



FRANCO DI FONZO, CEO DI FRAG

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In the contract sector we always find ourselves communicating with the architect whilst in residential projects it is possible for us to encounter directly the end client or more frequently the interior designer. In any case, as a company our preferred spokesman is represented more and more by the architectural figure, interior designers and developers, meaning those managing the assignment, those who would have to decide on the selection of products and which suppliers to involve.

In both situations, the approach we use is that of analysing and understanding the request, this way enabling us to present customisable solutions, ideal for the specific project: i.e. for Japanese restaurants, seats must be altered to be 3cm lower thus having to produce them solely for that environment.

What is the percentage of foreign market, compared to the national one?

As of today, 98% of our production is destined for the foreign market, following a company's decision appointed quite some time ago. Export therefore represents an extremely important component, starting from the United States, to Europe, East Asia and Middle East, achieving a coverage of a wide section of the 5 continents.

How do you relate to the theme of eco-sustainability?

We are surely heading towards that direction, through a series of regulations involving raw materials already enforced in foreign countries. In the United States for example, the regulations are incredibly strict, pushing us to adapt to these in order to work in this specific market.

The contract provided is intended as a 'keys in hand' or as large supplies?

For contract we exclusively take on big furnishings projects such as restaurants, hotels, private housing, ships and luxury yachts. Our structure and our productive history enable us to produce products – seats, tables, complements – following the requirements of the end consumer.

The client selects the model and can choose the coverings and finishings which best accommodate the needs of the project, either within Frag's extensive offer or directly providing the material.

Moreover, starting this year, we have expanded our proposal with a series of padded seats and containers, presenting our clients with further coordinated and completed environments.

Which are, if there are, the main differences in approach between a contract and a residential realization?

Contract is typically more limited in comparison to the residential sector, where often emotions and intuition of an individual client play an important role as well.