

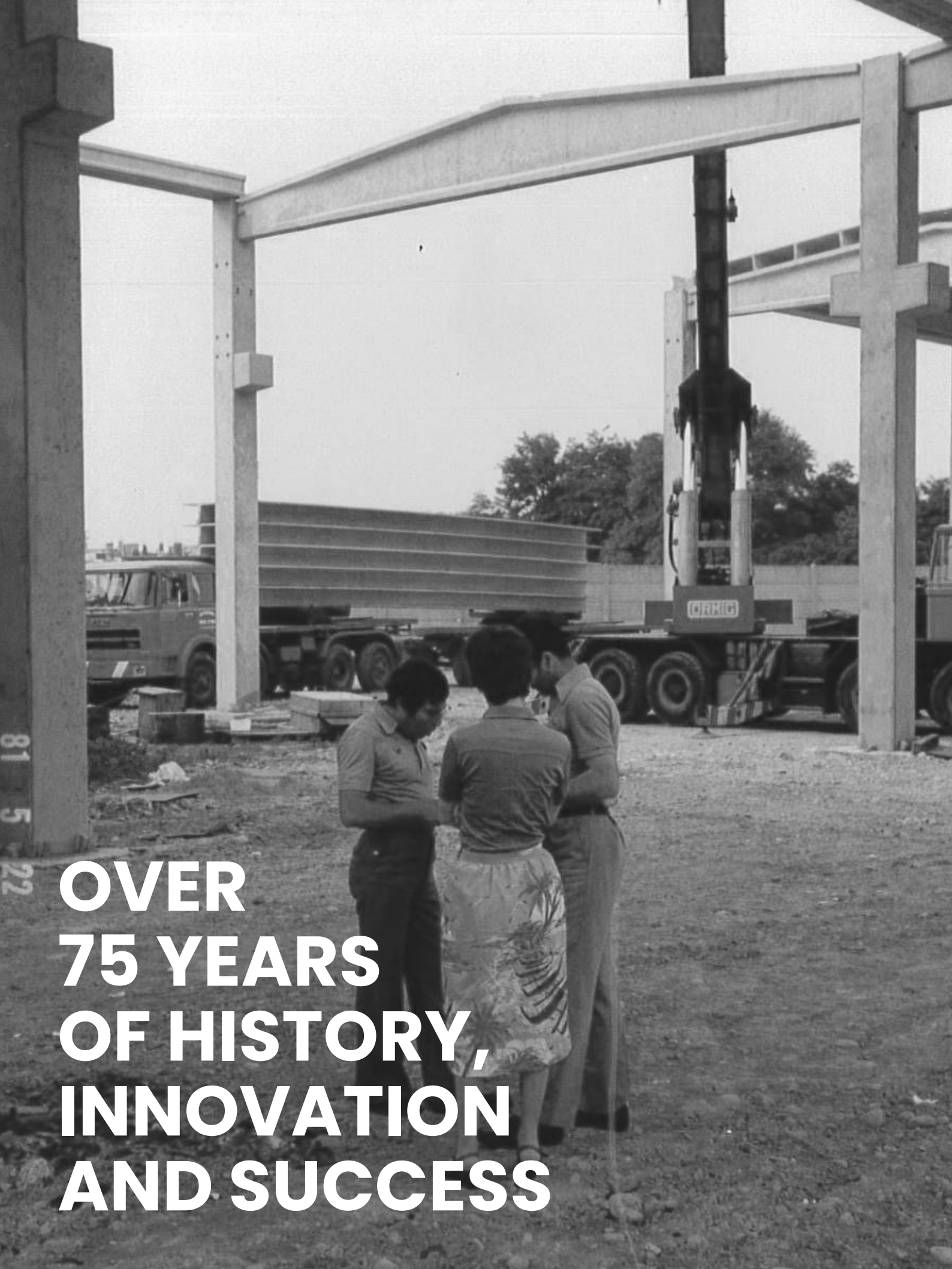
The image shows a modern retail store interior. The walls are made of dark, vertically-grained wood. On the left, there are several white, rectangular display cases of varying heights. Some cases have clothing items on them, including a pair of high-heeled shoes and a folded patterned garment. The floor is a dark, polished material. The lighting is soft and focused on the display cases. In the background, there are more display cases and a large, white, spherical light fixture.

crc

A NEW WAY OF RETAILING

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EST. MILANO 1949



OVER 75 YEARS OF HISTORY, INNOVATION AND SUCCESS

Over seventy-five years of history: CRC is born from the hands of Lucio Ratti, a skilled craftsman who, with love and a spirit of sacrifice, starting in 1949 from Carrozzeria Ratti Carpenteria (CRC) in Milan, revolutionized the world of shop furnishings.

