

# COMPANY

PROFILE

ETHIRA  
BY LAS

# COMPANY

PROFILE

# Italian Tradition



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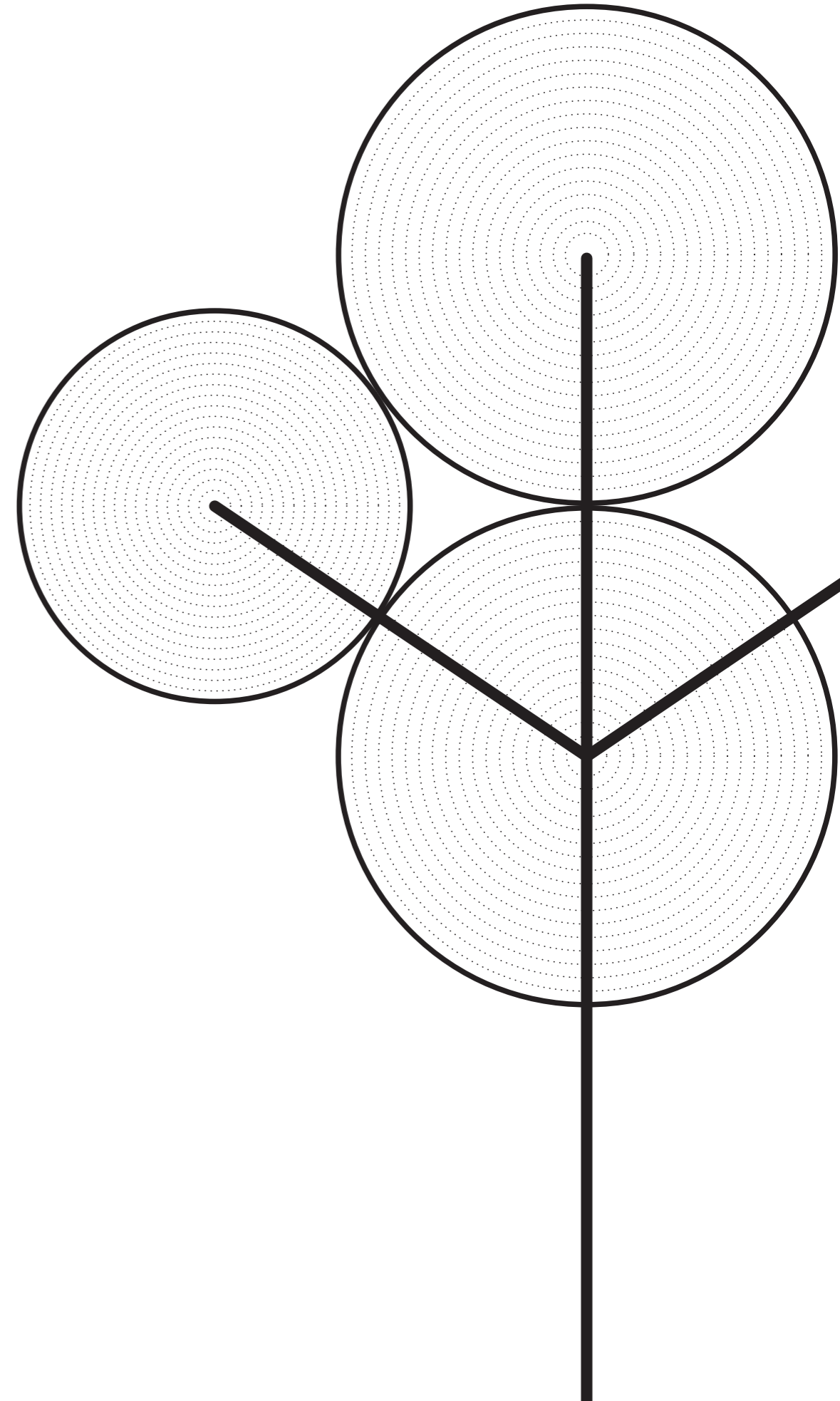
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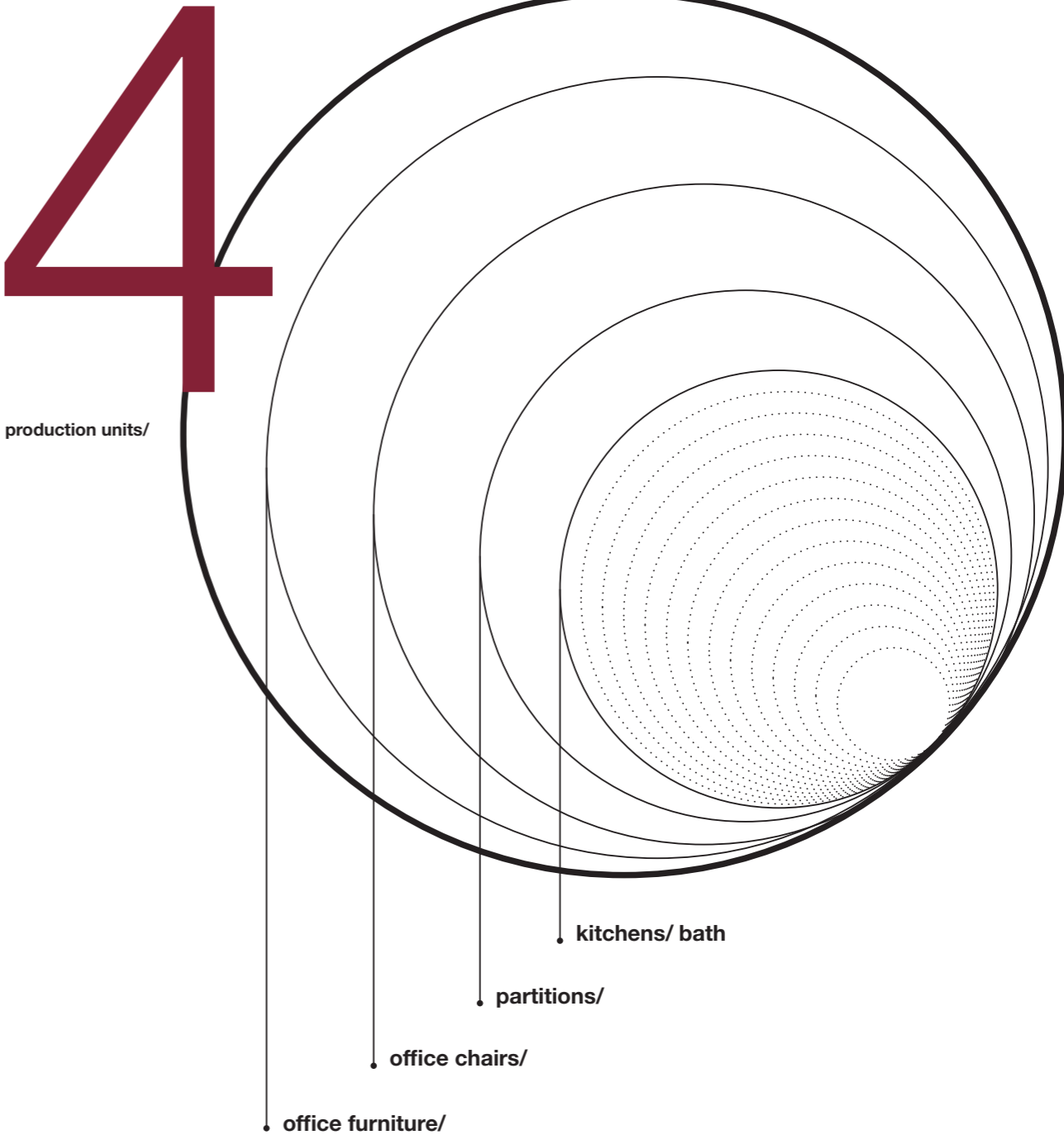
“ When I got up to go to school or work I had to wear a pair of old shoes and then at some point along the street I would hang them on an olive tree and put on a newer pair, that I would wear at school or in Teramo, where I used to work.”

