



**Service Seven**  
**We render and finalise your own products**

**Background** You do have sketches and/or final products already designed but you need finalising.

Free your resources for more creative work, once they design the final product let us take the burden of rendering or technically designing it.

We can provide you with the final executions including technical drawings and rendering with the software of your choice.

**Value** You will receive the renderings according to briefing , turn-key, with the software of your choice. You will free time and energy to focus on the rest of your business.



**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](#).



Gonro Sofa  
Designer: Eliseo Pausa  
Software: 3D Max + Corona + Photoshop  
Ver.: White Background





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