Over seventy-five years of success: from the first metal shelf to the expansion on the market, reaching the point of furnishing shops worldwide.

More than seventy-five years of history, which today for CRC means differentiated product lines - from Contemporary, to Shelving, up to the Revolution.

The aim is to meet the needs of an increasingly demanding market and clientele, ranging from food to sportswear, specialized retail, and even innovative wine bars.

FROM FORM TO IDEAS

It's all about giving shape to a project, not just creating standardized elements but focusing on enhancing the item and highlighting its uniqueness, so that the display becomes an integral part of the solution.

Design is not an end in itself, but rather an element that is closely related to the ergonomic use of the furnishings. For CRC, the design of shopfittings is all about innovation and the ability to immediately embrace the latest trends in marketing, PR, and graphic design.

For CRC, shopfittings must, of course, be functional, but also up-to-date in terms of their appearance, to suit today's market.





THE ABILITY TO MEET NEEDS

Passion, experience, and research collectively constitute the foundation that has allowed CRC to become a well-established leader in the shopfittings sector.

Responding to the demands of an increasingly attentive and demanding market, with timescales reduced to a minimum. Through a network of professionals, CRC aims to create a tailor-made product designed to satisfy all specific retail needs.

QUALITY COMES FROM EXPERIENCE

CRC's consolidated expertise in the processing of metal, wood, laminate, and glass ensures that the right materials and applications are used, thus guaranteeing the highest possible levels of efficiency, perfect finishes, unrivalled functionality, and exceptional durability.

The crucial value underpinning CRC's work is the passion for quality, which is based on a philosophy that involves a profound commitment to perpetuating the finest artisanal traditions and simultaneously engages in ongoing technological research with a view to delivering products of the best possible quality.



DESIGN EXPRESSIONS

CRC's organizational flexibility, which makes the most of its constant research into innovative technologies, methods, and materials, allows it to meet the challenge of today's market.

Through in-depth research into designs and materials, as well as through the introduction of cutting-edge manufacturing techniques, CRC has now reached a level of innovation that enables it to offer companies and retailers a host of new display solutions.

The CRC Design Office conducts ongoing research into solutions that are specifically designed and customized to provide the ideal response to any display requirements.





The culture of quality is transmitted throughout every phase in the processing of each element of the fit-out. Each completed element represents the final result of a system in which sensitivity to even the smallest detail makes it possible to deliver top levels of quality.

Expertise, professionalism, maximum reliability, and the painstaking control of each production phase are the elements that have enabled CRC to optimize the costs associated with the design and implementation of a project

A CULTURE OF QUALITY AND PROFESSIONALISM

WORK MANAGEMENT AND ORGANIZATION

CRC takes great care to ensure the quality of the pre and post sales services it offers, with an unwavering focus on customer satisfaction. With CRC, the schedule is respected, and deliveries are always on time.

To achieve this level of reliability, CRC has to deal effectively with a fast-moving, rapidly changing market. It does so through innovative products, a logistics department that operates in real time, and a pro-active marketing team that monitors current and future market conditions very closely.



RELIABILITY AND TRANSPARENCY

All of this wouldn't, however, have led CRC to collaborate with prestigious companies and to become a leader in its field had the business not been guided by a commercial policy that has always focused on trustworthiness, reliability, and the desire to work with the client as a partner.



PROJECTS AND IDEAS IN CONSTANT GROWTH



Over seventy-five years of experience, more than 60 people involved, 12 external laboratories, and over 600 tons of furniture produced and distributed annually worldwide. These are the CRC numbers, which grow every year thanks to the passion and meticulous dedication of everyone who is part of our team.



The CRC Design Office conducts ongoing research into solutions that are specifically designed and customized to provide the ideal response to any display requirements. CRC offers an extensive range of products made from metal, wood, and glass, all of which can be successfully combined.

CRC bases its production on flexible, modular, interchangeable, and functional elements, characterized by a focus on achieving the best visual impact. The scalability of our products allows us to enhance even the smallest idea, translating it into a great realization.



Thanks to its long-standing experience in the sector, CRC is now able to offer furnishings and display solutions designed to meet the most specific needs. The high level of customization and the combination of the various modules and elements in the CRC range provide the perfect solution for those seeking a space that never becomes obsolete.



CRC Srl Showroom

Via Lodi 190A
21042 - Caronno Pertusella (VA), ITALY
Tel. +39 02 96 59 001
crc@crc.it

CRC SRL

Viale 5 Giornate, 1382
21042 - Caronno Pertusella (VA), ITALY
Tel. +39 02 96 59 001
crc@crc.it