

Exhibitions and ADV

2022

 **SALONE DEL MOBILE MILANO**
from 7 to 12 June 2022



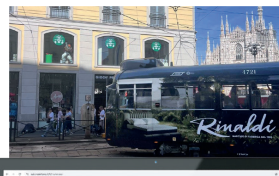
2023

 **SALONE DEL MOBILE MILANO**
from 18 to 23 April 2023



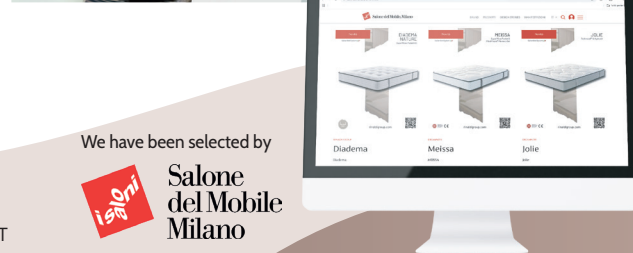
2024

 **IMM COLOGNE**
from 14 to 18 January 2024



2025

 **SALONE DEL MOBILE MILANO**
from 8 to 13 April 2025



We have been selected by
 **Salone del Mobile Milano**



THE SLEEP YOU DON'T GET
STAYS WITH YOU.

Pubblicità Progresso

Pubblicità Progresso Awareness Campaign on the Social Role of Quality Mattresses and the Individual and Social Benefits of Sleep. Promoted by Pubblicità Progresso in collaboration with Gruppo Sistemi per Dormire and supported by Rinaldi Group, this campaign, launched in April 2023, has been renewed for 2024/2025 and It also benefits from the significant support of the Italian Association of Polyurethane Manufacturers (AIPEF).

Acknowledgments



RinaldiGroup Società Benefit dal 1965 s.p.a.

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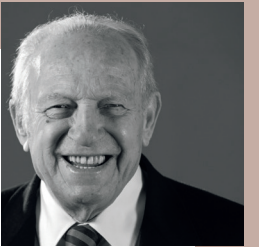
60 ANNIVERSARY since 1965



RinaldiGroup Società Benefit dal 1965 s.p.a.

