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## Fabrication



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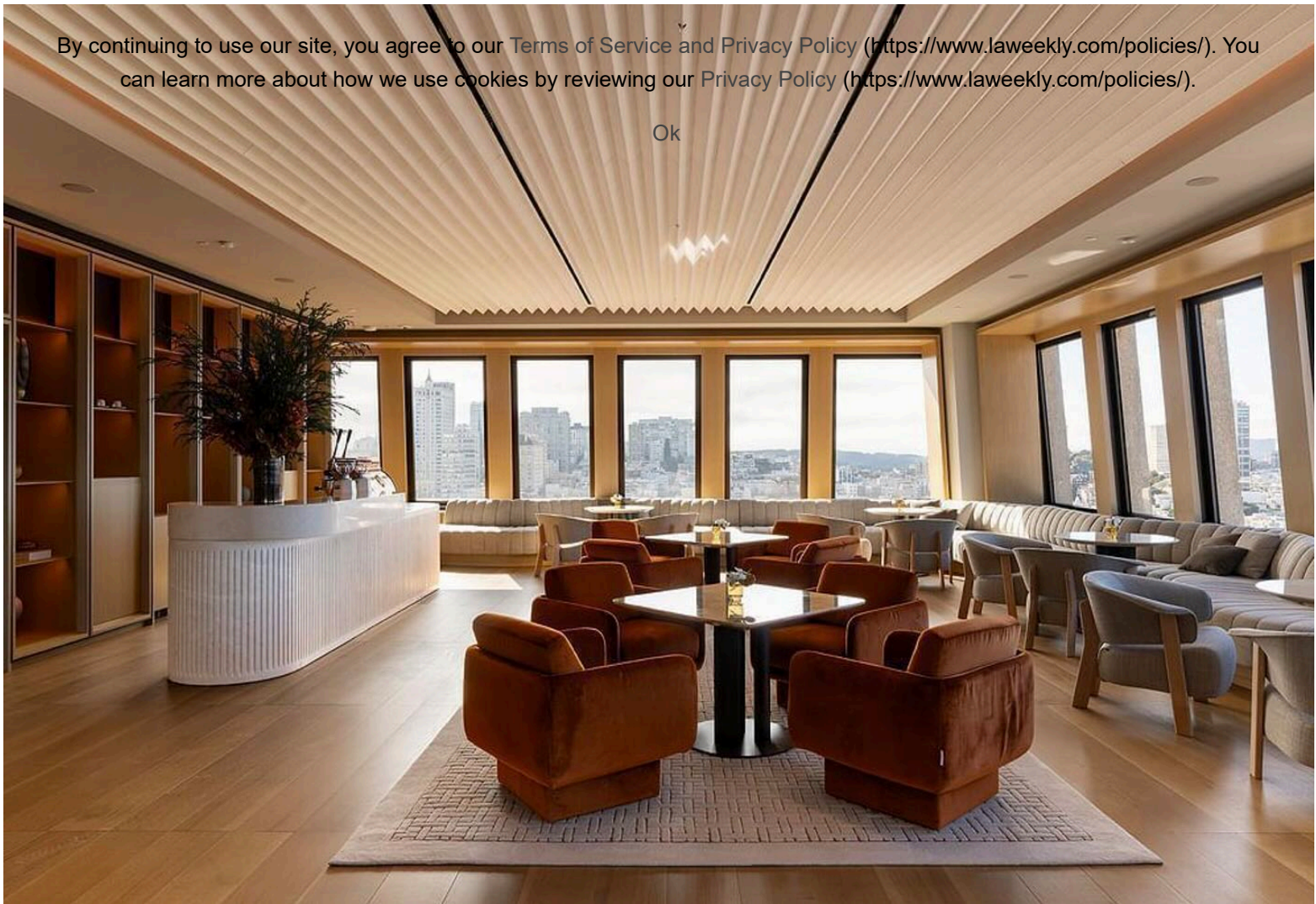
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The House of Pontovi (<https://www.pontovi.com/>) offers a different way of working in the custom furniture industry by combining design and production services into one. Pontovi has become known for handling everything about a project in-house, from the initial design to the final product. This setup means that clients do not have to communicate with multiple companies, helping avoid delays and miscommunication.

