



The Original

100% made in Italy



I T A L I A 

100%

MADE IN ITALY



Each Alf Italia creation proudly hails from Italy, a testament to our unwavering dedication to excellence. Here, amidst historic landscapes, skilled artisans blend tradition with cutting-edge innovation to craft each piece.

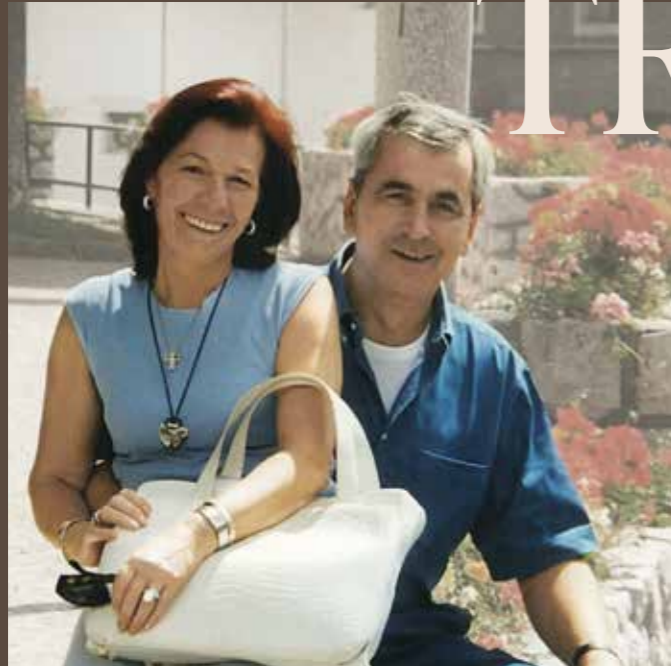
Our commitment to being 100% Made in Italy is more than a label; it's a promise. It signifies upholding the highest standards at every stage, ensuring that each product encapsulates the story of Italian artistry. Our production process is a harmonious blend of precision, where creative minds collaborate with state-of-the-art technology.

Choosing to keep the entire process in Italy isn't just geography; it's a conscious decision to maintain control and oversight. From design to the final touches, Alf Group embraces the responsibility of creating products that reflect the essence of Italian craftsmanship.

Alf Italia stands as a beacon of authenticity, crafting furniture that tells tales of dedication, passion, and the timeless allure of Italian design. This is not just furniture; it's a piece of Italy, meticulously crafted for those who appreciate the true essence of artisanship.

A FAMILY TRADITION

Oliviero and Giuditta on a work trip.



In the vibrant landscape of the 1950s, a visionary company emerged, driven by an entrepreneurial spirit eager to seize opportunities in the post-war world. This company, known as Alf Italia, initially set its sights on serving its local community in Francenigo. As the years rolled on, and the world underwent dramatic shifts, the company adapted and evolved. During the 1980s the company decided to spread its wings

beyond Italian borders, embarking on an exciting journey to the United States, the land of the American dream. But Alf Italia didn't stop there. In the 1990s, it embarked on an even more ambitious venture, conquering new horizons in the Middle East, Central and South America, and Russia. Its success was attributed to its unique reinterpretation of Italian design for international markets, a fusion of culture and innovation that resonated with people across the globe. Behind the scenes of Alf Italia's remarkable journey, Oliviero's wife, Giuditta, played a pivotal role in the company's success. Giuditta, known for her wisdom, provided unwavering support and perceptive guidance, serving as a source of inspiration and stability throughout their adventures. Together, they navigated the challenges of expanding into foreign markets, forging and nurturing vital cross-border relationships. Giuditta's astuteness and Oliviero's genuine enthusiasm for international collaborations laid the foundation for enduring partnerships crucial to Alf Italia's global success. In the vibrant landscape of the 1950s, a visionary company emerged, driven by an entrepreneurial spirit eager to seize opportunities in the post-war world. This company, known as Alf Italia, initially set its sights on serving its local community in Francenigo. As the years rolled on, and the world

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In the wake of Oliviero's passing, the second generation of the family took the reins. Oliviero's children, Cristina and Piero, assumed leadership roles within the company.

Cristina diligently managed sales and administration, while Piero focused on manufacturing.

Flavio, Cristina's husband, played an integral part in the team, contributing his expertise to the areas of design and product planning.

In 2023, Alf Italia achieved a significant milestone by expanding its historic Francenigo site with cutting-edge equipment and automation technology, emphasizing a commitment to innovation and sustainability.

This marks a chapter in Alf Italia's journey, which began in a transformative era and evolved into global expansion, technological advancement, and a legacy of excellence. With the third generation already active in the company, Alf Italia's story continues to be one of innovation and success, with a promising future.



Flavio, Cristina and Piero.

