



Berto

THE DREAM DESIGN MADE IN MEDA

**BertO:
the Case Study**

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CEO

Switzerland, 12 June 2023



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Spirit of 74



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Made In Meda

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A photograph of three people in a modern lounge setting. On the left, a woman with long dark hair, wearing a black jacket and a striped scarf, sits on a grey armchair. In the center, a woman with glasses and a black jacket sits on a black chair, smiling. On the right, a man in a black leather jacket sits on a grey armchair. They are surrounded by contemporary furniture, including a round table with a green vase and a small potted plant. The background features a brick wall and a window with greenery outside. Two large, spherical pendant lights hang from the ceiling.

Business Model

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The Dream Design Made in Meda

Distribution

Showroom + Internet + People

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Dream Design without intermediaries

**The relationship between manufacturer
and customer never ends**

**The relationship between manufacturer
is positively influenced by digital**

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**5 showrooms in Italy + BertO Singapore + BertO
Lugano**

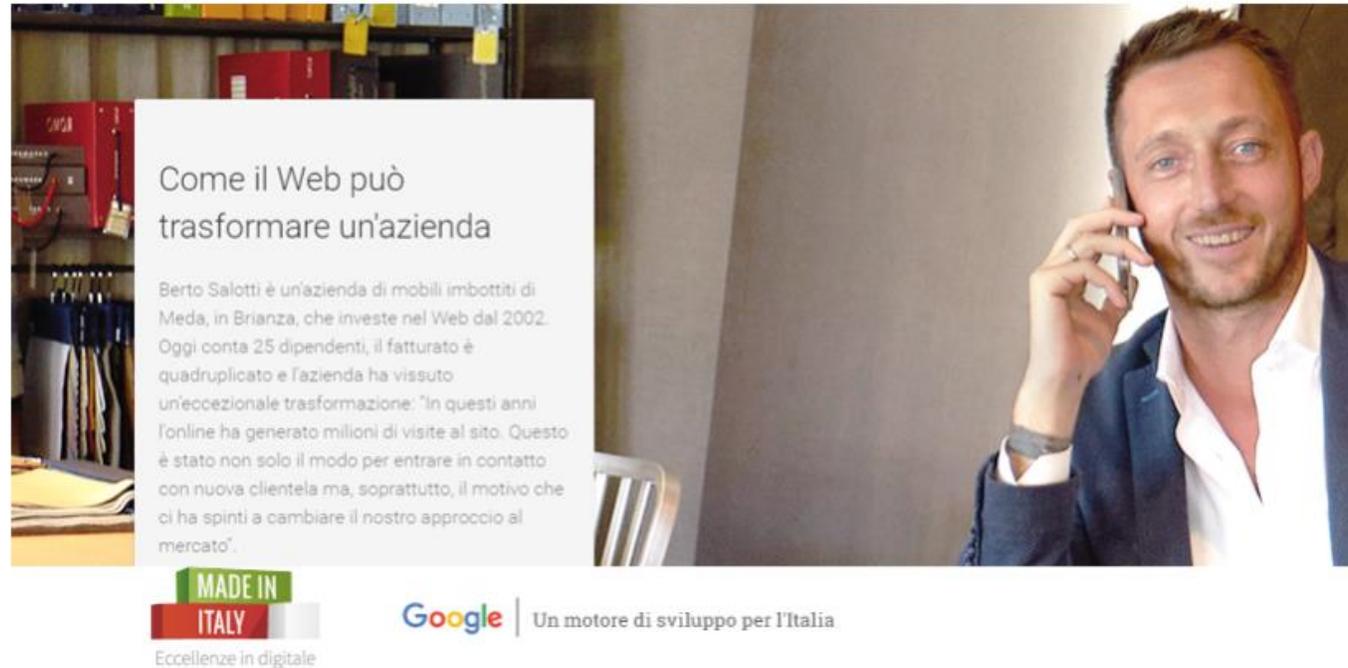
350 customers per month (75% in Italy)

2022: 12,5 Mil

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Case Study

(Berto in the new platform Eccellenze in Digitale with Google)



Come il Web può trasformare un'azienda

Berto Salotti è un'azienda di mobili imbottiti di Meda, in Brianza, che investe nel Web dal 2002. Oggi conta 25 dipendenti, il fatturato è quadruplicato e l'azienda ha vissuto un'eccezionale trasformazione: "In questi anni l'online ha generato milioni di visite al sito. Questo è stato non solo il modo per entrare in contatto con nuova clientela ma, soprattutto, il motivo che ci ha spinti a cambiare il nostro approccio al mercato".

MADE IN ITALY
Eccellenze in digitale

Google | Un motore di sviluppo per l'Italia

Google ADS since 2002

**BertoStory: The first Italian Corporate Design
blog since 2004**

**Youtube Channel since 2005 with 2.861.039 views
+ Social Network**

Dashboard + Automation and direct Marketing

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BERTO CASE STUDY

THE FIRST ITALIAN DESIGN COMPANY ON THE INTERNET AS DESCRIBED BY THE MOST AUTHORITATIVE VOICES



The Dream Design

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#BertoLive

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IRA





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#Crowdcasting

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La ditta: a new home for Artisans Future





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MIRKO VARISCHI ARCHITETTO
Berto Srl
Progetto outdoor design
Meda (MB)

www.architettovarischi.com www.studiobv.it

MV
ARCHITETTO



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MIRKO YAKISCHI ARCHITETTO
Berto Stil
Progetto
Maggio 2023
www.studiobsy.it

MV
ARCHITETTO

Interior Design Project

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Berto Singapore

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GRAND
LAUNCH



RECA
SADECO



RECA
SALIVING



RECA
SCENT

GRAND
LAUNCH



RECA
SADECO

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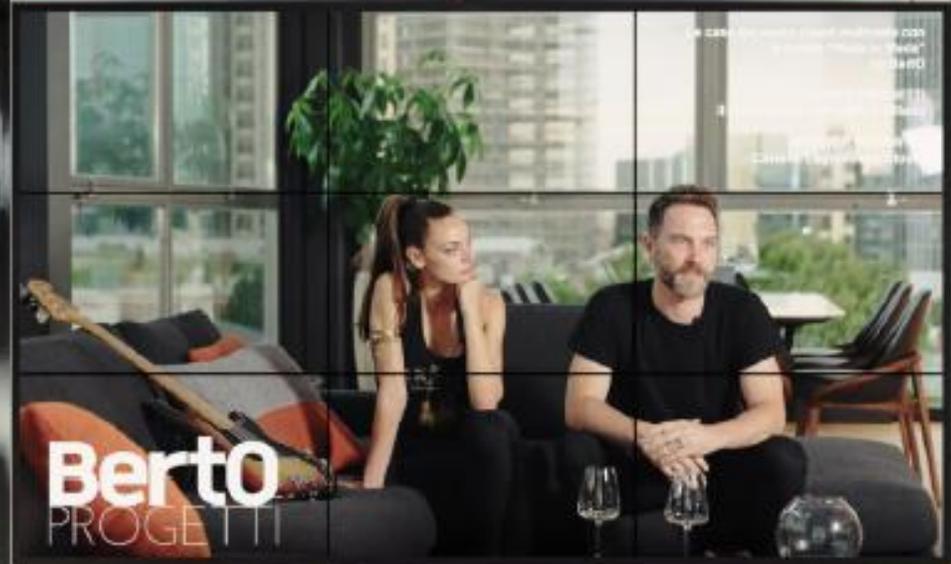
Berto Lugano 2023

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Berto
PROGETTI



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Thank you!

www.bertosalotti.it