



INCANTO
ITALIAN ATTITUDE

GIOVANNI SFORZA

founder and president

Giovanni Sforza presents himself and the company on the world stage as a clear example of Italian businessman who, with a determined and tangible mission, taking risks himself, investing his time

and property, expands and shares the world wide brand "Made in Italy".

Giovanni Sforza was able, in a few years, to develop his style with a clear and simple message straight to the heart of the customer: creating upholstery designs that show his feelings and thoughts, using exclusive and selected materials with an 'obsessive' attention to detail.



INCANTO GROUP VALUES the mission



The company's Mission clarifies the

objectives: "Produce upholstered

furniture able to satisfy the client in

terms of QUALITY of materials, Design

RESEARCH, and PRECISION in the

Realization". To this, it is added the will

to combine the ancient furniture tradition

with technological innovation, to help

the client choosing the right sofa for their

house and relax.

"Satisfy the client, communicate

emotions, ideas, passions that guide our

creations as a spell".

THE COMPANY



Established by Giovanni Sforza in Jesce (Matera), the Company is located in the heart of the Murgia Hills of that area, between Matera, Santeramo and Altamura, known all over the world as the 'Furniture Triangle' thanks to the specialized handcraft tradition of upholstered furniture.

Giovanni Sforza, Chairman and founder of Incanto Group, started his own professional career as a leather cutter and can now boast the creation of a company that, over the years, has rapidly achieved a turnover exceeding 60 million Euro and up to 200 employees, 2 production plants (one in Matera covering 15,000 sq. m, one in Romania), and a strong international vocation (95% of the turnover concerns international markets).

With over 3.500 regular retail customers all over the world, the Group currently exports to all four corners of the globe through a commercial network organized by export managers, resident country managers and sales agencies capable of covering the whole world consumer market.

INTERNATIONAL CHARACTER the market

Currently, Incanto Group is present in 67 countries with over 1867 points of sales.



CRAFTSMANSHIP AND QUALITY



"A dream comes true" this is how Giovanni Sforza sums up his own company which

stands out all over the world for the craftsmanship of typically Italian products and for

its care in the choice of all the materials which must be of the highest quality.

The hides are cut by hand as the structuring of the sofa and the creation of wooden

furniture are completely customized to the measures and the needs requested by the

customers.

The design is strictly Italian and the choice of the hides and the materials is one of

those typical talents whose knowledge is in the craftsman's and industrial tradition of

Italian made products, and thus unrepeatable. The choice of colours is also carried out

carefully and follows the same mechanisms as the research of new fashion trends.

Incanto Group has created its own internal design department which is completely

dedicated to the research of new trends. It is the heart of the company's R&D

department because it is from here that not only the new collections but also the

new colours which shall be created by them and the technological innovations which

characterize them are developed.

PRODUCTION PROCESS

concept & design

From the original idea to final realization, the creation of a new product is a refined process followed by expert craftsmen.

This is highly creative phase, in which all the ideas and intuitions coming from our internal R&D team start taking shape. Initial concept drawings are constantly improved until the outcome is satisfactory. The composition of materials and coverings are also studied to give the INCANTO product the desired look and feel.

woodworking

The design concept is then engineered in order to build a solid wood frame.

prototyping

Prototyping in this phase the product's final drawing gets a real shape. The first prototype goes through several changes and adjustments until it reaches the perfection level.

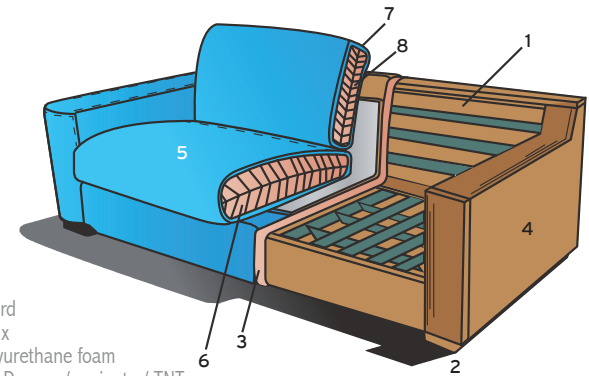
Design and style are coupled with setting comfort, a key element to define our quality.

final assembly

This is the phase where every single piece comes together. Expert craftsmen assemble all the elements described so far. It is a high precision task, that requires constant attention and care of details.

CONSTRUCTION

- 1 - SPRINGING: elastic belts
- 2 - FEET: PVC / wood / metal
- 3 - BODY COVERING: polyurethane foam
- 4 - FRAME: masonite, soft wood, multi-ply, chipboard
- 5 - COVER: genuine leather / microfibre / cotton mix
- 6 - CUSHION PADDING: varying density flexible polyurethane foam
- 7 - PADDING COVER: 100% polyester wadding and Dacron / resinate / TNT
- 8 - BACK / ARMREST PADDING: flexible polyurethane foam and polyester fiber



MATERIALS

padding and frame

A good sofa must have a solid and well-built frame. The frame's shape and solidity are the fundamental elements that allow the sofa to have its own style and maintain its high quality for the rest of its life.