Stephen Taglianetti, Pontovi's CEO, believes combining these two parts of the process is more than efficient; it is essential. *"Our model eliminates miscommunication and helps projects move faster with fewer revisions,"* he explains. Taglianetti says this approach helps meet deadlines and maintain a high level of quality, which is especially important for clients who want very specific designs within a tight timeframe.

This integrated model stands out from other companies offering design or production but not both. The company's system avoids the typical problems with coordination between design and production teams, ensuring a smoother experience. The company also works with some of the world's top designers, offering CAD drawings, material choices, and project updates through a special client portal.

## Bringing New Technology into the Design Process

As the custom furniture business evolves, The House of Pontovi uses new technology to give clients a better experience and make production more accurate. The company uses advanced CAD renderings, updates the client portal in real-time, and documents progress with photos. This transparency keeps clients informed and engaged throughout the project.

The company also uses augmented reality (AR) and virtual reality (VR) to improve the design process, allowing clients to see their furniture in a digital version of their space before it is built. This technology has become more popular in the custom furniture industry as more companies invest in letting clients visualize their orders digitally. For instance, over half of furniture businesses in the U.S. now offer 3D visualization tools to enhance the customer experience.

*“Clients increasingly want a tactile experience without needing to be physically present. We’re meeting that demand with advanced visualization tools,”* says Taglianetti. According to him, this technology reduces the “guesswork” of ordering custom furniture. With these tools, clients can make more confident decisions, and Pontovi can make the process less stressful.

## Meeting the Demand for Custom and Sustainable Furniture

In recent years, there has been a big increase in demand for unique and sustainable furniture. Both private clients and businesses are asking for pieces that stand out and have a low environmental impact. Pontovi has responded by using a wide range of materials that meet these expectations, including recycled wood and eco-friendly finishes. This trend matches broader changes in the custom furniture industry, where companies focus more on using sustainable practices to create their products.

Nearly a third of Pontovi’s projects use sustainable materials, keeping up with growing consumer demand for eco-friendly choices. Taglianetti says the push for sustainability is now essential in the industry: *“Sustainability isn’t just an option anymore. It’s an obligation for us and our clients.”* Pontovi prioritizes sustainable production and actively educates clients about the environmental impact of their choices, helping clients make more eco-friendly decisions.

The U.S. custom furniture industry is expected to reach over \$137 billion by 2024, with a steady growth rate of about 5% yearly. As part of this growing industry, Pontovi’s focus on sustainable materials is one way to stay competitive in a market where clients increasingly care about the environment.

## Guided by Leadership and Long-Term Vision

Pontovi has laid out clear goals for growth and innovation under the guidance of Posse and Taglianetti. The company is focusing on expanding its client base while sticking to its high standards in design and production.

Another part of the company’s mission is to build strong, long-term relationships with clients. Pontovi’s focus on educating clients throughout the design process has helped earn their trust, leading to many repeat customers. By keeping clients informed about every stage of design and production, Pontovi has created a collaborative relationship with clients that increases their satisfaction and loyalty. Posse, in particular, has dedicated herself to mentoring young women in the design field, making them a custom furniture provider and a supporter of women in the industry.

## A New Take on Custom Furniture

The House of Pontovi’s combined approach to design and fabrication brings a new model to the custom furniture industry. The company’s system of handling design and production in one place could change how custom furniture is made and delivered. Pontovi aims to meet not only client expectations but also broader industry changes by focusing on transparency, customization, and sustainable practices,

With Posse’s vision and Taglianetti’s leadership, The House of Pontovi is prepared to evolve with the market’s demands and the clients it serves, aiming to set a new standard for custom furniture by uniting design and production under one roof.

# Expanding – New Showrooms Beverly Hills & Miami

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Pontovi is thrilled to announce its expansion with new showrooms and ateliers in Beverly Hills and Miami, along with a representative presence in San Francisco. The company invites clients to schedule visits and explore its latest offerings. Future expansion plans include U.S. cities such as Las Vegas, and Dallas and internationally in Tokyo, London, and Dubai.

Instagram: <https://www.instagram.com/houseofpontovi/>

Website: <https://www.pontovi.com/>

Inquiries: [Info@pontovi.com](mailto:Info@pontovi.com)

Pontovi – Custom Bespoke Furniture\*Beautiful Interiors\* Furniture Engineering



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