

MisuraEmme®

Everything  
began in  
**1902..**

pedaru in



**Mascheroni**  
the first production of handcraft furniture

**G. L. FRATELLI MASCHERONI**

Via IV Novembre 40 - MARIANO COMENSE - TELEFONO 3335  
Ferraria Nord Line Milano - Anni

**I N D U S T R I A**



**M O B I L I**

**BARI - 15. Fiera del Levante**  
 Padiglione Arredamenti, Stand 49-50

Rappresentante:  
**Francesco Del Core**  
 Via Mancosu Montone 81 - BARI

**G. L. FRATELLI MASCHERONI**

Via IV Novembre 40 - MARIANO COMENSE - TELEFONO 3335  
Ferraria Nord Line Milano - Anni

**I N D U S T R I A**



**M O B I L I**

**30ª Fiera di Milano**  
**PADIGLIONE DEL MOBILIO**  
 Stand M. 4535 bis

*Visitateci!*  
 ARREDAMENTI COMPLETI DALL'O  
 STILE CLASSICO AL MODERNO

**PADIGLIONE MOBILIO**

**XX. FIERA DI MILANO**  
 VISITATE

**G.L. F.lli Mascheroni**  
 MARIANO COMENSE

*Mobili perfetti - Durevoli*  
*Garantiti con marchio d'origine*

Ferraria Nord: Milano - Mariano C.  
 Tramvie Brianza: Monza - Mariano C.  
**TELEFONO 3-53**



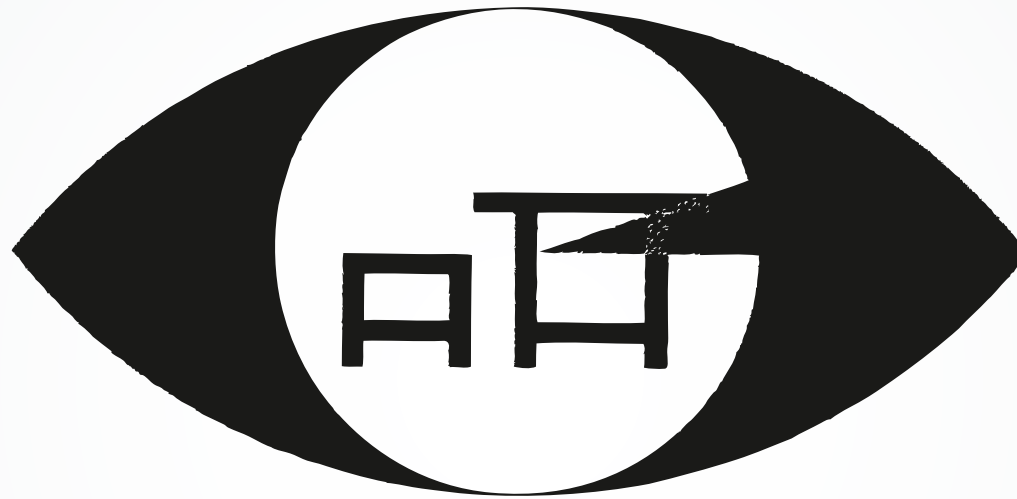
**12-27 APRILE 1939-XVII**

1939

presence to the first trade exhibitions before “salone del mobile”



1960  
The First Logo



Milano  
24 settembre  
1° ottobre 1961

## 1° SALONE DEL MOBILE ITALIANO

1961

co-founder of “salone del mobile” exhibitions

**MisuraEmme®**

1970  
the actual logo

**atelier**



### **Doing business without polluting**

*MisuraEmme Spa was rewarded for this new product, versatile, flexible, easy to inspect and eco-friendly for the attention to the environment which distinguish the policy of the company and that is evident in the many aspects of the products also particularly careful to the clean lines of the design. In particular for the realization of painted products totally water-based. The company demonstrates its continued commitment to the environmental protection and health of customers and re-launches its history of strong brand, born in 1902 and still in the hands of the same family group, authentic witness of Italian know-how in the world.*