GIULIO PEDICONE  
Fondatore/ Founder

These are the words of a passionate man who changed his condition of origin with character and motivation. A virtuous path that from a simple worker led him to be a successful, curious and tireless entrepreneur. The few means available were not a limit, but a constant stimulus.



# OUR GROUP



LAS Group is one of the leading office furniture manufacturers in Italy. The group combines the skills and experience of four business and production units: office furniture and chairs, kitchens under “Ethra” brand and partition walls. A group driven by and oriented towards continuous improvement and open to an ambitious and strongly international business vision. A strong partner for high standard projects.



Production facilities in Poggio Morello/

Las group is well aware of the strategic nature of diversification processes for the company's continuous development. This is why, after establishing itself in the office sector, the Group has decided to extend their activity to the so-called "utility" furniture segment. And this is how ETHRA was born, a brand that is well aware of the strength of its industrial know-how and unique creativity, opens to furniture for the kitchen, bathroom and other utility environments. The name ETHRA was chosen to create a connection with the world of Italian poetry which, in the past, used this word to indicate the "air" and the "sky". It tells us about space, freedom, infinite. Concepts that Ethra itself wants to inspire to characterise the company's vision even more strongly.

ETHRA  
BY LAS



# kitchen/ bathroom/ wardrobe



Panel production line/



k



W





**b**

# office furniture/



Panel production line/

A perfectly organised industrial production line  
where panels are processed and turned into  
furniture. Rigour, to ensure the highest final quality.

jera/

5th element/

o.f



# office chairs/



Assembly line/

Craftsmanship, where skill and experience allow the creation of perfect upholstery.  
Manual processes that are painstakingly organised to offer real comfort.

f04/  
regia/  
set/

O.C



lead/  
oscar/

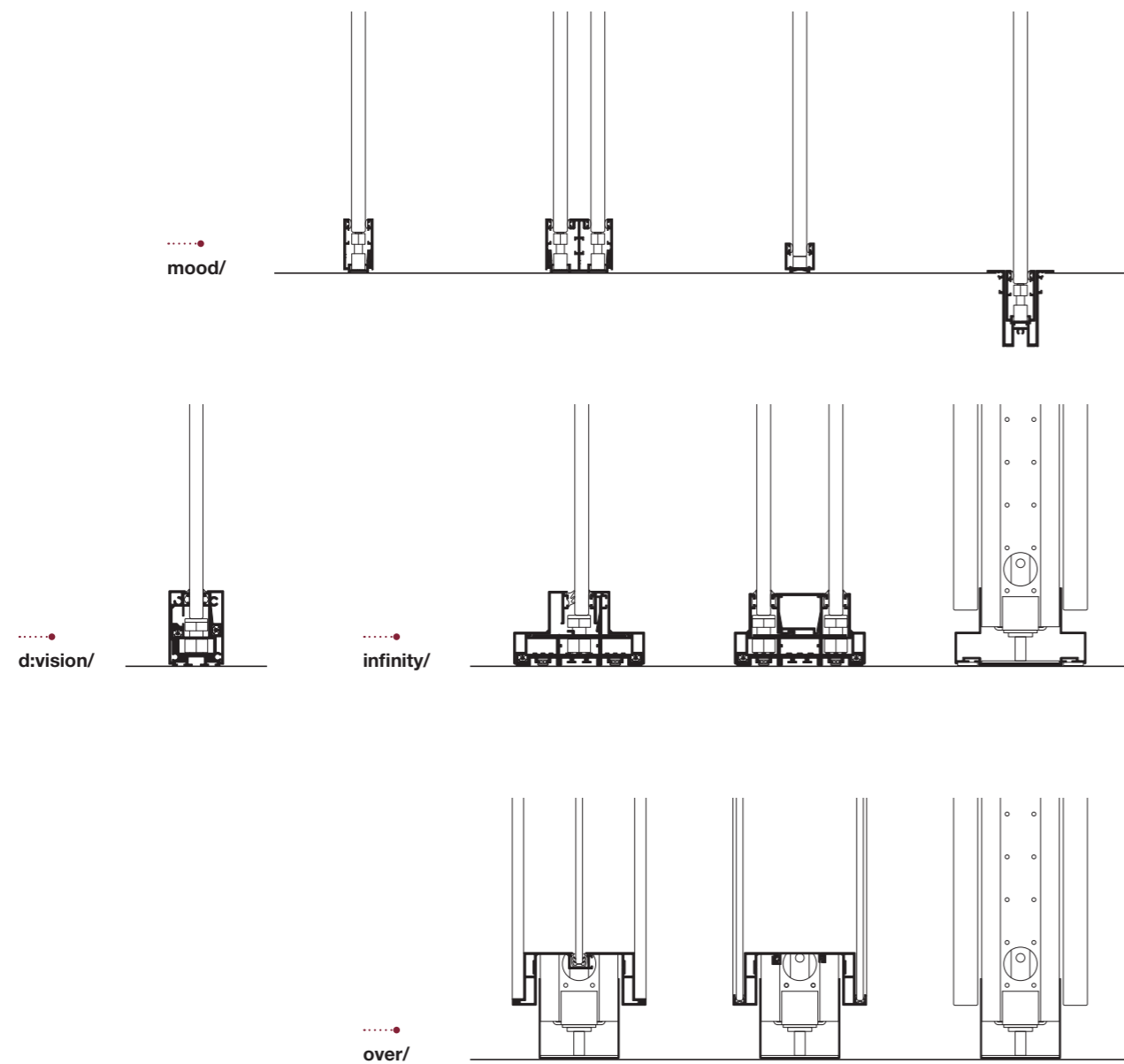
# partitions/



Aluminium profile storage area/



A perfect blend of industrial precision and craftsmen's care. Design meets architecture, generating a surprising process that integrates design, production and installation.

