



GRUPPOFOX
Company Profile

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The **Fox** brand was born in the heart of Brianza in 1995 and is marketed both in Italy and Europe, acquiring important market shares.

In **2016** Davide and Nicola Alfano took over **Fox**: the brand underwent an important transformation through increasingly industrialized management, without ever losing its intrinsic and marked craftsmanship.

This meeting point allows for greater uniqueness and customization. Thus, **Gruppo Fox** was born, a leading company in its sector, which makes tailoring the center of its universe.

A universe where value becomes a suggestion of a detail, an attention to form, a culture of comfort, a style in the production language. And style is not immobile, but something that must continually be interpreted with intuition and sensitivity.

History

The history of the company is a **family history**.

It began in the **70s** with a carpentry that produced living room frames. Success, passion and great production capacity led it to create, in a few years, a production center capable of building finished products.

The collaboration between **the 80s and 90s** with renowned and reference brands in the furniture market led this growing reality to increase technical skills and develop interactions with primary identities in the textile and leather sector.

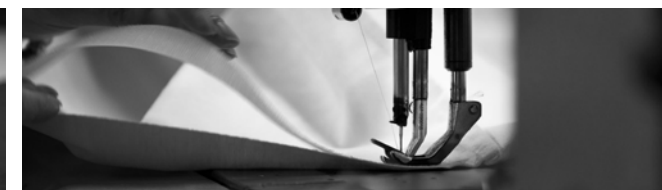
From here, in **2016**, thanks to a consolidated experience, the need arose to be able to develop one's business and vision and to be identified with a reference brand in the world of high-quality upholstery. This desire leads to the acquisition of the **Gruppo Fox** brand name.

The Company

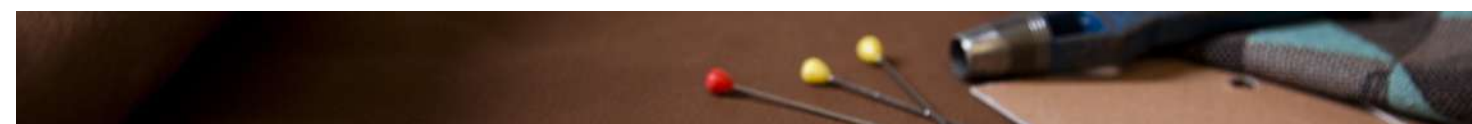
Headquarters and production are located in **Biassono** (MB) in the heart of Brianza, in close contact with the most qualified suppliers of raw materials in the sector.

The entire production chain is carried out here. This is why the company can boast very short delivery times (30 days) and complete customization on each product.

GRUPPOFOX



The Production



Showroom

The 500 sqm showroom is located on the top floor of the company building, it is a dynamic place, a space that tells of the brand's identity. Various collections are always available and displayed to allow the retailer to view the products and use this constantly updated environment as further sales support.



Mission

Gruppo Fox designs and manufactures products of high artisan value, giving each one timeless elegance, comfort, quality and durability. For each model we take inspiration from the lives of the people who will use it: their dreams, passions, habits.

The design evolves through constant innovation, design coherence, technological research and careful selection of materials.

From the living room, one of the most lived-in and loved areas of the house, we also extend to other spaces, through continuous aesthetic and functional research, which has as its objective the well-being and happiness of those who live there.



Certifications



The Assopiuma brand with **Etichetta Oro** guarantees the control of the percentage content of feather and down and compliance with the appropriate hygienic-sanitary treatment, as required by Italian legislation (the only European country with legislation on the matter).



Italian company, world leader in flexible polyurethane foam. Thanks to cutting-edge production technologies, the search for innovative products in terms of environmental, performance and reliability, **Olmo Giuseppe SpA** is able to offer a wide range of flexible expanded polyurethane foams which allows us to have differentiated densities in every part of our products.



FOREST STEWARDSHIP COUNCIL®

It is the certification system for forests and wood and concerns all derived products, including cellulose (*so in addition to wood it can be found on paper, napkins, toilet paper, household paper, handkerchiefs, etc.*).

It ensures that products derive from forests managed according to rigorous environmental, social and economic standards.

The structures of our products are made of solid multi-layer fir and bear this certification.



It is a voluntary type II label relating to the furniture sector and certifies that **the materials used to create a product are 100% recycled**, while at the same time guaranteeing standards of solidity, compactness, resistance and non-deformability over time.

Thanks to recycling, it is estimated that around 10,000 trees are saved every day.

The structures of our products, in some cases, have infills made of wood particles and are produced by companies that have this certification.



The **OekoTex Standard 100 certification** is an international mark and certifies that textile products are not harmful to health.

