

# RE — VIVE RE — VOLUTION

**VOICE TO  
CUSTOMERS**

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**6 QUESTIONS  
TO HUDSON'S BAY**



## SIX MONTHS LATER

Six months have passed from the first launch of Re-vive at Hight Point Market and the positive feelings - also confirmed in Paris, Brussels and more recently in Cologne - have turned into reality.

27 big US furniture stores - for more than 90 point of sales overall - have ordered the Re-vive collection, and other 23 dealers are expected to finalize paperwork with the sales force within next three - four weeks.

The welcome of the product was encouraging in all the countries where Natuzzi is present. The geographical breakdown see 50.7% of the orders

coming from Americas, 27.5% from EMEA and 21.8% from Asia-Pacific.

The two sizes have been equally ordered (King 51.1%, Queen 48.9%), while among styles the top ranking resulted to be the Quilted (38.6%), followed by Casual (24.5%), Tailored (23.4%) and Linear (13.5%).

In this direction, also stuck to the Company's imperative "the client in the centre" - which is also one of the Business Plan guidelines - the style spectrum has been enlarged, by adding more leather typologies and now Natuzzi is ready to launch the first fabric Re-vive armchair to reduce the final market price and reach even a larger target of clients.



**US HAS BEEN THE STRONGEST  
COUNTRY FOR RE-VIVE  
(50% OF THE TOTAL ORDERS)**

**COMMENTS  
AND COMMITMENTS  
REVERTED TO ORDERS**

# A MARKET PERSPECTIVE

HUDSON'S BAY, LEADING HIGH END DEPARTMENT STORE IN NORTH AMERICA, PROVIDES US WITH A FEEDBACK ABOUT THE RE-VIVE CONCEPT



JANUARY 2014 - IMM COLOGNE - Natuzzi Re-vive stand at International Furniture Fair of Cologne

Interview with Michael Pinet, buyer of the Hudson's Bay company.

## When did you see Re-vive for the first time?

Saw the chair for the first time last fall at the preview party.

## What was your initial reaction?

Loved it. It was exactly what we were looking for. A line of recliners that did not look like recliners that had a great story about them and would appeal to our customers, and to find it from an existing vendor partner was a bonus.

## What do you feel is the profile of the consumer who will buy this performance recliner?



Hudson's Bay Company (HBC) is North America's longest continually operated company, offering customers an unparalleled range of retailing categories and shopping experiences internationally. In Canada, HBC operates Hudson's Bay, Canada's largest department store with 90 full-line locations and one outlet store. [www.thebay.com](http://www.thebay.com)

It will appeal to a broad range of our customers. As a department store we have several important customer segments we go after and this program is bulleye for us.

What do you think your customers will appreciate most: the design, the technology, or the comfort of Re-vive?

The urban trend savvy consumer will love the design while our comfort seeking customer won't want to get out of the chair.

But the win is that you get great comfort and design together with patented technology: what more to say.

Do you think this innovative product will compliment the Natuzzi collection within your stores ?

Absolutely. We at Hudson's Bay have always floored our Natuzzi lineup with a more contemporary focus and Re-vive will complement the line up really well.



Which size / style / color is your personal favorite?

My favourite is the linear style in queen size in all white. I love the clean lines without the headrest and the all white is timeless.



RE-VIVE ADDRESSES A WIDE TARGET OF CONSUMERS WITH:

**7 DIFFERENT STYLES**

**2 DIFFERENT SIZES**

**6 BASE AND 3 SPINE FINISHING**

**WIDE COLOUR SELECTION**

**NOW AVAILABLE  
IN LEATHER OR FABRIC**

AND ALSO:

**DEDICATED DISPLAY SYSTEM**

**DEDICATED MARKETING &  
COMMUNICATION TOOLS**



## A MANUFACTURING PERSPECTIVE

Re-vive collection is completely made in Italy, at the Iesce 1 plant, close to Matera, through a product-dedicated moving line industrial process, entirely designed by Natuzzi engineers.

The line can produce up to 75 pieces per day, and - in line with the healthy spirit of this product and the Natuzzi ethic credo - the new industrial process minimizes the motion of workers and avoid heavy lifting, thus improving working conditions.

The Re-vive moving line is completely integrated with the suppliers of

components using a day by day scheduling of production, in order to reach the strongest reduction of lead-time and increase production efficiency; furthermore this way of managing the components allows the group to reduce the stock of materials.

These features are strongly consistent with the guidelines expressed in the Business Plan recently approved by the Board of Directors.

**COMPLIANT WITH  
NATUZZI BUSINESS PLAN 2014/16**

**RE-VIVE WILL BE PRODUCED IN ITALY,  
WITHIN THE GROUP'S CENTRE OF EXCELLENCE AND INNOVATION**

## CONTACTS

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