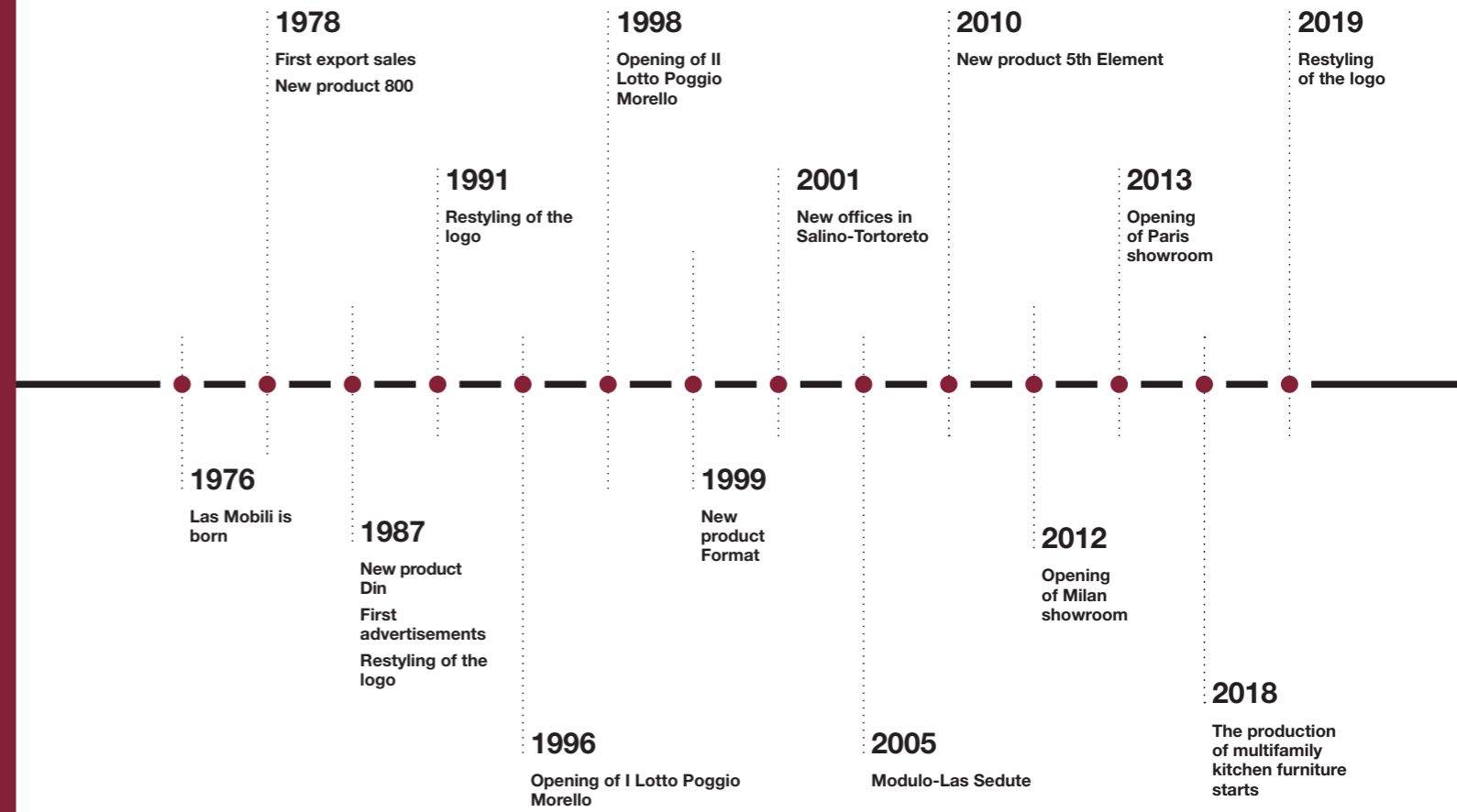


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# AN ENTREPRE- NEURIAL PROFILE MARKED BY EXCELLENCE

from/  
**1976**

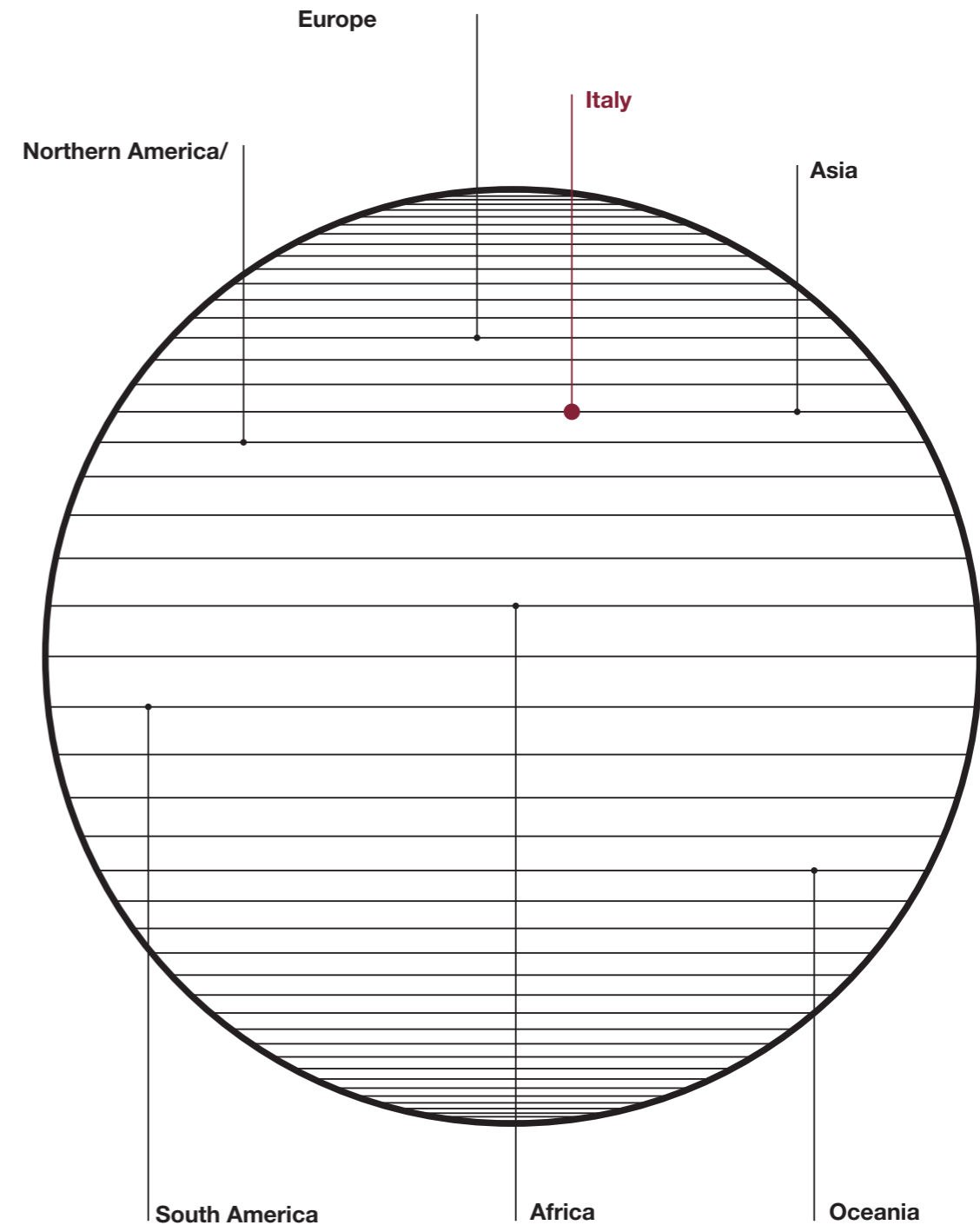


Las' story is one of passion and ambition. The unstoppable emotion of two generations of entrepreneurs and their desire to stand out have inspired half a century of history of furniture. Las has embraced, with clairvoyant and unrelenting dedication, the stylistic evolution of its products and the technical evolution of manufacturing processes. A story highlighted by success and fulfilment.

Las production is entirely carried out in the 3 production units of Tortoreto, in central Italy, between the sea and steep mountains, in an area where a strong industrial tradition integrates with art and landscapes to generate a creative inspiring process. The renowned Italian style is the fruit of this stimulating approach which represents a synthesis between corporate brand and territorial brand. Las brings made-in-Italy into the world.