*MisuraEmme is the first company in the furniture sector in Italy to have installed a painting plant with low environmental impact with MOS technology <sup>TM</sup>, taking advantage of products completely water based. Every year in Italy are emitting a million and a half tons of volatile organic compounds, polluting solvents for a third party derived from wood painting, responsible for many diseases.*

*MisuraEmme turns its extensive range of products with a high-end customers, knowledgeable and informed. In line with the evolution of social awareness of their target audience, MisuraEmme has decided to take effective action to promote the collective welfare, especially in contract projects for hotels around the world.*

### **Fare impresa senza inquinare**

MisuraEmme Spa viene premiata con questo nuovo prodotto, duttile, flessibile, facilmente ispezionabile ed eco-compatibile per l'attenzione all'ambiente che caratterizza la politica dell'azienda in una linea più generale e che si evidenzia nei tanti aspetti di una produzione anche particolarmente attenta alla pulizia formale del design. In particolare per la realizzazione di prodotti totalmente verniciati a base d'acqua. L'azienda testimonia il suo costante impegno sul fronte del progetto e rilancia la sua storia di marchio forte, nato nel lontano 1902 e tuttora nelle mani dello stesso gruppo familiare, autentico testimone del saper fare italiano nel mondo.

MisuraEmme è la prima azienda del settore dell'arredamento in Italia ad aver installato un impianto di verniciatura a basso impatto ambientale con tecnologia MOS<sup>TM</sup>, sfruttando prodotti totalmente idrosolubili. Ogni anno in Italia si emettono un milione e mezzo di tonnellate di sostanze organiche volatili (SOV). Si tratta di solventi inquinanti per un terzo derivati dalla verniciatura del legno, responsabili di molte patologie.

MisuraEmme rivolge la propria gamma articolata di prodotti ad un target alto quindi esigente, competente ed informato. In sintonia con l'evoluzione della consapevolezza sociale del proprio pubblico di riferimento, MisuraEmme ha deciso di intraprendere un'azione efficace di promozione del benessere collettivo, soprattutto nella realizzazioni di camere per alberghi e strutture ricettive.

