



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