Padding is also a key element in determining the level of comfort. The foams vary in density so as to obtain different degrees of softness to suit all tastes.

Even the shape of the sofa is influenced by the padding. Goose feathers are added to the foams to make the cushions softer.

leather

Real leather is the quality marker of any sofa: material that breathes, elastic and highly resistant, a pleasure to see, touch and feel. Incanto ensures that only the finest leather are selected in three variants:

Natural Leathers - They are dyed in wooden casks, in which they are submerged until they have taken on the desired colour. This process keeps all the natural properties of leather intact.

Luxury Leathers - Hand treated without altering the original properties ensures that each skin keeps the leather's natural marks intact. The only finishing touch is the use of a small quantity of transparent pigment, which protects the leather without covering up its natural features.

Family Leathers - Despite being pigmented products, stand out in the market because they are made with exclusive production processes which apply fine particles of pigment to their surface or use of special oils, waxes and resins. These

processes provide the product with special tonal effects which give it a natural transparency and make it similar in all respects to more prized leathers, because of the exclusive production processes and the oils, waxes, resins and fine pigment particles applied.

BRAND DIVERSIFICATION

The success of Incanto is based on the skill to segment its offer through distinctive brands, answering this way to the various market needs. Since the beginning, Giovanni Sforza sensed that the diversification of its brands is essential to fulfil consumers' needs, whose culture is often very different from ours.

Only one characteristic remains unchanged: the care and attention towards design and quality, since this has been Incanto Group's distinctive character and the reason for its international success.

CERTIFIED QUALITY



From the creative idea to the products volume production, INCANTO Group guarantees high quality standards, conforming to operating certificates:

- ISO 9001 for the quality of the process
- ISO 14001 for the respect of the environment
- Certificate of Excellence

Product Quality Certifications for GSC sofas

1. Leather fire resistance according with BS 5852:1979 – Part 1 (Fira International Ltd)
2. Foam fire resistance according with BS 5852:1982 – Part 2 (Fira International Ltd)
3. Fabric fire resistance according with BS 5852:1979 – Part 1 (Fira International Ltd)

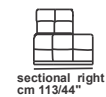
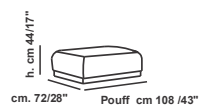
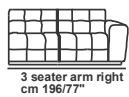
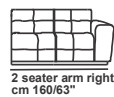
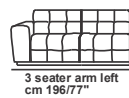
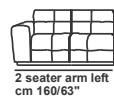
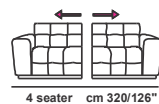
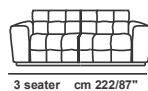
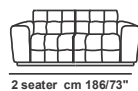
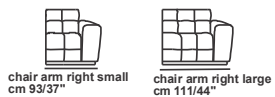
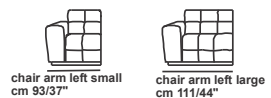
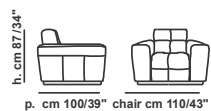


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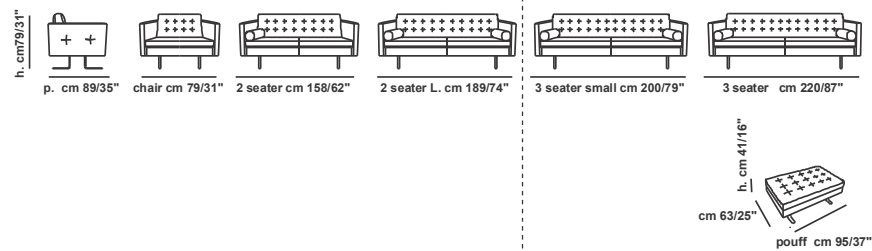


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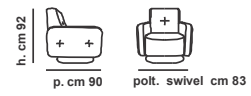


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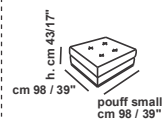
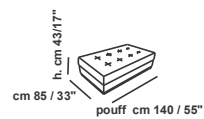
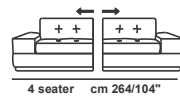
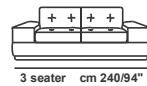
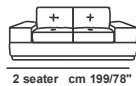
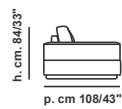


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cod. B 523





cod. B 543

h. cm 94/37"



p. cm 86/34"



chair cm 72/28"

h. cm 42/17"

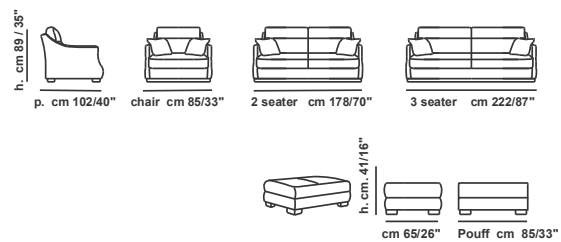


pouff cm 57x57/22"x22"