grandesignEtico®  
**International Award**  
13° edizione



history  
products

**MisuraEmme®**

products  
history

armchair WM1



1931  
Werner Max Moser

sofa AA1



1932  
Alvar Aalto

bar trolley AR1



1932  
Alfred Roth



table and chairs GT1-GT2-GT3



1934  
Giuseppe Terragni

# bookcase ELEGIE



1949  
Ignazio Gardella

# living system CONTINUITÀ

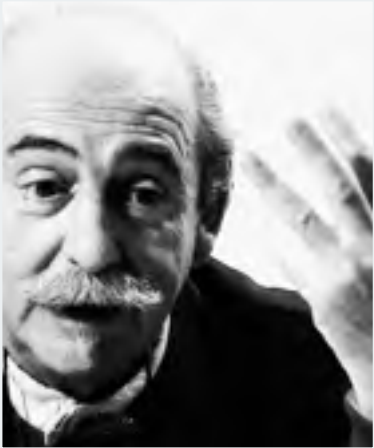


1970

Adam Tihany \_ Studio Dal Lago

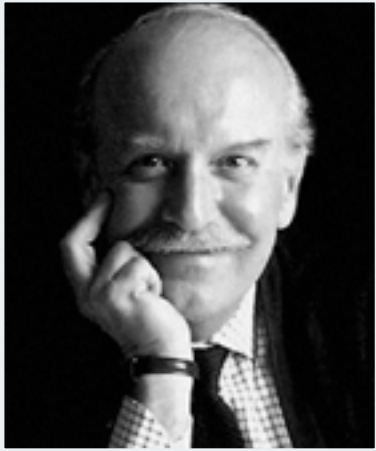


playtable and small armchair MESSINSCENA



1979  
Ugo La Pietra

table MANDARIN



1981  
Sergio Asti

night group GIUDECCA



1984  
Dante Benini

tensobookcase WL2



1984  
Wolfgang Laubersheimer

# bookcase JOKER



1986  
Alberto Dal Lago



bed BEATRICE



1988  
Ennio Arosio

# bed CAMILLA



1993

Ennio Arosio

chairs JT1 - JT2



1996  
Jacques Toussaint



vertical display wall



1996  
Hans Peter Weidmann

table TRESPOLO



1996  
Hannes Wettstein

living system HEY GIÒ



2001  
Massimo Iosa Ghini

bed VITTORIA



2002  
Marelli & Molteni

Contemporary  
products

**MisuraEmme®**

products

contemporary



## living system TAODAY



2002  
Mauro Lipparini

# living system MONOS



2006  
Mauro Lipparini

# sofa BORDELINE



2006  
Mauro Lipparini



## living system CROSSING



2008  
Mauro Lipparini

## armchair SURFACE



2008  
Marco Piva

armchair PROPELLER



2009  
Simone Micheli

small table 1+4



2010  
Renato Forti



# living system TAO10



2010  
Mauro Lipparini

grandesignEtico®  
International Award  
13° edizione



## chest of drawers PROSCENIO



2010  
Luca Scacchetti

table ALA



2011  
Ferruccio Laviani



bed ASSUAN



2011  
Ferruccio Laviani



sofa CANNES



2011  
Ferruccio Laviani

## living system URBAN



2012  
Iriam Bettera



armchair ERMES



2012  
Mauro Lipparini

table GAUDÌ



2012  
Ferruccio Laviani



## sideboard NIBBIO



2013  
Marelli & Molteni



# bed MARGARETH



2013  
Marelli & Molteni

chair BERTHA



2013  
Marelli & Molteni

smalltable GRAMERCY



2014  
Mauro Lipparini

A timeless  
Story..

Story..

A timeless

## Our philosophy: custom-made production

The history of MisuraEmme started in the '20s of the last century by two skilled craftsmen, Giuseppe and Luigi Mascheroni, who in 1939 founded the base of the company in Mariano Comense in the heart of the prolific district of furniture Brianza, well known for its excellent manufacturing. Today the establishment has a surface of 35.000 mq. Passed on by three generations, the know-how of MisuraEmme is the result of consolidated knowledge over time and loyalty to strong and imperative values. 100% made in Italy, designed by famous architects and realised making use of the artisan culture of professionals of the Brianza area. The products of MisuraEmme embody the wish to combine tradition with innovation. Today the company is not only capable of proposing furniture characterised by a high level of personalisations and one-on-one designs with the client, but also to export these values, designing solutions in tune with different international requirements.





# EYE CATCHING DETAILS

Care for details is vital for MisuraEmme. This does not only show through the choice of first - class materials – from Carrara marble to solid oak wood, fabrics made in Italy to European leathers – but also customised processing and craftsmanship give added value to complimentary furniture. Such high accuracy shows, for example, in the shaped solid oak feet of the bed: in the elegant and sinuous pleats of the padded headboard; preciously made handles that look like jewellery; in the storic and incomparable bar trolley of Afred Roth.

And then, again, the special chamfering that makes the table tops light and refined; the ergonomic shape of the seat; tailored visible stitches; the internal finish of units-drawers, exactly the same as the external finish; in the energy saving LED lights, ample colour chart, that allows to measure colours with balance and freedom; chromed finishes of hooks and tubes.