This certification concerns the quality of the fabrics we use.



GRS CERTIFICATE

The **Global Recycle Standard (GRS)** is promoted by **Textile Exchange** and certifies that our fabrics are obtained from recycled material, in compliance with environmental and social criteria extended to all phases of the production chain.

Among the various fabrics present in the samples we also have new generation fabrics and they all come from recycled materials.



Tempotest® fabrics benefit from a finishing process developed in collaboration with **Teflon™**. **Teflon™ Extreme by Parà** is a surface treatment that forms a molecular barrier around each fiber, providing protection that repels water and oil-based stains. During the manufacturing process, the fabric is immersed in the **Teflon™ Extreme** finishing bath, creating a superior bond with the fiber and forming an invisible protective barrier. The highly repellent components contained in this barrier allow water and rain to wash away dirt, eliminating stains and preserving the beauty and performance of the fabric over time. This certification concerns the Outdoor products of the “Fuori Porta” Collection.

Warranty

The warranty provides:

- 10 years on structures.
- 2 years for padding, the mechanics of sofa beds, beds and any other parts.
- 2 years for fabrics: they are guaranteed non-shrinkable only if maintenance has been carried out respecting the instructions on the product sheet.
- The validity of the guarantee is conditioned by the affixing of the reseller's stamp with the date of purchase.
- Damage not attributable to manufacturing and anything that can be attributed to normal wear and tear or incorrect maintenance are excluded from the warranty.



Products

Sofas

Outdoor sofas
(*Fuori Porta Collection*)

Sofa-beds (convertibles)

Beds

Armchairs

Mattresses

Complements and accessories

Sofas

Gruppo Fox currently offers 27 sofa models that can be made in fabric and leather, with completely removable covers in the fabric version and with the possibility of customisation.





- FSC© certified solid fir wood structures.
- Multilayer in the fixing areas of the feet.
- Infills made with ecological panels.



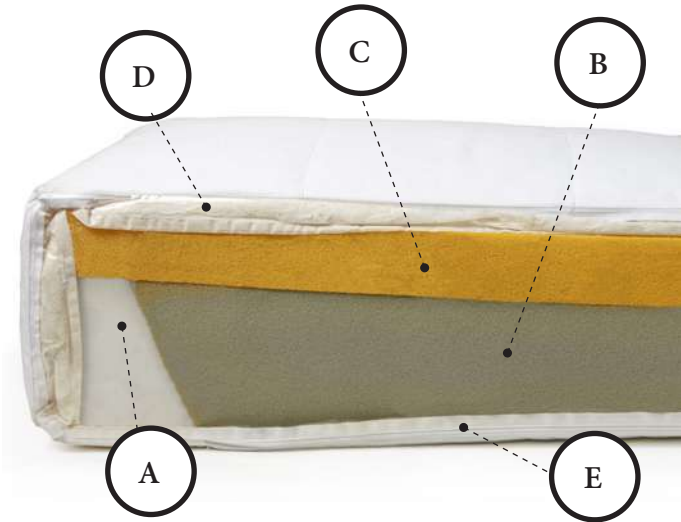
- Spring straps with differentiated load capacity, green and blue.
- Possibility of providing (on request) a load capacity different from the standard one.



- The zip on the bottom of some models allows you to inspect the inside.



- The body made of solid fir wood and strap, is finished with a velvet coupled with 100g thick resin. 1cm of white polyester.



- A - Rigid density 50 polyurethane foam called "DENTE"
- B - Polyurethane foam density 40
- C - Polyurethane foam density 35 "Memory Foam"
- D - Goose down quilt or alternatively acrylic material
- E - "Tenuta Piuma" pure cotton fabric covering



- For each reference that is delivered, two pairs of gloves and recommendations for positioning the product are included inside the packaging.



- First packaging with a polyethylene sheet.



- In cases where the sofa is shipped by means other than ours, particularly to the islands or abroad, a bubble wrap cap is added to give greater protection.



- High density cardboard corners are fixed in each corner to protect from impacts during handling.



- To finish everything, further packaging is added with a layer of bubble wrap of greater consistency.
- For some models a cardboard box is used instead.

Textiles

- 450 coverings, many fabric variations
- 5 fabric categories
- 4 leather categories: smooth leather, textured leather, antique leather, Nubuck leather (80+ variations).



Outdoor Sofas *Fuori Porta Collection*

Gruppo Fox currently offers **5 models** of Outdoor sofas, with covers in water-repellent and/or waterproof outdoor fabric and completely removable covers, certified Teflon™ Extreme by Parà: a surface treatment that forms a molecular barrier around each fibre, providing protection. **70 fabric variations** are available.