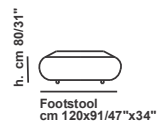
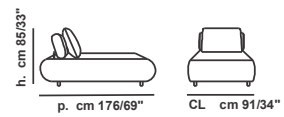
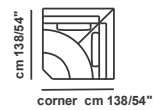
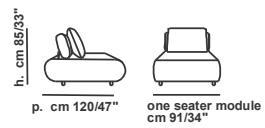


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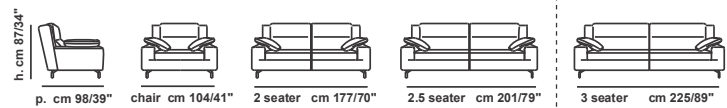


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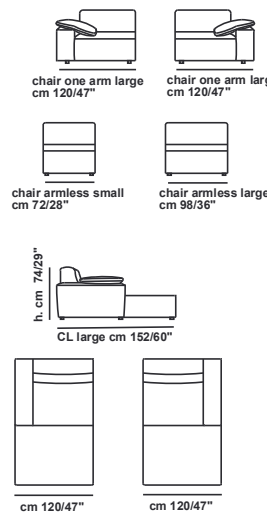
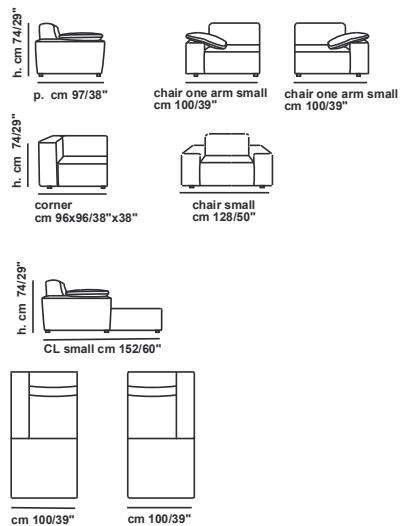


cod. B 556





cod. B 560



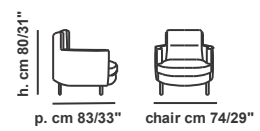


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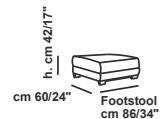
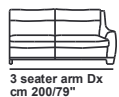
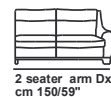
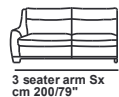
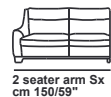
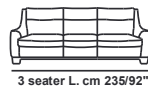
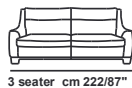
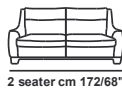
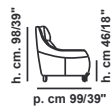


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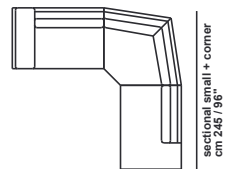
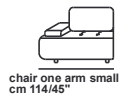
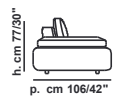
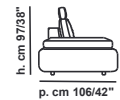
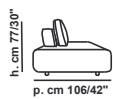
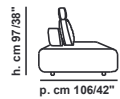


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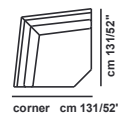
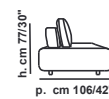
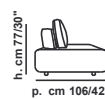




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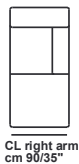
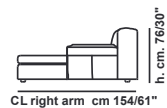
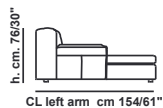
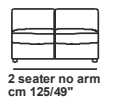
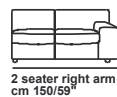
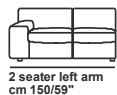
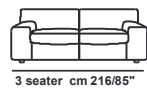
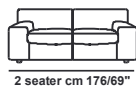
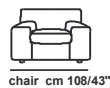
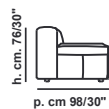


chair one arm large + corner
cm 261 / 103"



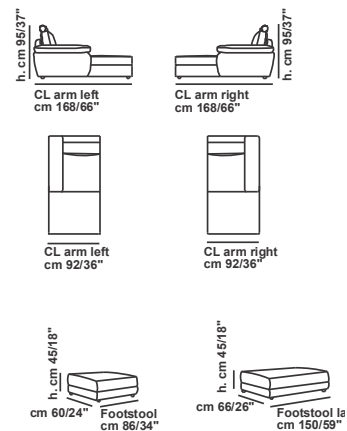
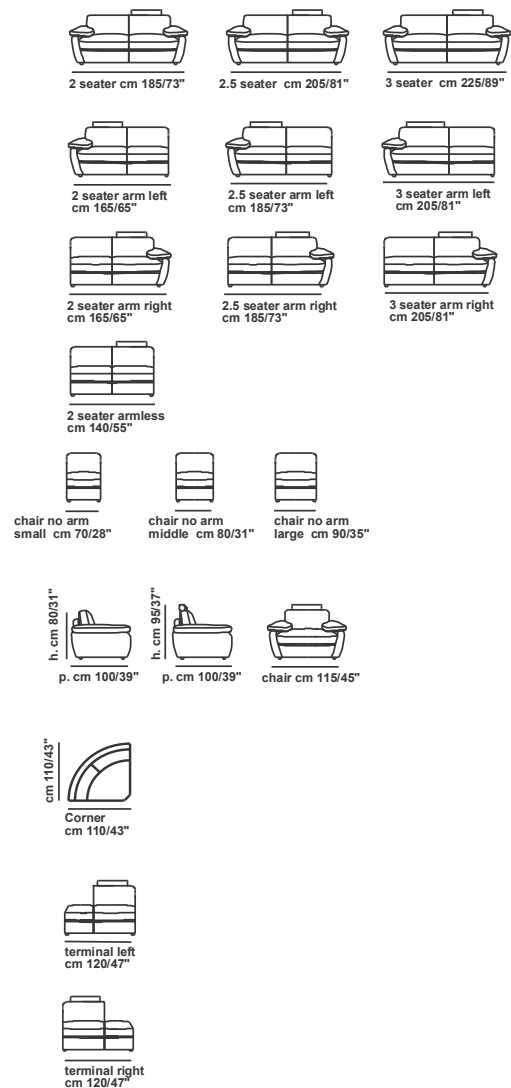