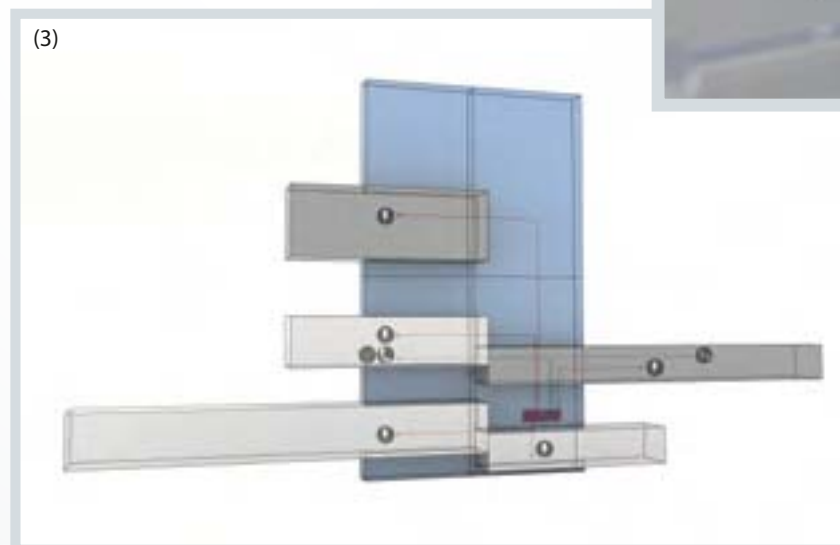
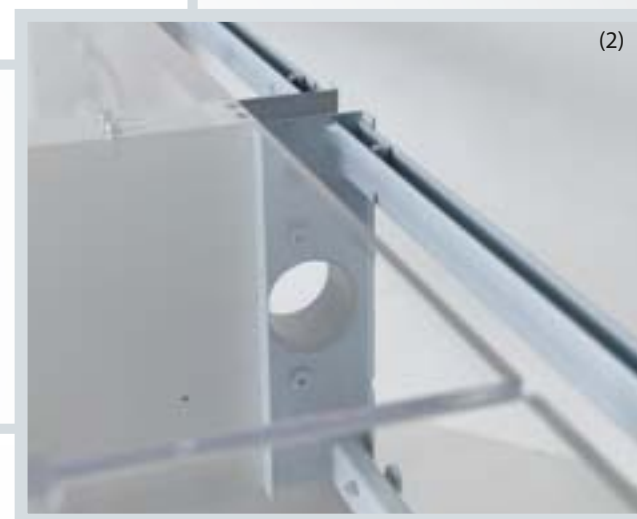
**ALL THIS AND MORE  
MAKE THE PRODUCTS OF  
MISURAEMME UNIQUE  
AND EXCLUSIVE, A  
RESULT OF A MIXTURE  
BETWEEN REFINEMENT  
AND INNOVATIVE  
TECHNOLOGY.**

WHEN CHROMATIC ARMONY AND FORMAL BALANCE MEETS, THE  
DOMESTIC SPACE GIVES BACK A SOFISTICATED MEANING OF WELCOME



# HIDDEN QUALITIES

The products of MisuraEmme distinguish themselves not only through their high aesthetic value but also for the high quality of projecting and engineering. The Crossing system (1), with three crossing layers of poplar blockboard, the hanging frame with cable-passage for fitting TV panels and hanging units (2) to the wall or the back panels placed between containers, that allow the passing of cables at any height (3), are only some of the hidden and highly innovative virtues designed by MisuraEmme to facilitate life at home and adapt to modern technologies.





# THERE IS A NEW TECHNOLOGY THAT **DOES NOT POLLUTE:** WATER

FOR **MISURAEMME**  
PRODUCTIVITY AND  
RESPECT FOR THE  
ENVIRONMENT ARE  
INSEPARABLE CONCEPTS.

MisuraEmme has at its disposal the revolutionary system completely based on water-soluble products with equal results – and in certain cases even better results – in comparison to the traditional spraying plants.

