop: un concetto abitativo rivoluzionario che mira a ridefinire il modo di vivere in città. Gli appartamenti, completamente arredati, funzionali e confortevoli, offrono spazi comuni appositamente progettati e una vasta gamma di servizi aggiuntivi. Ai futuri inquilini sarà messa a disposizione una sala fitness e una sala musica insonorizzata, oltre ad una sala cinema ed isole dedicate per il co-working, co-living e co-cooking. La struttura prevede inoltre una yoga room, dotata di divanetti e pareti di bambù, insieme ad un deposito per biciclette e una lavanderia fornita.



La prima struttura in Italia aprirà nel 2024 a Milano, precisamente in Viale Monza 137/139. Il progetto prevede un complesso di 260 appartamenti su una superficie di 15.000 metri quadrati e rappresenta il futuro dell'abitare, grazie alla soluzione innovativa e sostenibile proposta dal gruppo. Il complesso, nato con l'obiettivo di soddisfare le crescenti esigenze degli inquilini, è stato pensato con particolare attenzione alla riqualificazione energetica, ottenuta grazie all'utilizzo di sistemi di costruzione all'avanguardia. Non è un caso che il progetto, attraverso l'impiego di sistemi di costruzione



certificati e un monitoraggio puntuale di tutte le fasi lavorative, raggiungerà il livello Gold della certificazione LEED. L'intero progetto è gestito attraverso un'applicazione per smartphone, che consente agli utenti di prenotare e controllare in totale autonomia il contratto di locazione, gli spazi comuni e i servizi disponibili. L'applicazione di City Pop offre infatti un modo semplice ed efficace per gestire la propria esperienza abitativa. City Pop è già presente in Svizzera e in Germania e ha come obiettivo quello di sviluppare 5.000 unità entro il 2025 nelle principali città europee. Dopo Milano, il gruppo punta a lanciare il proprio concept abitativo anche a Roma, Torino, Bologna, Firenze e Napoli. Con questo progetto si vuole introdurre un'innovazione importante nel mercato italiano, offrendo un nuovo approccio abitativo per coloro che desiderano vivere e stabilirsi in città. Con l'inaugurazione del primo City Pop a Milano ad Aprile 2024, Artisa Group conferma il suo impegno nel fornire soluzioni abitative all'avanguardia per le principali città europee, contribuendo così a plasmare il futuro dell'abitare urbano.

The new housing concept started in Switzerland and then expanded throughout Europe with thousands of bed systems involved.

City Pop is an innovative project that **rethinks daily living arrangements** by looking to the future through simple and intuitive management.



In fact, it allows tenants to book and manage leases by means of a smartphone app.

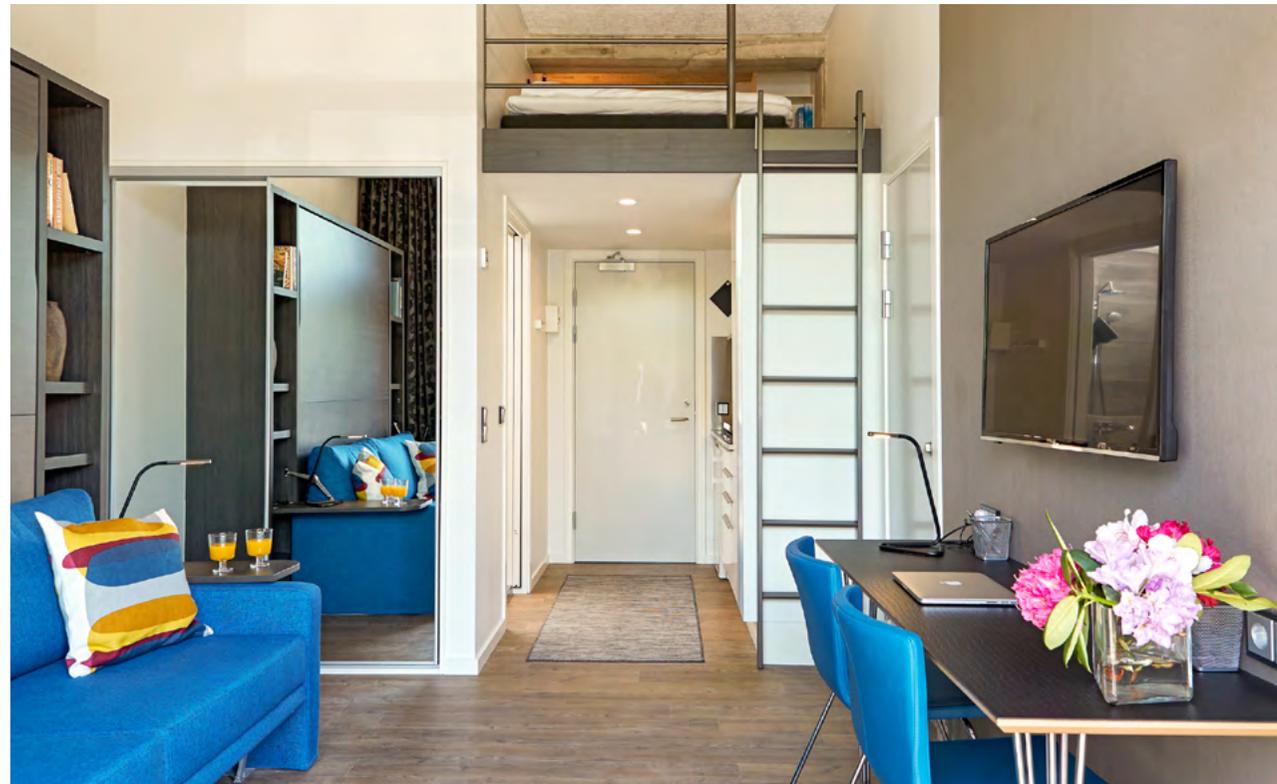
Inside these apartments - on the basis of in-depth **neuro-architectural studies** - we have **optimised the available square metres** as much as possible to make guests' lives comfortable, enjoyable and fulfilling.



City Pop is the epitome of perfect organisation **combined with technology and avant-garde.** Thanks to smart furnishing systems and high, design-oriented design standards, we were able to reconcile small spaces, comfort and functionality, carving out space where there was none and making the best use of what was already there.

## 03 FUNCTIONAL AND SOPHISTICATED SUITES FOR THE MODERN APARTHOTEL IN NÆRUM, DENMARK

Living Suites in Naerum (Denmark) is an intelligent and modern idea comprising 60 super-functional apartments realised with a major Danish entrepreneur.





The **sought-after level of comfort is very high.** It is not a classic guesthouse but an aparthotel, a place that in addition to the rooms offers a fully equipped kitchen and a nice balcony.

The spaces inside are liveable and comfortable to ensure proper relaxation after the various activities of the day.

Our work did not stop at the mere design and construction of the beds, but we also took care of the **creation of all the protections and stairs for the loft beds**, always respecting safety standards.

Those realised are modern suites, equipped with every comfort and every detail has been carefully thought out.



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THEY ARE  
TALKING  
ABOUT US



Beyond everything, beyond  
the boundary of walls,  
beyond space itself

BROADEN YOUR HORIZONS,  
IMAGINE EXTRA SPACES,  
EMBRACE OUR PHILOSOPHY,  
CHOOSE OUR PROPOSAL  
AND TRANSFORM YOUR  
ROOMS INTO SPECIAL PLACES.

wallbedITALIA

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COMPANY  
PROFILE

SMART LIVING  
SOLUTIONS

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EXTRAS PACES