**A Global Market/  
55% foreign markets - 45% italy**

# LAS: MADE IN ITALY, ALL OVER THE WORLD



# MEANINGFUL FIGURES

**4.000**  
pieces-day/

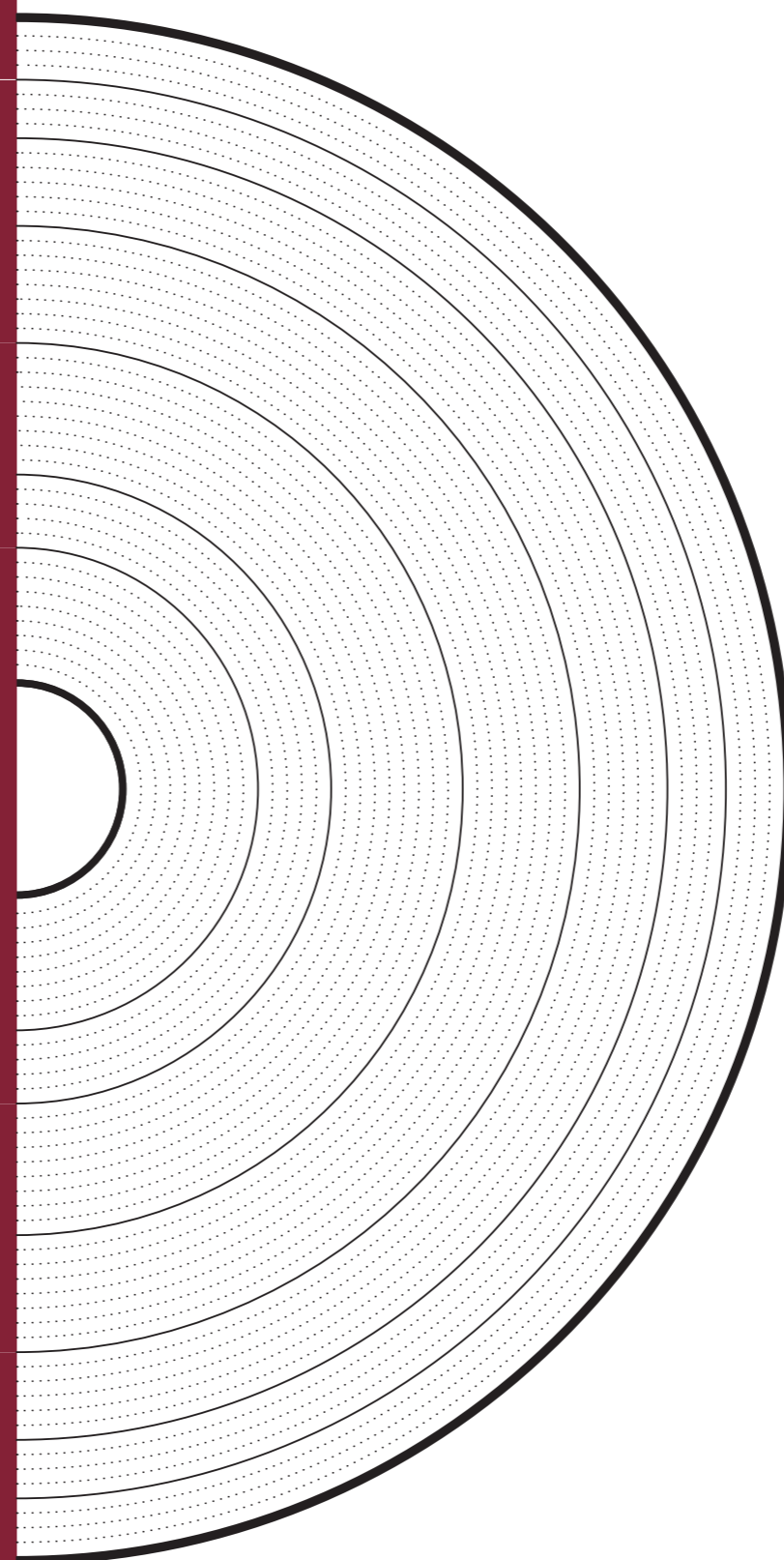
**5**  
production plants/

**800**  
customers in italy/

**400**  
customers abroad/

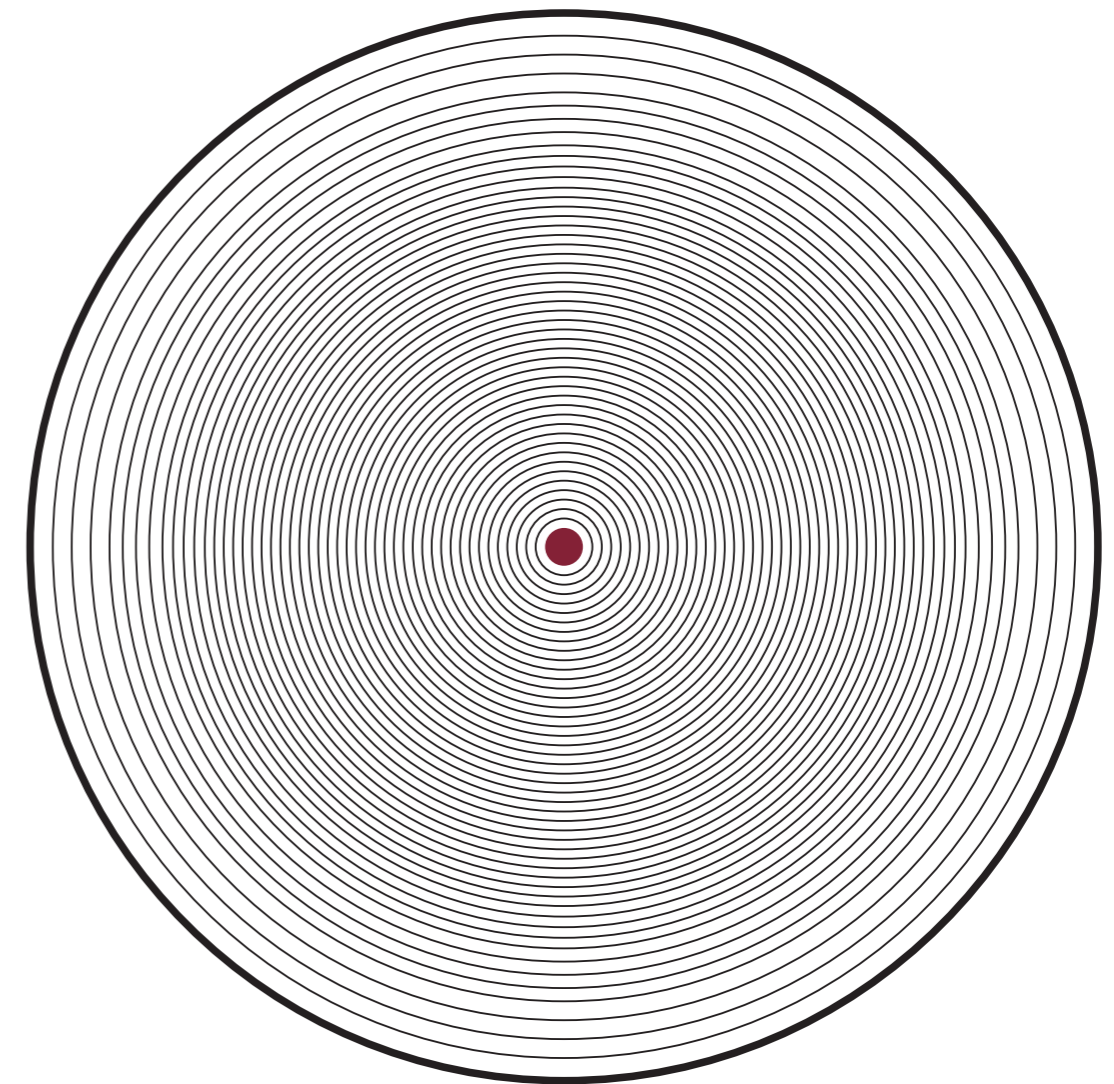
**650.000** square feet  
plant surface/