Exhibit Design

Mauro

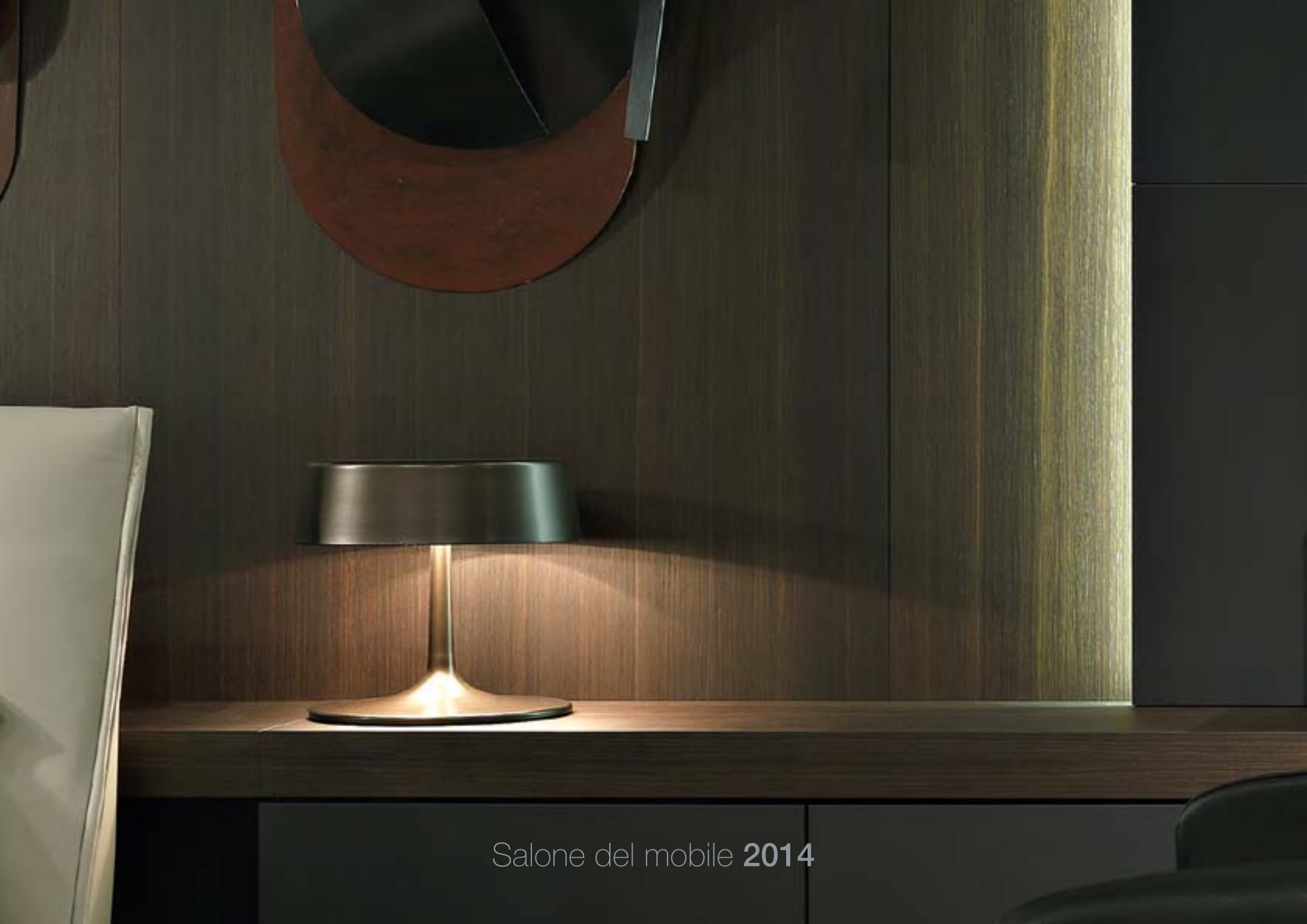
Lipparini

Lipparini

Mauro

Exhibit Design

Salone del mobile **2014**



Salone del mobile **2014**





Salone del mobile **2014**



Salone del mobile **2014**