INNOVATION and TECHNOLOGY



We embrace change and believe in our ability to improve day by day. We consistently invested in technology, particularly in Industry 4.0 during the 2010s, and have now revolutionized the Franceni-go site with unprecedented automation. We have moved ahead of the curve with aesthetic trends, introducing furnishing items that can interpret the shapes of the future.

ALF has always paid close attention to complying with international regulations, to safeguard the coupled human-environment system, that's why all our products are Proposition 65-compliant, CARB-compliant and Sturdy Act-compliant.

PROPOSITION 65

Proposition 65 is a regulation that has been in place in the state of California for approximately 20 years and imposes specific information obligations on manufacturers when their products contain substances deemed hazardous by the state of California.

The purpose of Proposition 65 is not to set emission limits but only to ensure that consumers are adequately informed about the substances contained in their products.

(FEDERLEGNOARREDO 2018)

STURDY ACT

The Sturdy Act mandates the CPSC to establish a mandatory safety standard protecting young children from potential injury or death resulting from clothing or storage units tipping over.

Alf Italia has patented an Anti-tipping device for furniture with multiple drawers with new interlinking

glides, allowing only one drawer to open at a time, which helps to stabilize the weight of the chest or dresser making it compliant for the new anti tipping laws.

And glide reduction: drawer depth will shorten by around 5cm in which the drawers can open.

CARB COMPLIANCE

The CARB certification*, which stands for California Air Resource Board, is based on the Airborne Toxic Control Measure regulation (ATCM) whose purpose is to reduce and control the emissions of formaldehyde from wood-based materials used in the California territory. The CARB certification*, although mandatory in California, has been taken as a reference standard by major multinational companies of the wood-furniture sector influencing also many European manufacturers of semi-finished or finished products. (CATAS 2023)

*EPA 40 CFR Part 770 – TSCA Title VI Compliant



COMMUNITY

We recognize that our local area and community are one of the founding principles behind what we do.

The Piovesana family's roots here go back generations. This fact has played an active part in making ALF Italia a success story, thanks to the commitment of thousands of people who have worked with us over the years.

We live in an area of outstanding natural beauty, where plentiful wood, transported by water and worked thanks to the driving force of the man-made waterways, has created the prerequisites for a woodwork tradition that lives on today in ALF Italia.

"We believe in the dignity of individuals and the value of human relationships."

Our founder, Oliviero Piovesana, taught us: "Every morning must start with a 'Good Morning,' whatever quibbles there may have been the evening before or whatever disagreements may be to come."

That daily greeting encapsulates the value of service: a pleasant, polite approach to recreate a sense of community that transcends professional relationships.



PRODUCTS



Discover Alf Italia's
Collections

Bedroom



AMY

Bedroom



TULLIA

Dining room



HEBE

Bedroom



HEBE

Dining room



NYX

Bedroom



NYX

Bedroom



JO

Dining room



HERA

Bedroom



HERA

Dining room



JUPITER

Bedroom



JUPITER



CORSO COMO

Bedroom



CORSO COMO

Bedroom



CITY LIFE

Bedroom



ELLEN

Bedroom



COSTABLANCA

Dining room



OCEANUM

Bedroom



OCEANUM

Dining room



CLAIRE

Bedroom



CLAIRE

Dining room



ARTEMIDE

Bedroom



ARTEMIDE

Dining room



ATHENA

Bedroom



ATHENA



CANOVA

Bedroom



FAVIGNANA



HERITAGE



MATERA

Bedroom



MONTBLANC



MONTECARLO

Dining room



NOVECENTO

Bedroom



NOVECENTO

Dining room



OLIMPIA

Bedroom



OLIMPIA

Bedroom



Bedroom



RIVIERA

IMPERIA

Bedroom



TIVOLI



VERSILIA

Home office



MATERA



MONTECARLO

Home office



SEDONA

Home office



TIVOLI

Bedroom selection



Amy



Nyx



Jupiter



Ellen



Claire



Canova



Matera



Novecento



Imperia



Tullia



Jo



Corso Como



Costablanca



Artemide



Favignana



Mont Blanc



Olimpia



Tivoli



Hebe



Hera



City Life



Oceanum



Athena



Heritage



Montecarlo



Riviera



Versilia

Dining room selection



Hebe



Iuditer



Claire



Canova



Montecarlo



Versilia



Nyx



Corso Como



Artemide



Heritage



Novecento



Hera



Oceanum



Athena



Matera



Olimpia



A.L.F. UNO S.P.A. is certified by the **ISO 9001:2015**.

Our furniture finishes are mainly UV-based. All our furniture board is within the E1 norm for formaldehyde emission. By using UV-based finish the formaldehyde is sealed within the furniture board keeping emissions to an absolute minimum.

ATTENTION: PRODUCT APPEARANCE, SIZE, AND/OR MATERIALS MAY BE SUBJECT TO CHANGE WITHOUT NOTICE