**250**  
employees/



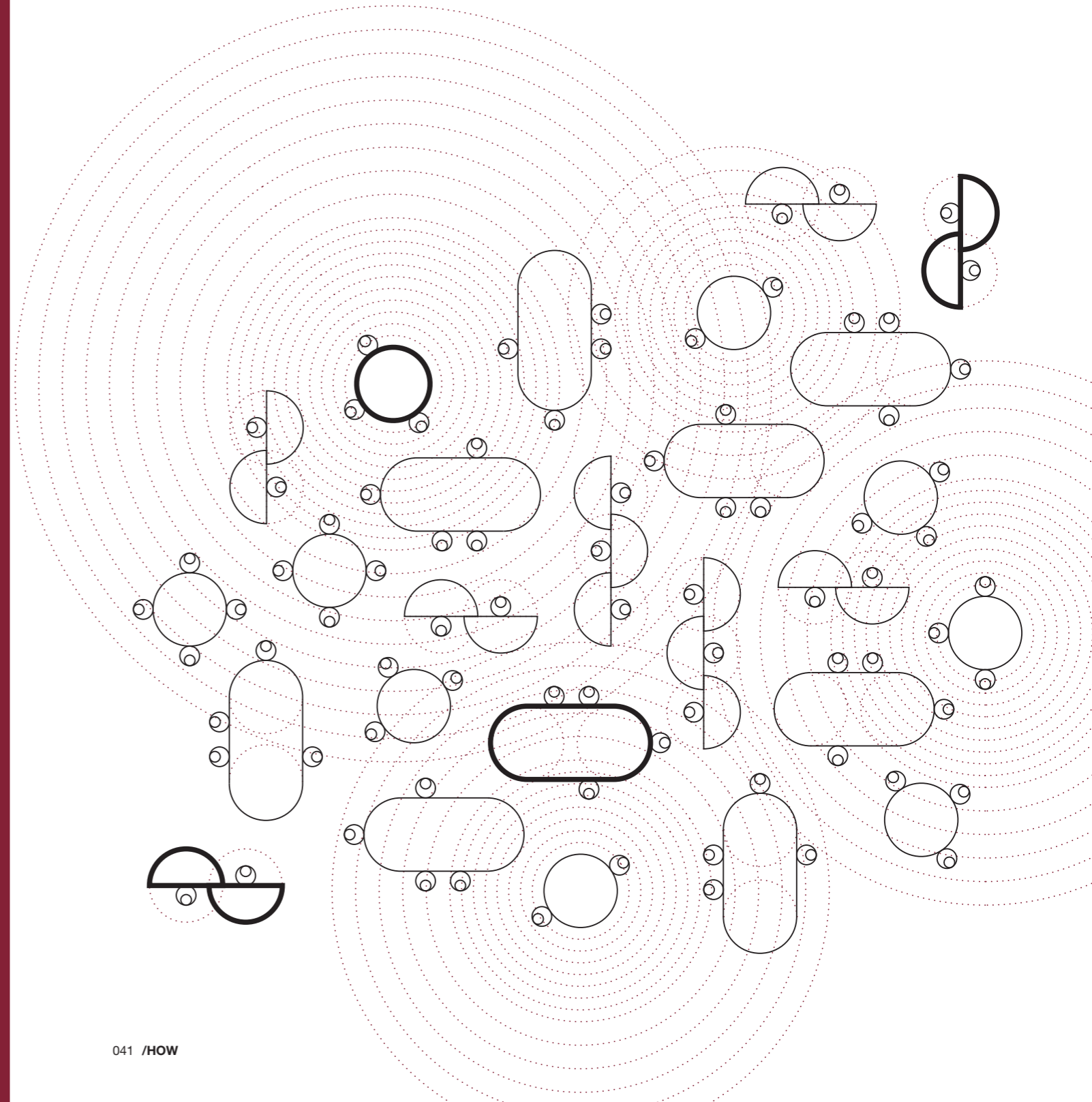
# QUALITY

**UNI EN ISO 9001\_2015 Icila**  
UNI EN ISO 9001\_2015 I-Qnet  
UNI EN ISO 14001\_2015 Icila  
**UNI EN ISO 14001\_2015 I-Qnet**  
UNI ISO 45001\_2018 Icila  
**UNI ISO 45001\_2018 I-Qnet**  
**SA8000**  
FSC®  
**Leed Credits**  
ROHS2 compliant  
**Carb. 2**



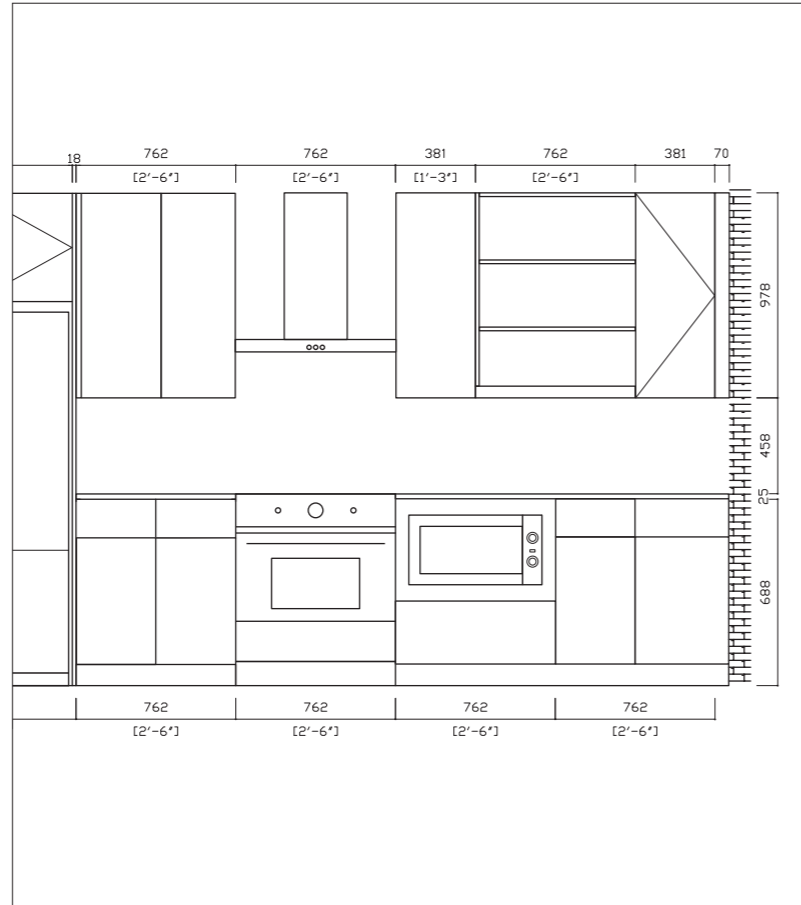
# LAS PROJECTS

Las goes beyond the limits of industrial production and stands out as the ideal partner in office, residential spaces and construction processes. An integrated approach that keeps into account the customer's needs across the entire cycle: consulting, design, supply and installation. A comprehensive management of processes that involves architecture and furnishing skills, besides creativity and experience.