Salone del mobile **2014**



Salone del mobile **2014**

# Market Overview

OVERVIEW



# MARKETS OVER 40 COUNTRIES



ITALY: 250 STORES

FOREIGN: 236 STORES  
180 Europe / 56 Overseas

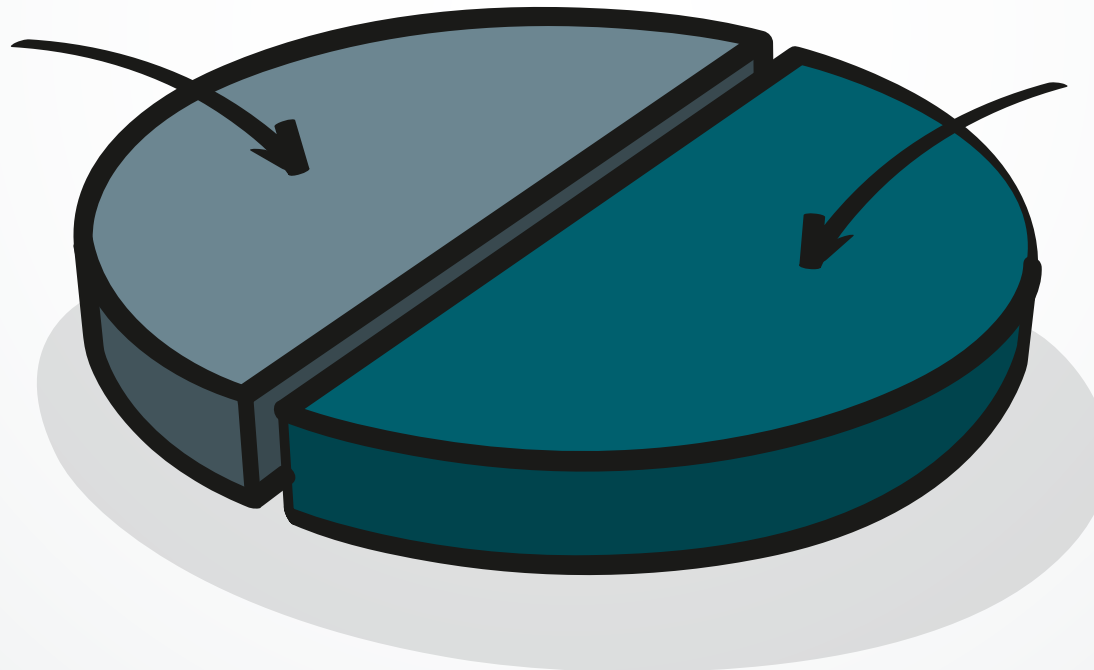