The seats and backrests of the models are made of multi-density polyurethane foam with layered synthetic fiber quilting, covered in water-repellent velveteen.
The structures are in epoxy powder painted aluminium, for outdoor use. They are resistant to salt spray, available in 7 colors and with a glossy or embossed finish.



Small Armchairs

Gruppo Fox currently offers **16 models** of small armchairs. Only some models have removable covers and only in their fabric versions. The models have diversified structures, in wood or metal. The entire range of fabrics and leathers in the sample collection is available.



Sofa-beds (convertibles)

Gruppo Fox currently offers **8 models** of convertible sofa-beds, which can be made in fabric and leather. The fabric coverings are completely removable. The backrest cushions are anchored to the base, so as not to have to remove them when opening. The 14cm thick spring mattress is standard, along with 2 pillows.



- MILLENIUM self-supporting bed base with electro-welded steel shelves, painted in aluminum colour, with elastic belt inserts at the seats.
- A version with wooden slats is available on request (see photo), at no extra cost.
- An 11 cm thick foam mattress with an increase is suitable for the slatted base.



Beds

Gruppo Fox currently offers **17 bed models**. Each model features a slatted base with adjustable support in the central part and can be made with the same fabrics and leathers as the sofas. In the textile versions, the beds also have completely removable covers.



CONTAINER
Compass opening
long side
(only for single beds)



CONTAINER
Compass opening
Short side



CONTAINER
Parallel opening

Mattresses

Gruppo Fox currently offers **6 models** of mattresses and **3 models** of pillows.



Complements and Accessories



Perception

- Refined design, clean lines that are inspired by the needs of the medium-high-high contemporary market.
- Trendy fabrics, which can be acquired thanks to a presence in the production district of Italian excellence, the company history, the seriousness of the collaborators and constant production consistency.
- Quality workmanship and materials are expressed in an aesthetically and structurally excellent product.

Identity

- A story that came to light in the second half of the 1970s, transforming a wood-only carpentry workshop into one of the most important production centers for the finished product in the upholstery sector, thus becoming the number one supplier of the most renowned brands.
- Unique knowledge, relationships and skills developed over the years in contact with those who have exported Made in Italy and design around the world.
- Headquarters in Brianza, in the productive heart of Design.
- Brand recognized in the medium-high-high range of the reference upholstery market.

Quality

- Few carefully selected, reference and reliable suppliers.
- Certified and tested materials.
- Solid wood and plywood shells that resist over time.
- Expanded polyurethane purchased from the number one manufacturer in Italy and a world leader.
- Made in Italy fabrics.
- Certified **Assopiuma Gold Label** goose down.
- Feet in wood or die-cast aluminium.
- Inspectable bottom (on some models).
- 50 years of experience.
- 10 year warranty on the bodies.

Customization

- Thanks to a flexible, competent and organized structure, both in design and production terms, with the internal use of carpentry and tailoring, we are able to customize any product and personalize it according to the retailer's requests, so as to satisfy every need : a service that few companies are able to offer. This is one of the Gruppo Fox's greatest strengths.
- Possibility to customize sofas, beds, outdoor collection.
- For customized orders, delivery times vary by a few days compared to standard times.

Planning

- Multiple size variations are available in each collection, which allow every Interior Designer to complete their projects by taking advantage of all the available space.
- The 27 sofa models, many of which are modular, are able to satisfy every need, both in terms of size and taste.
- The multiple variations of fabric and leather coverings can easily dialogue with an already furnished environment, or create new furnishing and color ideas.
- The company offers the possibility of managing special and oversized requests.

Services

- Back office that manages the development and control of the order with the relative sending of the order confirmation.
- Development of customized and non-standard quotes.
- Delivery time from order confirmation (excluding islands and abroad) in 30 days.
- Collaborations with long-standing reliable suppliers, which allow just-in-time management thanks to materials always available in their warehouses.
- Delivery by own means or with loyal couriers, accustomed to handling our products and respecting deadlines.

Information materials

- ① General Catalog
- ② “Il Giorno di Fox” (coming soon)
(sofas, little armchairs catalog)
- ③ “Il Giorno di Fox”
(sofas, little armchairs price list)
- ④ “La Notte di Fox”
(beds, sofa beds, mattresses catalog/price list)
- ⑤ News
(catalog-price list)
- ⑥ FuoriPorta Collection
(outdoor catalog/price list)
- ⑦ Grecale
(single model catalog/price list)
- ⑧ Duepuntozero
(single model catalog/price list)
- Samples cart
- Samples case





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