cod. B 600





cod. B 602





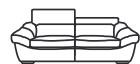
cod. B 603



2 seater cm 176/69"



2.5 seater cm 198/78"



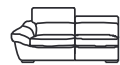
3 seater cm 224/88"



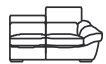
2 seater arm left
cm 146/57"



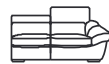
2.5 seater arm left
cm 168/66"



3 seater arm left
cm 194/76"



2 seater arm right
cm 146/57"



2.5 seater arm right
cm 168/66"



3 seater arm right
cm 194/76"



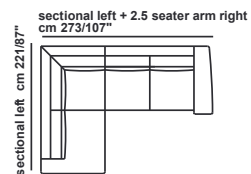
h. cm 98/39"

p. cm 101/40"



h. cm 82/32"

p. cm 105/41"



sectional left + 2.5 seater arm right
cm 273/107"

sectional left cm 221/87"



sectiona left cm 221/87"

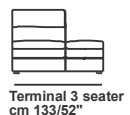
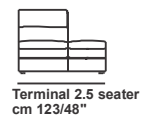
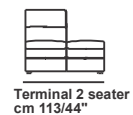
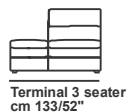
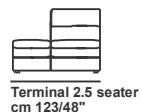
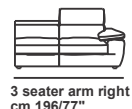
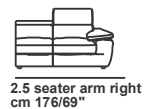
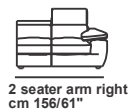
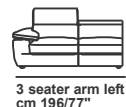
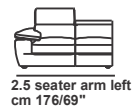
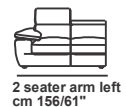
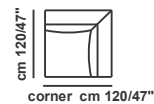
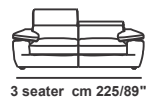
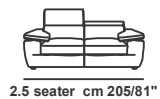
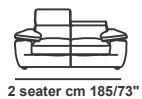


sectiona right cm 221/87"





cod. B 629





cod. B 631

h. cm. 97/38"



p. cm 108/43"



2 seater cm 194/76"



2.5 seater cm 222/87"

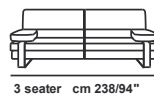
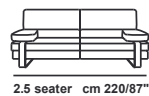
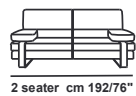
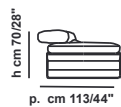


3 seater cm 242/95"



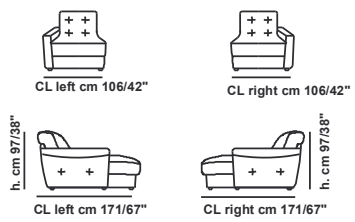
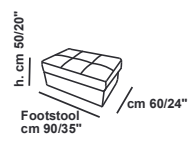
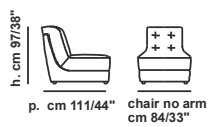
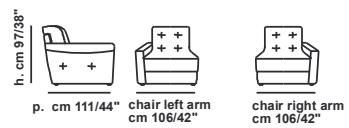


cod. B 632



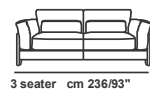
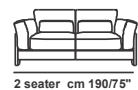
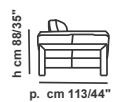


cod. B 633



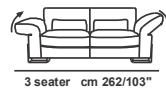
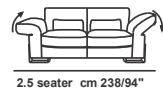
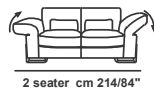


cod. B 635



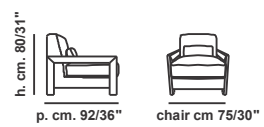


cod. B 636



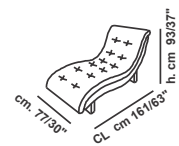


cod. B 637



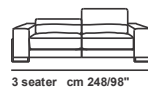
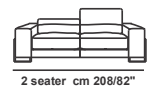
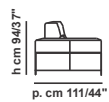


