



Service Four
Identikit of your Reference Ideal Product

Background You already have your own range of existing products and your own design team and production.

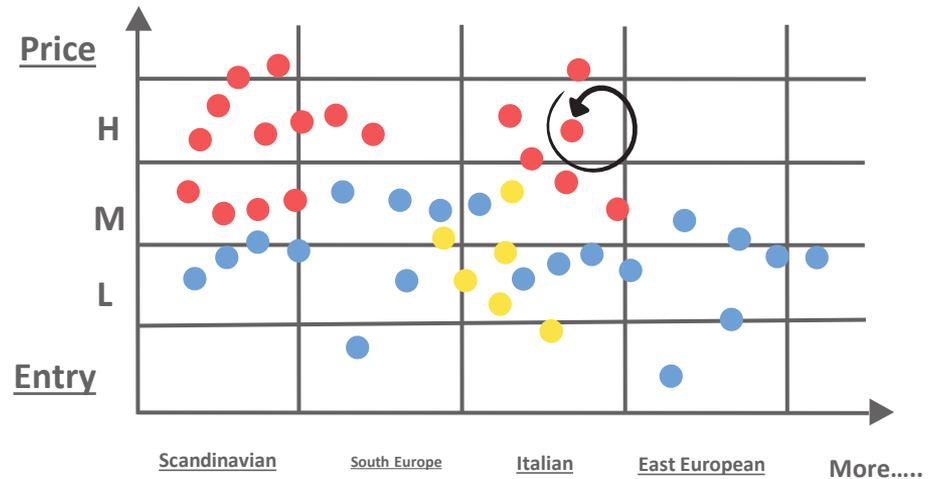
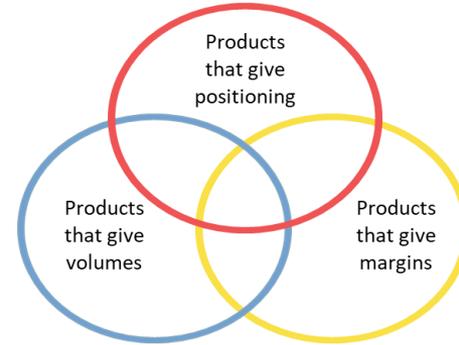
Maybe you are already exporting to North America or Europe, you want to enter one of these specific markets or sell better.

Your team needs to nail and to learn deeper a product typology within a style.

What ultimately defines that specific typology of product?

How it is designed, the history behind, proportions, materials, what is the ultimate characteristic of a chair in this specific style? Bamboo and rattan French Chair, Thonet chair, Bistro chair, plastic foldable Italian chair, rattan and wooden Tuscan chair, Scandinavian reclining chair...whatever you need to dig deeper, we'll dig it out for you.

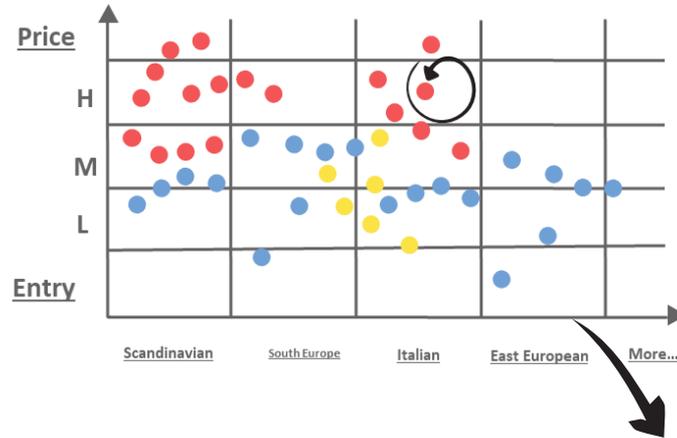
If you can see it, you can be it!



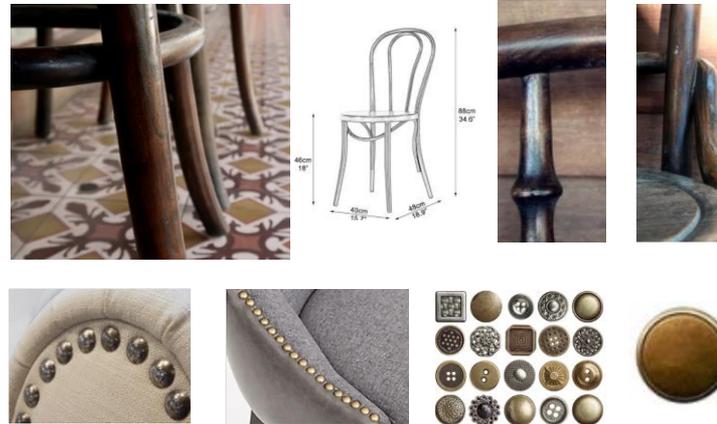
Why us We work in a very agile and efficient way with professionals with top competence in the sector. Briefing, debriefing, project management, business intelligence all come on top of the turn key project you are buying from us.

The team is made of seasoned professionals who have a track record of bringing products to the market.

[Lucia Arrigucci](#) has been working for over 20 years within productization with start-up, scale-up and established firms. Read more in her [articles](#).



Example: we identified your offer needs an Italian style chair, high price, inspired by steam-curved No.14 Thone but upholstered for longer sitting at the table.





We support start-ups, scale-ups and established firms to make an idea, a service or an item into a product that can be sold with our competence and global network of experienced partners.

No-nonsense approach guaranteed.

Thanks for your attention!



LuciA Arrigucci



Since 2015 LuciA Arrigucci is running [Arrigucci of Sweden AB](#), working with Innovation and sustainability.

LuciA's core competence is **Productization**, supporting start-ups, scale-ups and established firms to make an idea, a service or an item into a product that can be sold. Surrounded only by top competence in each field LuciA likes creating growth throughout sustainable products that meet a real need. No-nonsense approach guaranteed.

Innovation and growth is the red thread across LuciA's working life.

2001 First **start-up**, Legnidoro Design, based on an Innovation of a process to impregnate wood in partnership with [Henkel Loctite](#).

2003 **Marketing Communications Manager** in a 24/7 retail operation counting 700 people workforce. **Internal and External Communications Coach** for all the Marketing Managers across [UK](#).

2007 - 2011 **Global Product Owner** for two different business areas on behalf of IKEA, first white goods then tables and public use furniture.

Development, improvement and launches of dozens of products, managing turnovers in the hundreds of millions €.

Lived in 4 European countries.

Business Mentor at the [University of Lund](#).

Core Team

Arrigucci of Sweden AB business model is to work on a network. This allows the agility needed to meet the demand for complete tailoring and top quality of our services for current and future clients and partners.

The network is global, so our clients and partners can have a local approach. Meet the core team.



Reverse Innovation
Branding



Eliseo Pausa
Industrial Design



GreenGap Sweden
Sustainability



Vincent van der Pas
Photography



Linda Ranalli
Videomaking



Will Gray
Knowledge
Management



Norah Ngoc Vo
Digital Performance
and Data Analysis

