

# logica®

OFFICE LIVING

PRESS RELEASE

## Interna relaunches the brand Logica

The Interna Group relaunches the recently taken over brand Logica, with the new catalogue Logica, Office Living. This operation completes the range of the Group, specialized in the contract sector, including the office furnishings.

**Tavagnacco (Udine) April 2009** – The Interna Group, international leader in the supply of high end furnishings for the contract and hospitality sector, expands with Logica office living, a new line of product designed and produced for the medium-high office sector.

Founded in 1989 as part of the Effezeeta group and taken over by the Interna Group in 2006, the Logica name is now considered a reference for the supply of interior design solutions for offices and congress centres. Right from the start the Logica trademark has been proposed to those who operate in the office sector, their mission being to supply high quality products and a reliable, personalised service. This has helped create a company which is extremely versatile when seeking, proposing and creating tailor-made solutions designed around their clients, which means freedom from the limits normally set by mass-produced products.

With the take over of Logica, the start of the production and the location of the brand within the group, the Interna Group, operating for more than 20 years in the luxury interior design sector for contract and hospitality, and boasting an international reputation in the design of turnkey projects for hotels, restaurants, congress centres, boutiques, private residences, cruise liners and yachts, diversifies its range of services, offering ad hoc furnishings for the so called *back of the house*, being able to implement any kind of project.

With Logica, the Interna Group is able to face the international challenge of prestigious turnkey projects in sectors that are new but that have a high development potential, like congress centres, banks, insurance agencies, public offices and much more, through commercial synergies that derive from solid relationships with international investors, especially in the real estate sector.

Logica with the current, but above all with the upcoming production (a new design collection is underway) accepts the challenge of supplying a personal touch when furnishing contemporary work spaces.

“The take over of Logica I is perfectly in line with the extremely flexible and customizable *modus operandi* of the other two companies of the Interna Group – says Diego Travan, president of the Interna Group-. Logica today proposes four different ranges of furniture for offices, from management level to staff level and can also supply complete turnkey design projects for workplaces, from feasibility studies to

supply of all the components, right up to delivery and after-sales service, all around the globe.”

Today’s office spaces and congress centres require, or rather demand, certain specific characteristics, which range from versatility of the areas involved, to the ability of being able to host a variety of operational requirements. With everything characterised by an unmistakable, inimitable style, by their harmonious rigorous lines. Every work station must project a precise image of the company’s identity and, why not, also an all-round mission which is not mere business, but may be readily defined by a simple formula: wellbeing for their employees and partners. Wellbeing which, we know, needs to be transformed into a stimulus for increased productivity for the workers and, therefore, economic development for the company.

To respond to these requirements, work environments proposed by Logica are essential, yet warm and personalised, with elegant yet extremely functional forms, made entirely from only solid, quality materials.

The flexibility, the passion for design and from the new uses of materials, which has been the hallmark right from the birth of the Interna industrial group, are now one of the competitive advantages of Logica and allow for the creation of both unique furnishing solutions and personalisation of every item of furnishing proposed in a catalogue, with materials and sizes according to personal choice. The flexibility of Logica complies with even the most individual of requirements for those who create projects, and is a lone voice in the office furnishing sector.

“We are entering the crowded market of the office furniture – explains Diego Travan – well aware that it is this twenty-year experience in the turn-key sector that gives us the comparative advantage over our competitors. Logica does not only own an excellent collection of standard furniture, but it also has the same technical and management expertise as the Interna group. Therefore, Logica is able to supply any kind of furniture and finishes for offices and to provide turnkey solutions which are suitable both for the managerial offices of multinational corporations and for the work stations of the local bank branch.”

**Press office**

*Interna Group 33010 Via Galilei 9/a Tavagnacco (Udine) Italia*

*Francesca Vidoni +39 0432 643239/340 4515278 [fvidoni@interna.it](mailto:fvidoni@interna.it) [info@interna.it](mailto:info@interna.it)*

*Derna Del Stabile +390432 643221/348 7274908 [ddelstabile@interna.it](mailto:ddelstabile@interna.it) [press@interna.it](mailto:press@interna.it)*

*Alessandro Rinaldini +39 348 2642896 press manager corporate [sandro.rinaldini@gmx.it](mailto:sandro.rinaldini@gmx.it)*