Rinaldi: 60 years of history and values, tradition and innovation

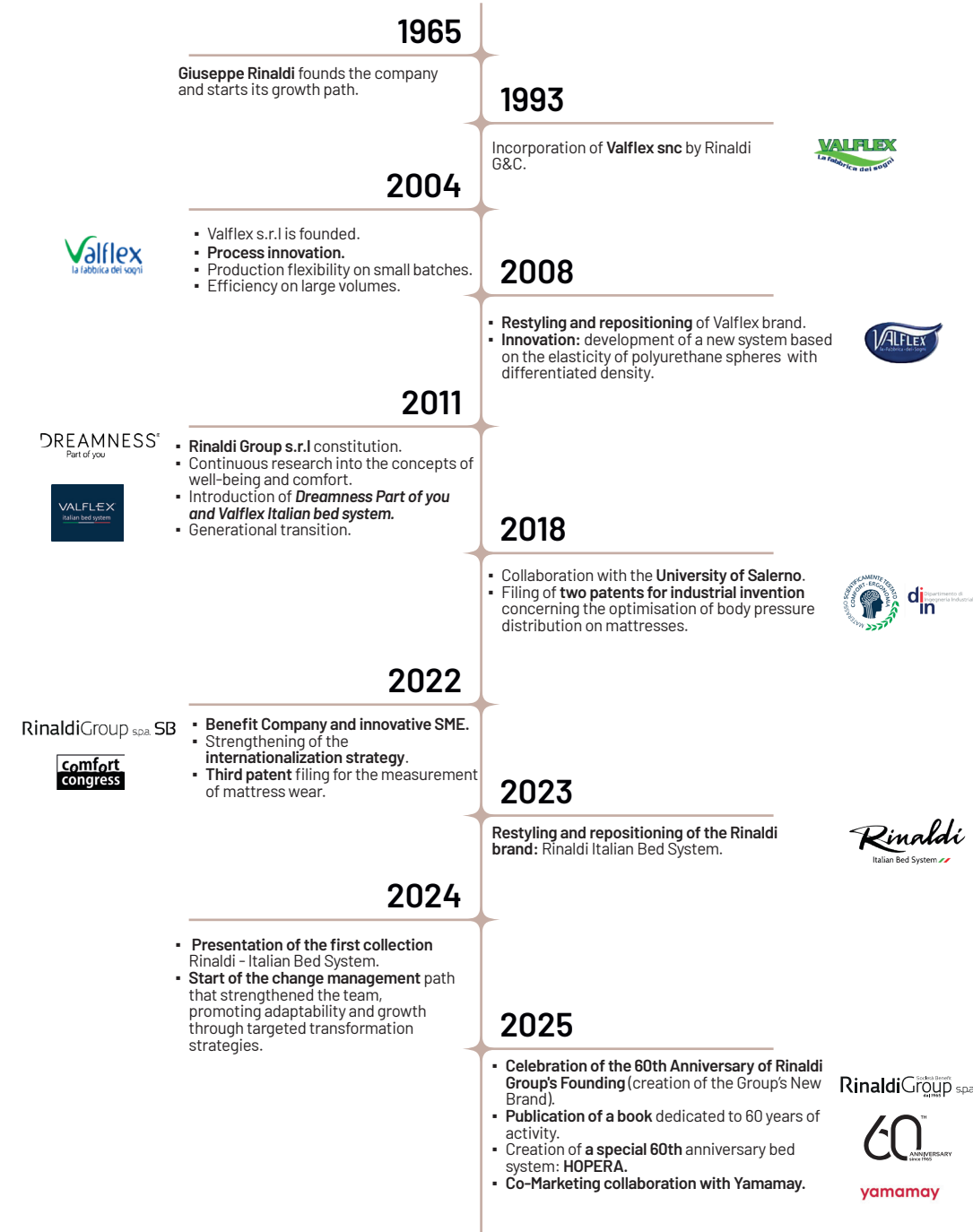
The history of Rinaldi Group began in 1965 when Giuseppe Rinaldi planted the first seed of what would become a leading entrepreneurial reality. With dedication and commitment, his children Stefania, Piero, and Dino carried on his legacy, transforming the company into a strong family business that has now reached its third generation and is moving towards an increasingly sustainable and innovative future. In 2025, Rinaldi Group proudly celebrates its 60th anniversary, a milestone that reflects the company's strength, passion, and continuous evolution. Rooted in deep values, it has grown into a strong tree, where the roots symbolize the guiding principles essential for supporting continuous improvement and innovation. In 2022, the group became a Benefit Corporation and an Innovative SME, establishing itself as a leading wellness tech company in the design and production of high-quality mattresses and sleep systems. The mission is clear: to contribute to a new, fair, inclusive, and sustainable economic paradigm based on the three pillars of well-being—nutrition, physical activity, and rest—aware that good sleep is not just a primary need but a key element for the psycho-physical well-being of people and the sustainability of our planet.



Rinaldi Group's commitment also translates into the promotion of a corporate culture oriented towards diversity management, with the aim of creating an inclusive environment and enhancing diversity, overcoming gender inequalities and promoting a positive and collaborative corporate climate. Looking to the future, the company aims to maintain its identity, enhancing the Italian nature of its collections through a process of continuous innovation, which projects it onto international markets, bringing the value of Made in Italy research and development to the world.



A brief history of the company



Benefit Company

Rinaldi Group, as a Benefit Corporation, integrates important social and environmental goals with its profit objectives, creating value for both the company and the community, as well as the environment. The company follows a business model that goes beyond mere profit, aiming for a long-term positive impact through responsible and sustainable practices. In particular, Rinaldi Group stands out for:



Governance.

Transparency and responsibility of the company aiming at common benefit, with a focus on creating a positive impact on the society and the environment in order to create long-term sustainable values for all stakeholders and shareholders.



Employees.

People and their well-being at the centre, through training activities, opportunities for personal growth, remuneration, benefits, quality of the working environment, internal communication, flexibility and job security with attention to gender equality and diversity management.



Community.

Deep-rooted relations with the territory and the local community, voluntary actions, donations, cultural and social activities aimed at generating shared value for the community and supporting local development.



Environment.

Identification of quality raw materials with low environmental impact, with the aim of create a reuse of mattress materials at the end of their cycle by inserting them in the circular economy.



Customers.