cod. B 638



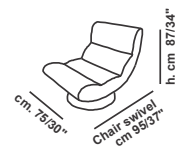


cod. B 639



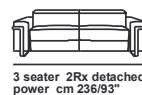
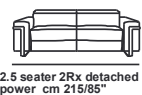
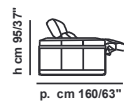
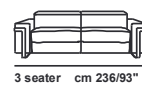
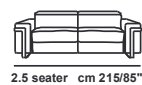
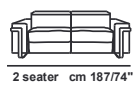
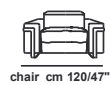
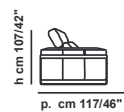


cod. B 640



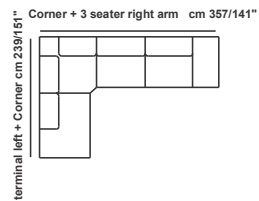
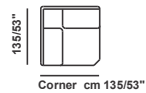
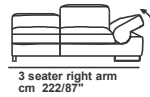
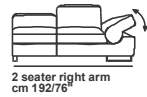
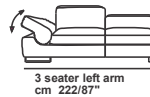
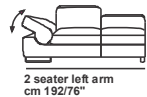
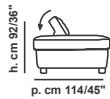
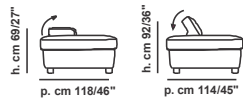


cod. B 641



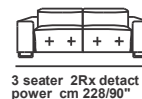
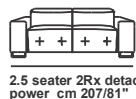
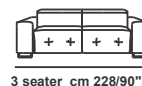
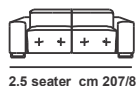
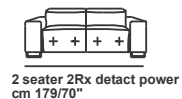
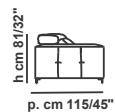
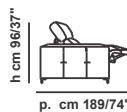
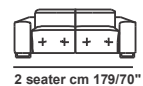
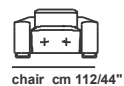
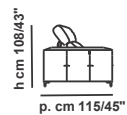


cod. B 642





cod. B 643





cod. B 650

h cm 73/29"
p. cm 106/42"



h cm 97/38"
p. cm 106/42"



chair cm 123/48"
V010



2 seater cm 196/77"
V020



2.5 seater cm 216/85"
V029



3 seater cm 236/93"
V030



Chair small left arm
cm 98/39" V002



Chair middle left arm
cm 108/42" V006



Chair large left arm
cm 118/46" V008



2 seater left arm
cm 162/64" V021



2.5 seater left arm
cm 182/72" V076



3 seater left arm
cm 202/80" V031



Chair small right arm
cm 98/39" V003



Chair middle right arm
cm 108/42" V007



Chair large right arm
cm 118/46" V009



2 seater right arm
cm 172/68" V022



2.5 seater right arm
cm 192/76" V077



3 seater right arm
cm 212/83" V032



Chair small no arm
cm 64/25" V114



Chair middle no arm
cm 74/29" V118



Chair large no arm
cm 84/33" V115



h cm 116/46"
Corner cm 116/46"
V050



Sectional left cm 234/92"
V051

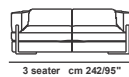
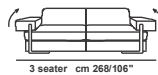
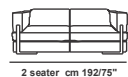
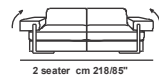


Sectional right cm 234/92"
V052



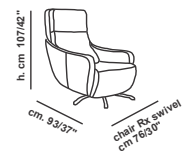


cod. B 651



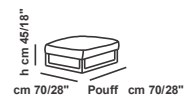
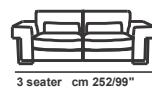
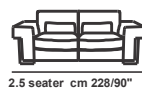
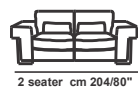


cod. B 656



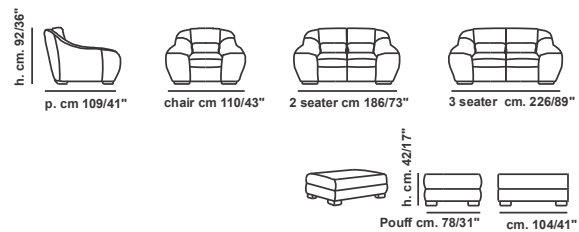


cod. B 662



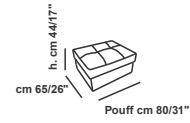
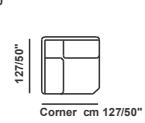
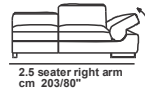
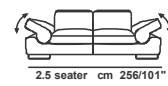
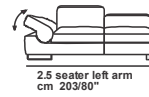
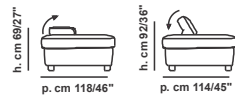