Idea/



Design/



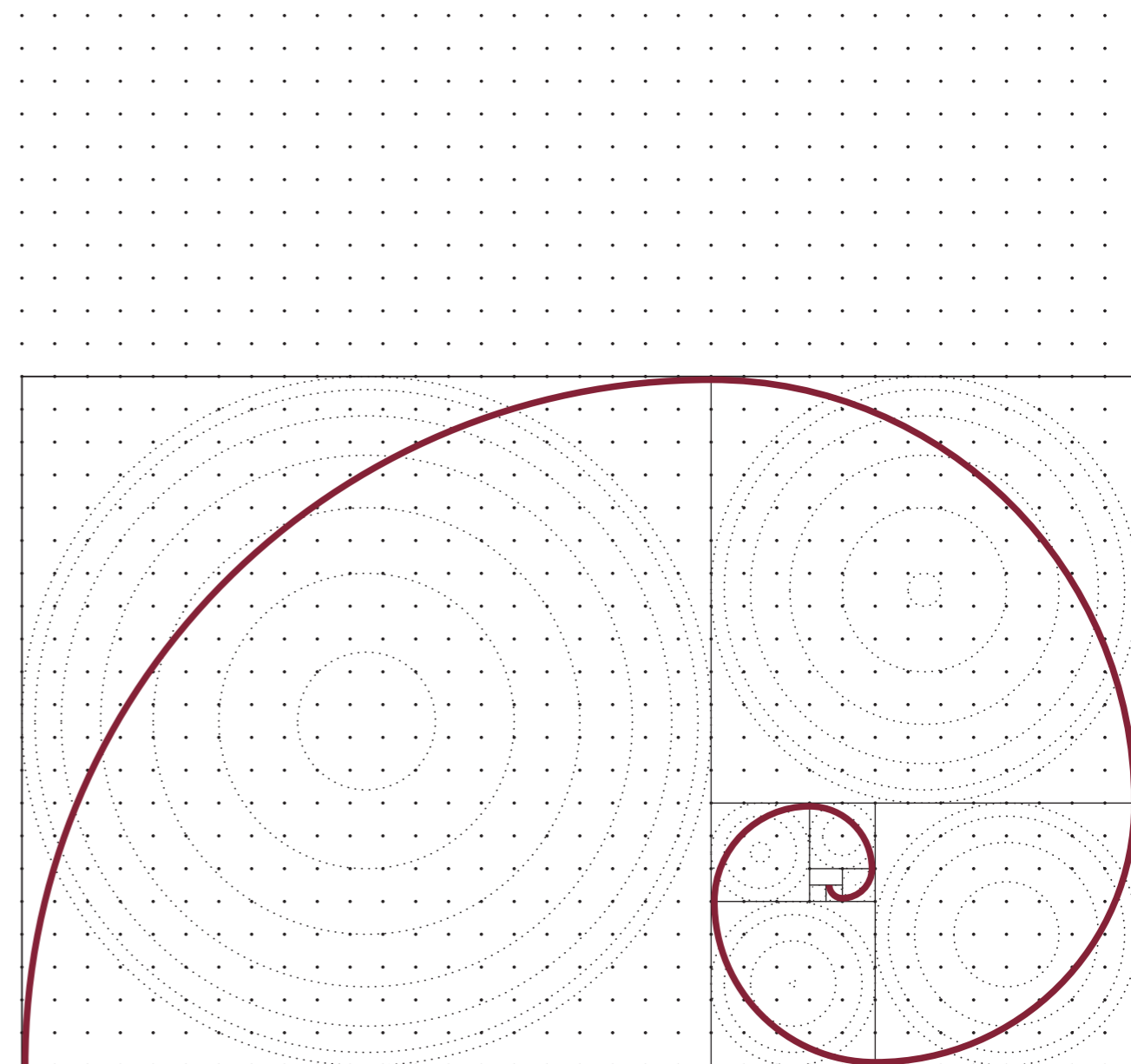
Rendering/



Production/

# DESIGNERS

Las involves designers and creative professionals to outline the characteristics of each product and its marketing strengths. The Italian style is fully represented through different professional experiences whose common goal is to create quality and innovation. A rich exchange of internal and external experiences that brings to the company a real and relentless improvement process.





01/ orlandini  
studio si<sup>/02</sup>

03/ giacobone | roj | progetto cmr

04/ nikolas chachamis

claudio bellini<sup>/05</sup>