Value created for direct and end consumers in terms of quality assurance of the products (guarantying various levels of comfort), quality of pre- and after sales, data privacy and data security.

Through these actions, Rinaldi Group is committed to creating a positive impact, contributing to the sustainability of the planet and the well-being of future generations.

Continuous innovation



Process innovation

Production flexibility on small batches. Efficiency on large volumes in response to the market needs.



Marketing and product innovation

Restyling and repositioning of the brand. Market launch of new products thanks to the expertise of Rinaldi.



Filing of two patents

Cushioned support of the human body. Method for designing a customized mattress.



Third patent filing

Filing of a patent for the measurement and evaluation of the durability of a mattress. Project for the study and testing of new spring models with scientifically tested and ecofriendly materials.



Patent

Third patent on mattress wear granted.



Material innovation

Selection of the world's leading suppliers. Characterisation and development of exclusive materials.

D.N.A Project

Analysis of correlations between morphological composition and functional performances of conventional and innovative polyurethane foams.



TRA.MA

Mattress traceability project on Industry 4.0, thanks to which we received 2 SMAU awards, one regional in 2021 and one national in 2022.

Innovation of the internationalisation model

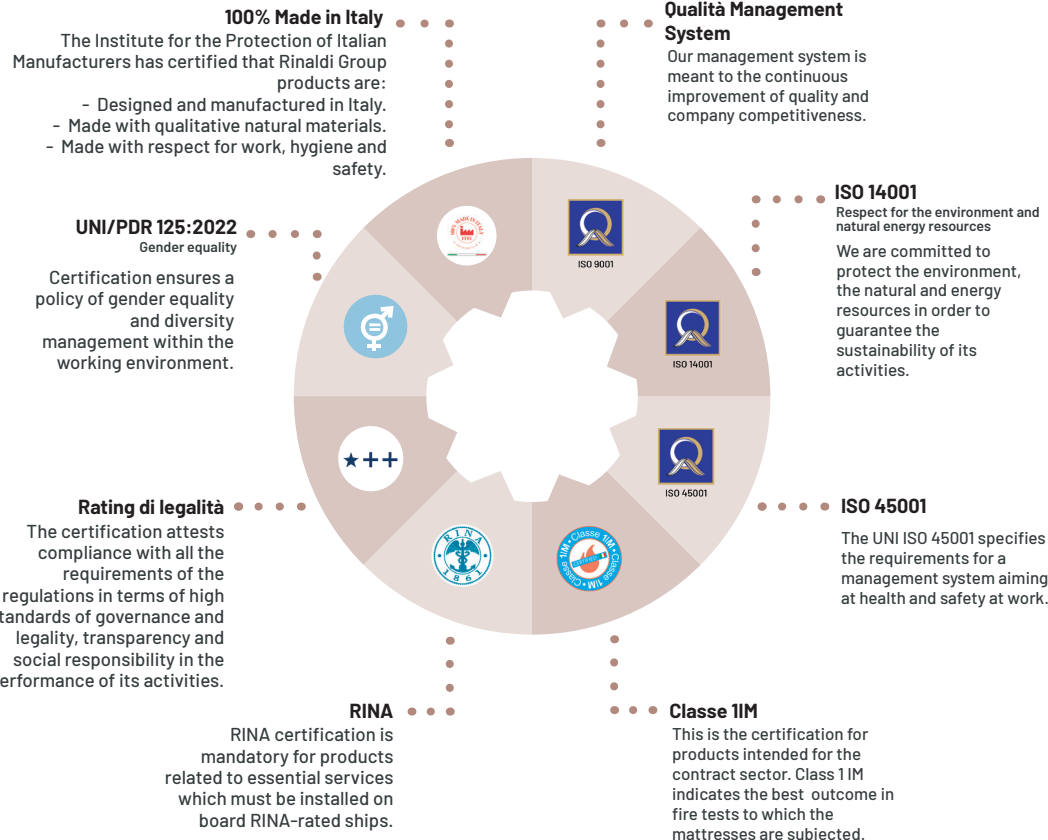
Participation in trade fairs and orientation towards digitisation.

Process innovation

Extension of traceability of outgoing products with the installation of gates.

Consolidation of energy autonomy as compared to internal needs.

Certifications



Membership