# World / Italy 2014

Italy

50%

Rest of the World

50%



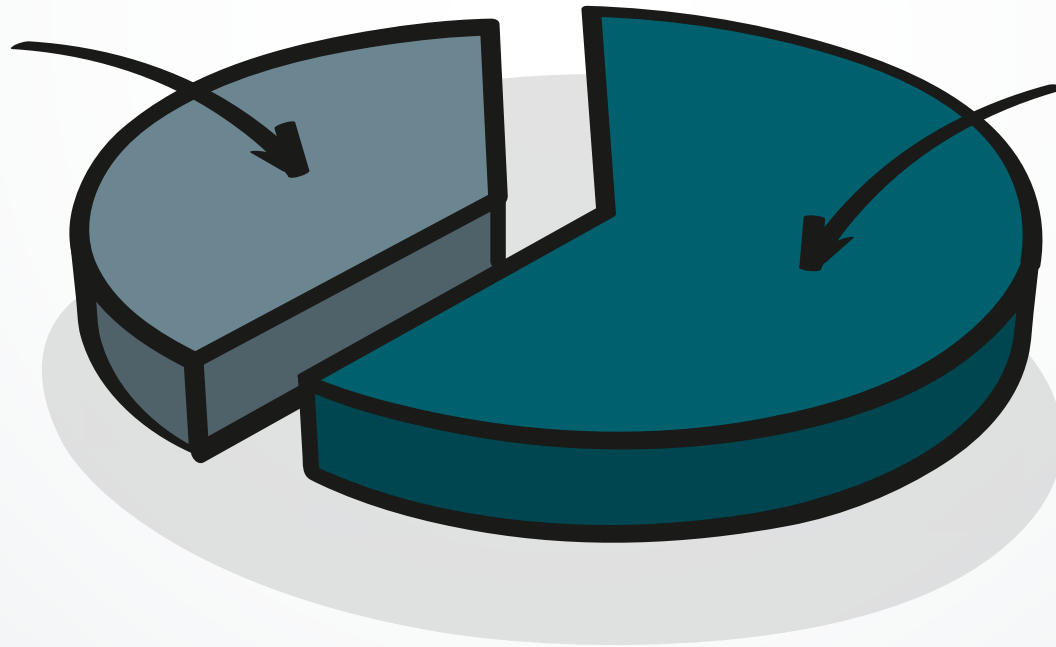
# World / Italy 2016

Italy

35%

Rest of the World

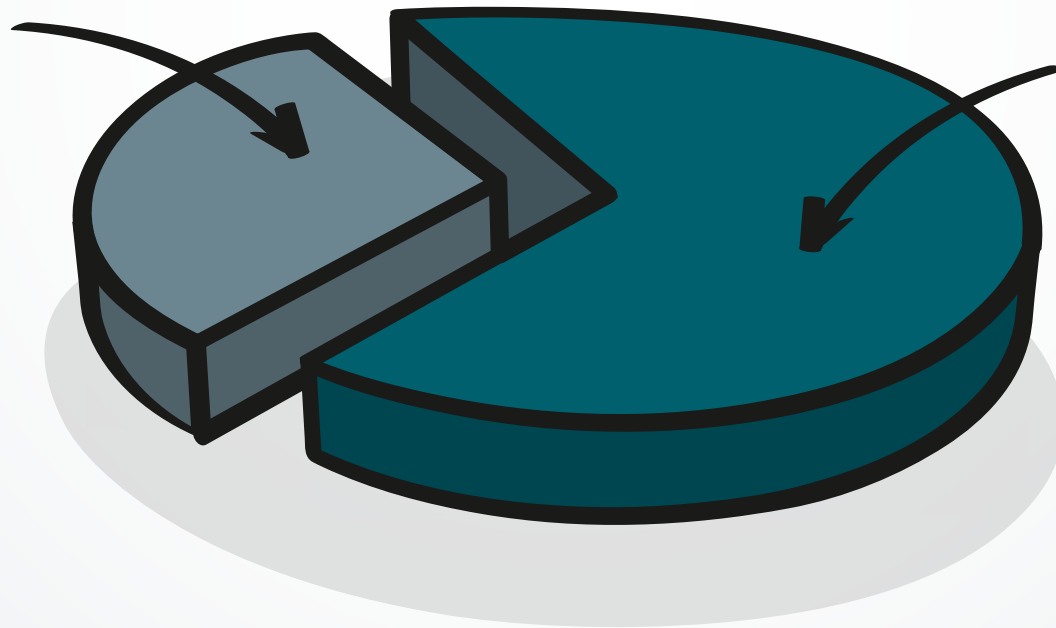
65%