cod. B 663



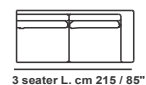
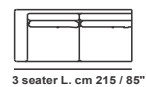
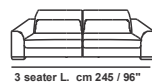
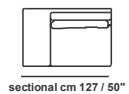
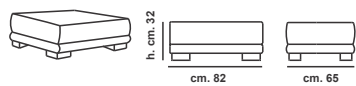
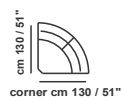
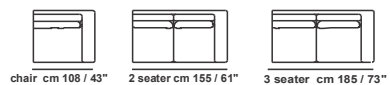
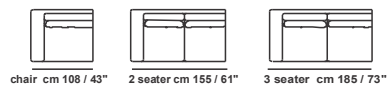
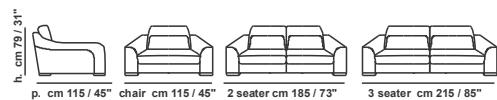


cod. B 664



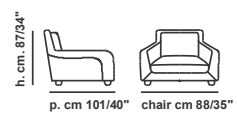


cod. | 329



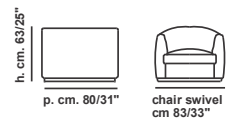
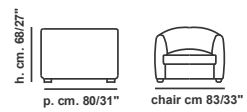


cod. | 331



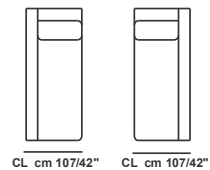
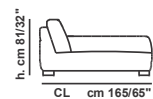
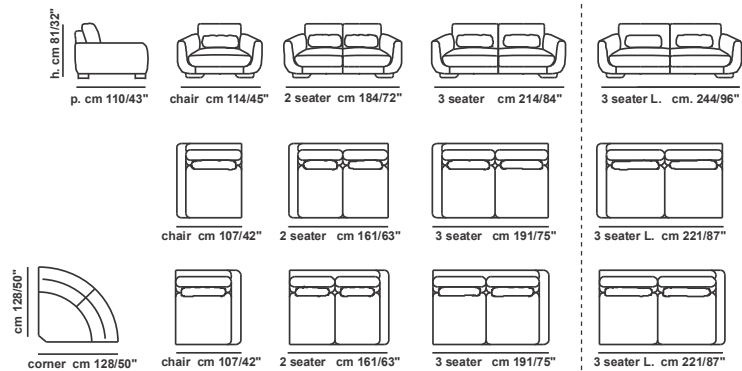


cod. | 332



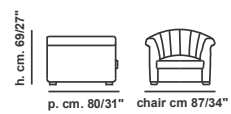


cod. | 334



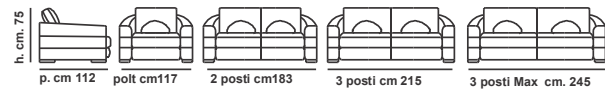


cod. | 337



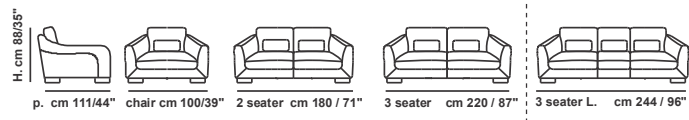


cod. | 343



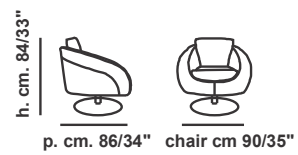


cod. | 378



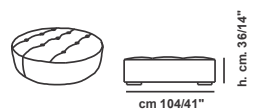
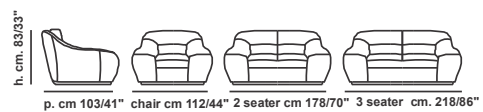


cod. | 380





cod. | 394





cod. | 395

h. cm. 92/36"



p. cm 90/35" chair cm.87/34"





cod. I 416

h. cm. 80/31"



p cm 100/39"



chair cm 86/34"



2 seater cm 165/65"



2 seater L.cm 217/85"



3 seater small cm 226/89"

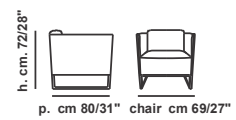


3 seater cm 244/96"



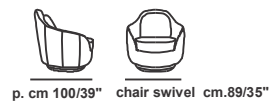
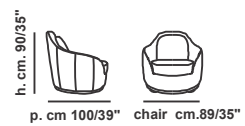


cod. | 417



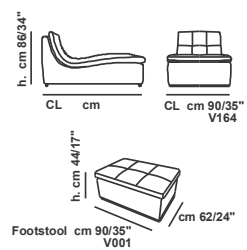
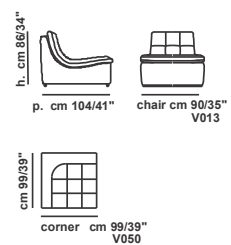