baldanzi e novelli<sup>/06</sup>

07/ paolo pampanoni

studio 967<sup>/08</sup>



01/  
05/



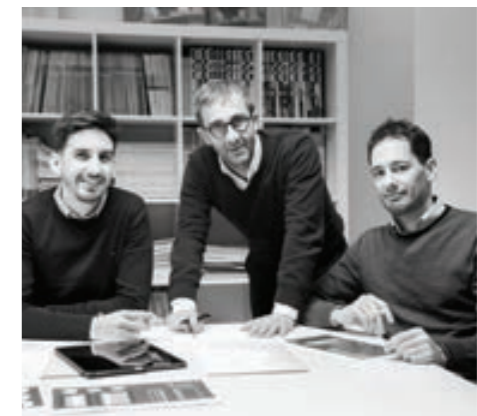
02/  
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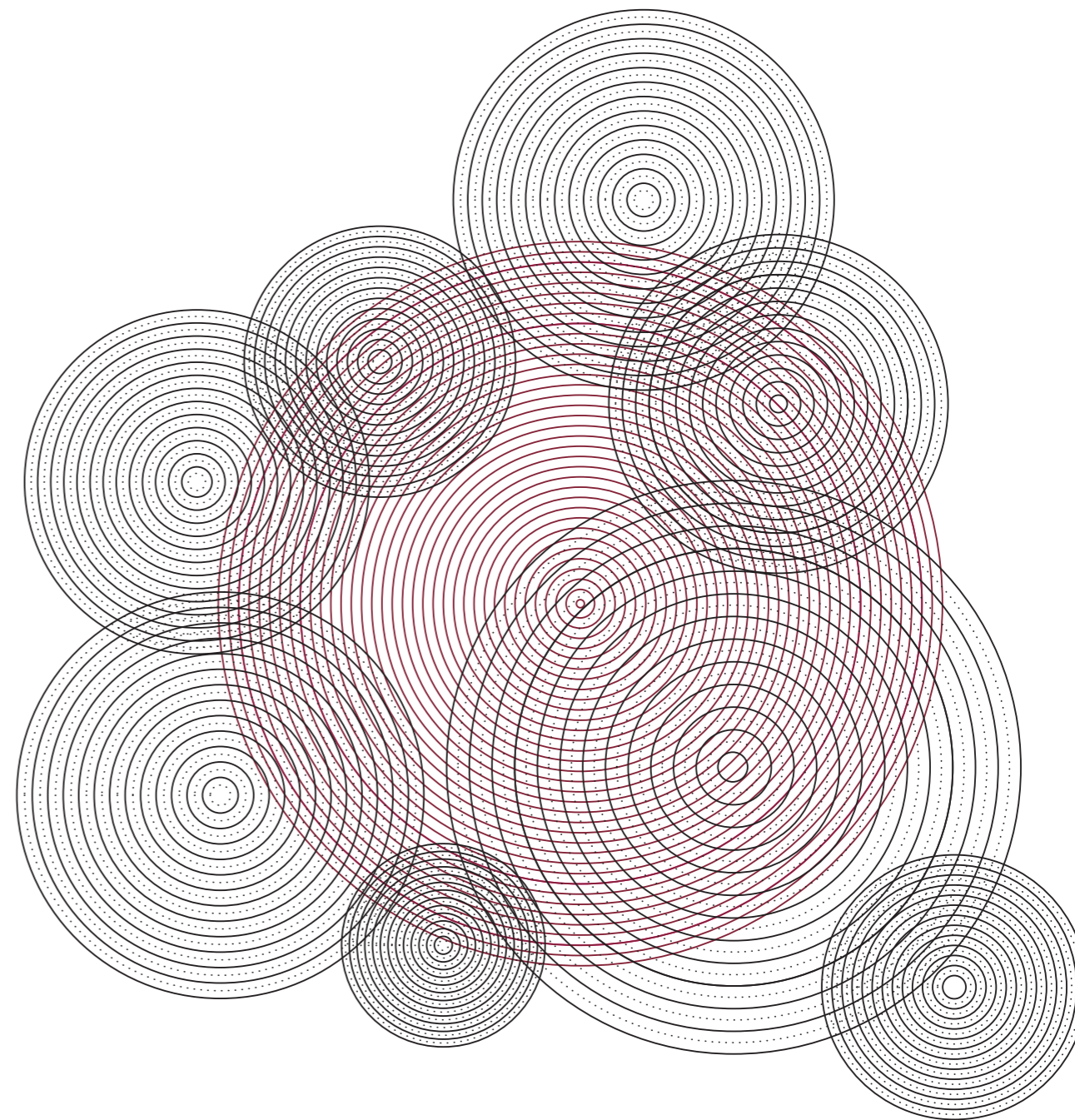


04/  
08/



Las works successfully for Italian and foreign customers, always satisfying their different needs and taste. Prestigious supplies for important fashion brands, companies, banks, insurance companies and multi-families projects testify to the reliability and precision of the company. A curriculum that stands as a reassuring guarantee for present and future customers.