# World / Italy 2018

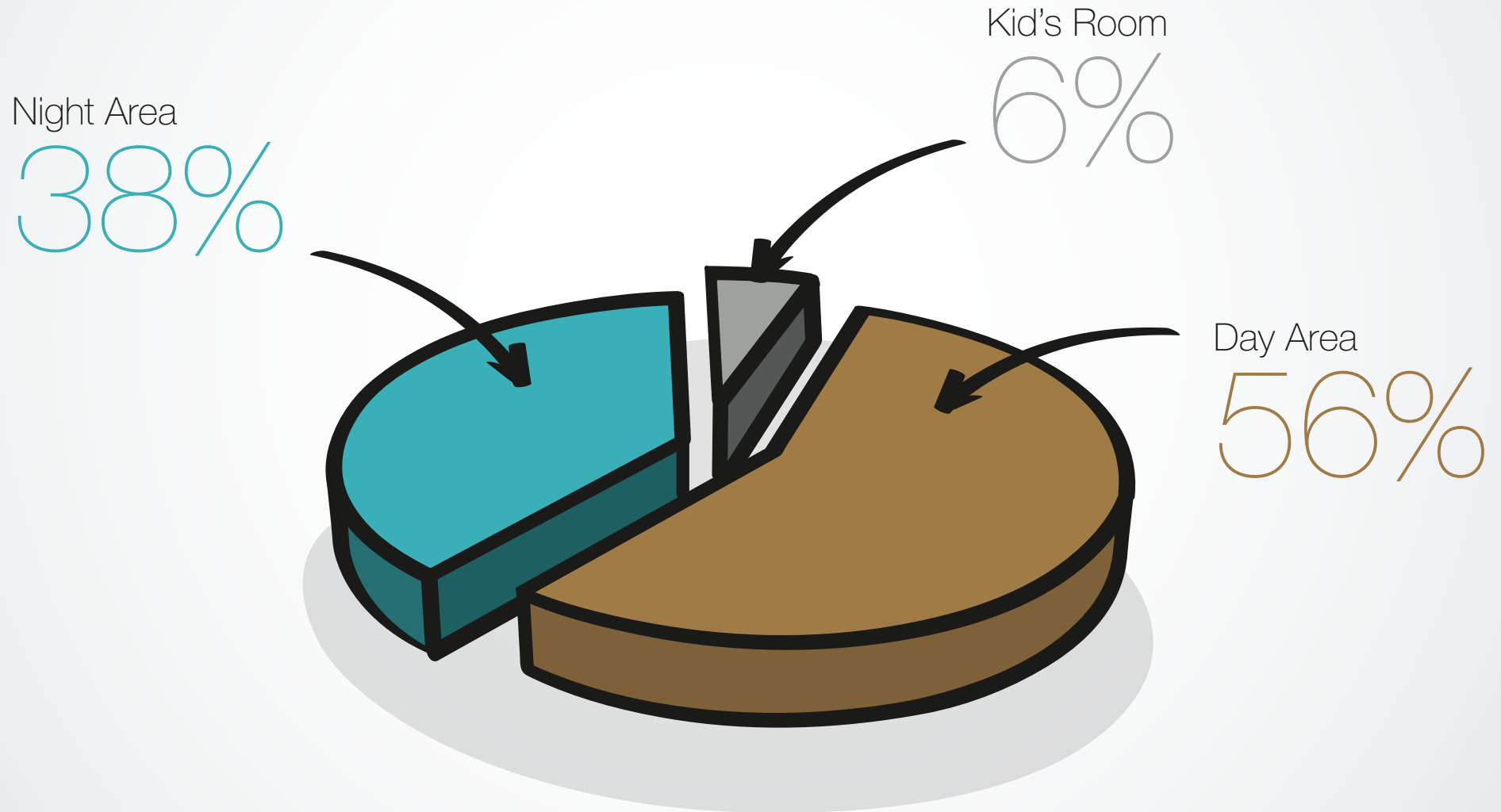
Italy  
20%

Rest of the World  
80%





# Product Segment



The story is a great Present,  
and never  
**only a past.**

only a past.

never

THANK YOU  
FOR YOUR KIND  
ATTENTION

**MisuraEmme®**