cod. I 419



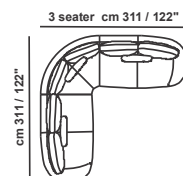
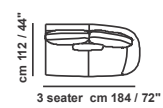
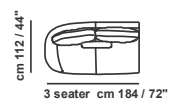
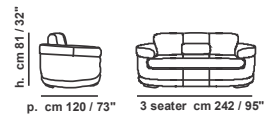
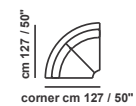
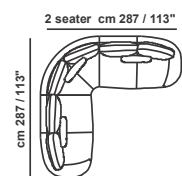
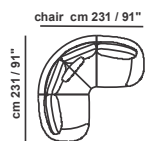
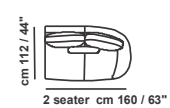
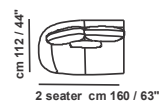
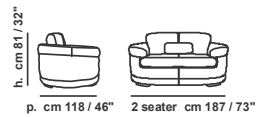
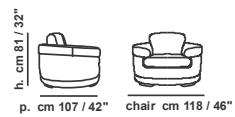


cod. | 420



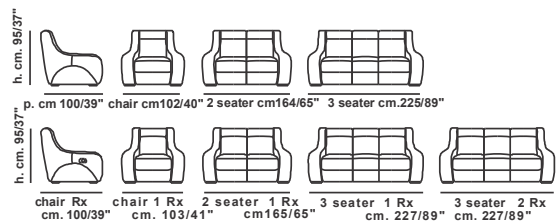


cod. | 421



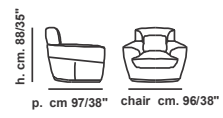


cod. | 432



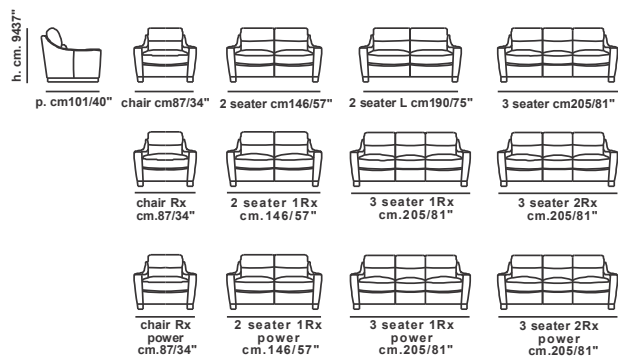


cod. | 440





cod. | 446





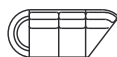
cod. | 453



chair one arm small
cm 188/74"



chair one arm large
cm 200/79"



2 seater one arm
cm 248/98"



chair one arm small
cm 188/74"



chair one arm large
cm 200/79"



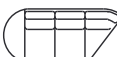
2 seater one arm
cm 248/98"



one seater small sectional
cm 188/74"



one seater large sectional
cm 200/79"



2 seater sectional
cm 248/98"



one seater small sectional
cm 188/74"



one seater large sectional
cm 200/79"



2 seater sectional
cm 248/98"



3 seater one arm
cm 272/107"



3 seater one arm large
cm 288/113"



3 seater one arm
cm 272/107"



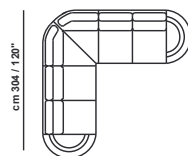
3 seater one arm large
cm 288/113"



3 seater sectional
cm 272/107"



3 seater sectional
cm 272/107"



cm 304 / 120"
3 seater corner version right and left arm



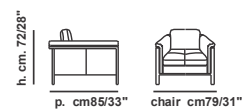


cod. I 456



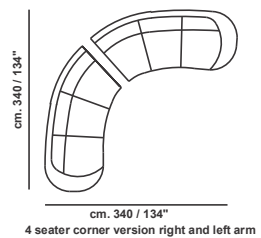
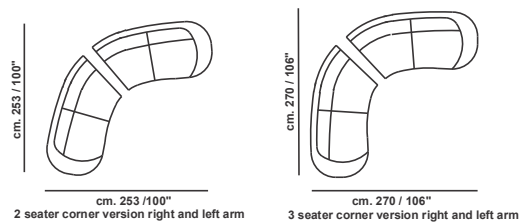
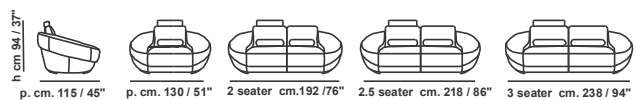