## OTHER CREDITS



## 630 Apt/

Miro San Jose, California



## 286 Apt. kitchens and baths/

260 Gold New York



**547 Apt/**  
800 Harbour Weehawken-NJ



**170 Apt. kitchens and baths/**  
78 Fountain Rhode Island



**44**  
**townhouse/**  
2040 MKT ST  
San Francisco



**I. DO. GI.** L'Aquila/ Italy **Frigomeccanica** S. Angelo/ Italy **Renault** Chieti/ Italy **Lexcolor** Sant'Egidio/ Italy **Confesercenti** Tortoreto/ Italy **asitech** Mosciano S. Angelo/ Italy **Giorgio Armani**/ Italy **Humangest s.r.l.** Pescara/ Italy **Safilo** Padova/ Italy **Tupperware Italia S.p.a.** M... Italy **Nuevacom** Roma/ Italy **IDEA Università dello Sport** Roma/ Italy **Aereonautica Militare** Roma/ Italy **Greenpeace** Roma/ Italy **Alle** **Assicurazioni** Italy **Modulo Commercialista** Rho/ Italy **Ospedale di Bergamo** Bergamo/ Italy **Betafence** Teramo-Milano/ Italy **Comu** **lonza** Monza/ Italy **Ariston Thermo S.p.a.** Milano/ Italy **Humangest** Milano/ Italy **Metis** Milano/ Italy **Landoll** Milano/ Italy **EIMU** Milano/ Ital... **Arthur & Gleen** Milano/ Italy **LG** Milano/ Italy **GLS** San Giuliano Milanese/ Italy **Aurora Assicurazioni** Ascoli Piceno/ Italy **Piscine Castig** **antova**/ Italy **125 Borenquier Place** New York **Melfi** Isernia/ Italy **Aeroporto Di Cagliari** Cagliari/ Italy **Stolfa** Torino/ Italy **Gervasi** Torino... **a Lucentezza** Bari/ Italy **2040 MKT ST** San Francisco/ California **Alenia Aeronautica Spa** Cameri/ Italy **MDM Service** Brindisi/ Italy **S** **eloni** Andria/ Italy **Prada** Firenze/ Italy **Luxottica** Belluno/ Italy **Vodafone** Tirana/ Albany **Unicef** Tirana/ Albany **Service&More GmbH** Vi... **ustria Bamcard** Sarajevo/ Bosnia-Herzegovina **USA Embassy** Sarajevo/ Bosnia-Herzegovina **Soros** Sarajevo/ Bosnia-Herzegovina **Hyundai** **arajevo/ Bosnia-Herzegovina Patstroy** Varna/ Bulgaria **Patstroy** Sofia/ Bulgaria **KPMG** Sofia/ Bulgaria **Fiat** Serbia **Emaar** Dubai/ United... **irates Vorwerk** France **Hudson** Parigi/ France **British Council** Amman/ Jordan **Cartier** Parigi/ France **Miro** San Jose/ California **Apave** F... **MA CGM** Marsiglia/ France **Renault Sport** Parigi/ France **Ferrero** France **Concorde Holdings Ltd** Leicester/ Great Britain **Nestlé** York/... **ritain Indesit** Utrecht/ Holland **260 Gold** New York **Dominion Corp Services S.A.** Luxembourg **Volkswagen** Polkowice/ Poland **General M** **arsavia/ Poland Glaxo** Poznan/ Poland **Proama** Lublin/ Poland **Space Plan** Praga /Czech Republic **Siemens** Bulgaria **Zeppelin Tv** Madrid/... **OS Mantenimiento** Madrid/ Spain **800 Harbour Weehawken** New York **Lacunza** San Sebastian/ Spain **Audi** Barcellona/ Spain **Iberco** **cn** Barcellona/ Spain **Danka** Oñate/ Spain **Manzano** Donostia/ Spain **Conservatorio Sup de Musica** Donostia/ Spain **Iniker** Donostia/... **ao Hockey Club Donbass** Donetsk/ Ukraine **Consultores De Seguros** Guatemala City/ Guatemala **Padegua** Guatemala City **Impsat** Saint... **razil Terranet** Santiago/ Chile **EDF la défense** Parigi/ France **Popolar Bank** Santiago/ Dominican Republic **El Financiero** Mexico City/ M... **rascom** Algeri/ Algeria **Spacotel** Accra/ Ghana **Faisal Islamic Bank** Khartoum/ Sudan **1595 Broadway** New York **Central Bank** Khart... **udan Bank Audi** Cairo/ Egypt **Shell** Gabon **Blaise Diagne Airport** Dakar/ Senegal **Bloomberg Tv** Nigeria **Averda** Dubai/ United Arab Em... **mmigration Dubai** Dubai/ United Arab Emirates **Element Hotel** Spring Valley/ New Jersey **Grandwell** Dubai/ United Arab Emirates **Uae Exch** **ubai/ United Arab Emirates Schneider Electric** Sofia/ Bulgaria **Smith & Nephew** Dubai/ United Arab Emirates **Rotana Corporate Office** **hahi/ United Arab Emirates Emirates Steel** Abu Dhabi/ United Arab Emirates **Petrofac Headquarter** Sharjah/ United Arab Emirates **Louis V** **ebel Ali/ United Arab Emirates Princess Noura University** Riyadh/ Saudi Arabia **King Saud University** Riyadh/ Saudi Arabia **Momra** Ri... **audi Arabia Saudi Airlines** Jeddah/ Saudi Arabia **219** Hudson/ New York **Ministry of Health** Saudi Arabia **Lebanese American Unive**  **Beirut/ Lebanon Business Investment Group** Beirut/ Lebanon **American University Of Beirut** Beirut/ Lebanon **Group Choueiri** Beirut/ Leb... **rown Doha Bank** Doha/ Qatar **78 Fountain** Rhode Island **Miele** Skopje/ Macedonia **Qatar Foundation** Doha/ Qatar **Qatar Petroleum** D... **atar Qtel** Doha/ Qatar **Batelco** Bahrain/ Bahrain **Nihr** Manama/ Bahrain **Orange Jordan** Amman/ Jordan **Bank Audi** Amman/ Jordan **Mic** **age** Parigi/ France **Jabbar (IT company)** Amman/ Jordan **XPress, New Generation Telecom. Co.** Amman/ Jordan **Umniah** Amman/ J... **mmerng** Amman/ Jordan **Price Waterhouse Coopers** Amman/ Jordan **Fast Link** Amman/ Jordan **AeroExpress Mosca** Mosca/ Russia **C** **inance Technologes** Mosca/ Russia **Mehovoi Holodilnik** Mosca/ Russia **Ministry of Defence** Mosca/ Russia **MTS** Mosca/ Russia **Sber** **oklonka Place** Mosca/ Russia **Sberbank** Ekaterinburg/ Russia **Yandex** Mosca/ Russia **Ahlibank Ho Building** Muscat/ Oman **Embas** **lovenia Skopje/ Macedonia Giz Office** Skopje/ Macedonia **Japan Embassy** Skopje/ Macedonia **Sanik Engineering** Skopje/ Macedonia

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