



Why is it a success?

Paola Lenti has patented the mono-material Twiggy and Diade, which are fully recyclable, stemming from the success of Rope, a synthetic yarn that propelled the company's popularity in outdoor furniture two decades ago. Rope, resistant to water, UV rays, and bacteria, has facilitated numerous innovative processes and products. Additionally, the company focuses on researching ancient fibers like linen and hemp, promoting alternative cultivation methods. Inspired by the Japanese concept of "Mottainai," ("do not waste"), Paola Lenti's Mottainai collection, repurposes processing leftovers into new products, emphasizing sustainability and respect for the environment.

Lesson Learnt

One crucial lesson learned from Paola Lenti's success is the importance of integrating sustainability into every aspect of operations. By prioritizing eco-friendly materials and production processes, the company has not only reduced its environmental footprint but also distinguished itself in the market. Additionally, Paola Lenti's success underscores the importance of the management of natural resources and the conscious use of energy and raw materials used in production.

Producer

Paola Lenti

Established in 1994, Paola Lenti has pioneered the use of recycled and recyclable materials in furniture production, setting new standards for environmental responsibility within the industry. The company specializes in creating durable and aesthetically pleasing indoor and outdoor furniture collections that prioritize both design excellence and ecological sustainability.

Challenges

Balancing creativity with environmental responsibility requires continual research and development. Meeting these challenges necessitates a holistic approach, integrating circular principles into every aspect of the company's operations.

More information / Contacts

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