cod. | 457



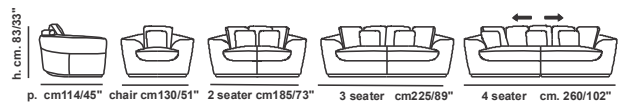


cod. | 462



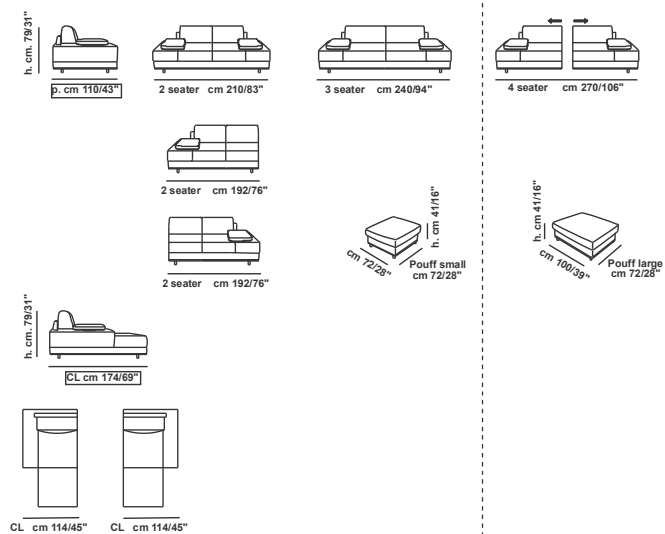


cod. | 464





cod. I 524



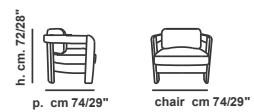


cod. | 527



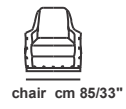


cod. | 530



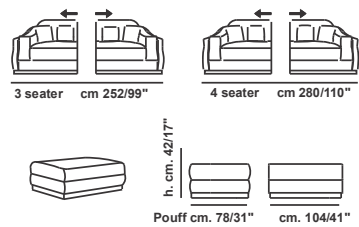
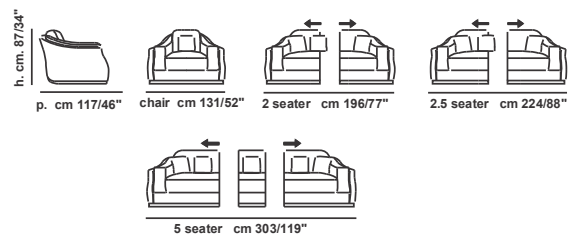


cod. I 531



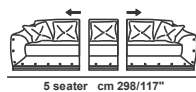
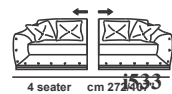
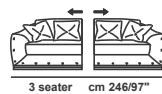
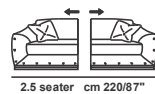
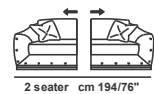


cod. I 532

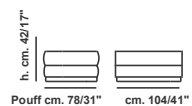




cod. | 533



Chair non arm
cm 78/31"





cod. | 535

h. cm 98/39"



p. cm 87/34"

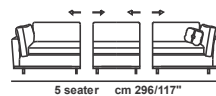
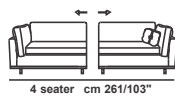
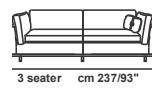
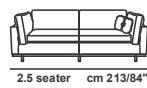
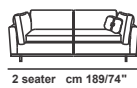
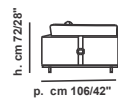


chair cm 87/34"





cod. | 553



chair small arm left
cm 95/37"



chair large arm left
cm 107/42"



chair small armless
cm 72/28"



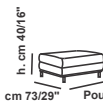
chair large armless
cm 84/33"



chair small arm right
cm 95/37"



chair large arm right
cm 107/42"



Pouff cm 100/39"

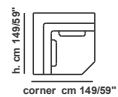
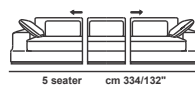
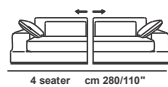
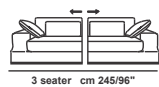
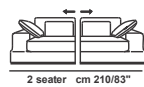
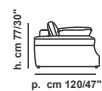


corner cm 103x103/41"x41"



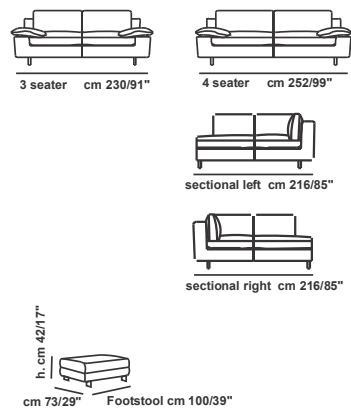
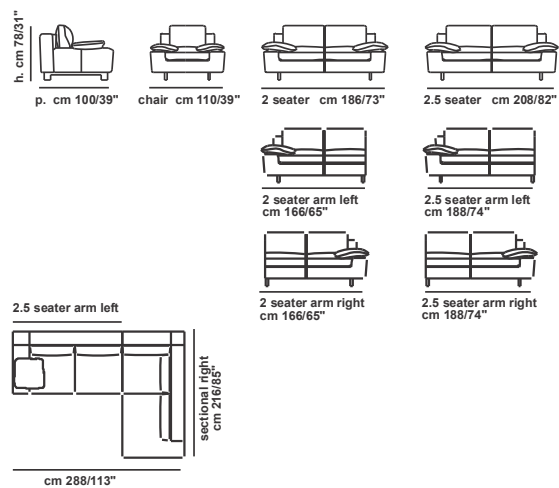


cod. | 555





cod. I 557



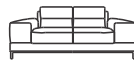


cod. | 563

h. cm 84/33"
p. cm 112/44"



chair cm 120/47"



2 seater cm 199/78"



2.5 seater cm 224/88"



3 seater cm 249/98"



Catalogo INCANTO
II edizione 2010

Progetto grafico
SCAI Comunicazione

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