



**“Drying racks on a
completely different level**

foxydry®





What people are saying about us - Freedaty certified reviews

"For years I'd been looking for a clothes airer that removes the drudgery of hanging up washing to dry: it was love at first sight! I recommend this product to anyone with the ability to exploit overhead space in the home - a resource that is often wasted!"

★ ★ ★ ★ ★

"Decluttering, with style.

Foxydry was developed with the aim of providing an elegant solution to a deeply felt problem that affects the majority of homes: the nuisance of cluttering up floor space with conventional clothes airers. In complete contrast, Foxydry actually creates space by taking the drying rack to a higher level in every sense: from an unavoidable nuisance to a valid and attractive helpmate. A home design feature that combines appeal and practicality.

GENIAL DESIGN THAT EVERYONE LOVES.

Foxydry is the EU registered Italian brand of Europe's best-selling and most sought-after space saving drying racks. With their flawless technology and great styling, electric or manual operation and use of top quality materials throughout, the drying racks are designed for ceiling or wall-mounting.

1. LIFT-LOWER SYSTEM

Recover valuable floor space in the home. Hang out the washing then lift it out of sight. The drying rack mounted on the ceiling or on a wall frees up living space by exploiting **areas and volumes that are typically unused.**

2. SMART

Your laundry will dry faster. Hot air always rises in any room: this means your laundry will dry faster without any additional cost.





“Ceiling-mounting or wall-mounting. No other drying rack solves space problems like Foxydry.

WITH FOXYDRY WE'VE COME UP WITH A NEW WAY OF MANAGING YOUR WASHING: THE DRYING RACK BECOMES SMART, BECAUSE IT ASCENDS INSTEAD OF TAKING UP FLOOR SPACE. THIS MEANS YOUR WASHING IS DRIED INTELLIGENTLY FOR AT LEAST 5 REASONS.

3. ZERO FATIGUE

Lift and lower in a jiffy.
Foxydry drying racks can be lifted and lowered **without straining your shoulders** or arms - effortlessly and without assistance.

4. SAFE

No more tripping hazards!
Hoisted aloft and securely anchored to the ceiling or wall means no risk of trips, knocks or overturning, especially in the presence of children, elderly persons and pets.

5. AGILE

At the most convenient height.
The drying frame can be positioned at any intermediate height for the utmost ease of **access to load your washing based on** the items to be aired.

“Clever

Made in Italy to last through time.

MADE IN
ITALY



Anodised aluminium and steel: Foxydry drying racks are made of top quality materials to ensure they are robust but also lightweight. The use of plastic parts is reduced to the minimum. Every detail is lovingly crafted, from the transmission mechanisms to the cords, pulleys, and drying rails, right down to the installation instructions.



HIGH VALUE

ALUMINIUM, STEEL AND
SELECTED MATERIALS.

The construction materials of
Foxydry drying racks
are selected to assure the very best
**in terms of durability,
load capacity, and low weight.**

RELIABLE

WE MAKE OUR PRODUCTS IN
ITALY AND PROVIDE COMPRE-
HENSIVE AFTER-SALES SERVICE.

For questions, requests for infor-
mation or other needs, **assistance
is rapid and guaranteed** because it
comes directly from the manufac-
turer.
Consumers can make their purchase
in the utmost tranquillity: we are
always at their complete disposal.

REFINED

CAREFULLY CRAFTED DETAILS
FOR GOOD LOOKS AND DURA-
BILITY.

Each component has been studied
in relation to ergonomics, aesthet-
ics, durability and ease of use.
Hanging out the washing is rarely
viewed as fun, but it becomes far
easier with Foxydry.

STYLING

EYE-CATCHING DESIGN THAT
WILL LOOK GREAT IN YOUR
HOME.

The styling **stands out**, even
in the context of an everyday object
like a drying rack.
Foxydry owners no longer have to
make a floor-standing clothes airer
disappear in a hurry when guests
arrive, but they'll be happy to **show
off their new purchase.**

INTUITIVE

EASY FOR ANYONE TO FIT
WITHOUT ASSISTANCE.

The drying rack is simple to install,
without assistance and rapidly,
thanks to the **easy-to-follow in-
structions** and video tutorials that
take you through the procedure
step by step.

VERSATILE

CAN BE FITTED IN THE MOST
PRACTICAL POSITION FOR USE.

Above a bathtub, in a laundry
room, or **even under a porch
roof or in covered patio...** Foxydry
is at home wherever there's a free
wall or ceiling. Each part of the
structure has been carefully
designed to withstand humidity
and sudden temperature changes.

ON THE PATIO



IN THE VERANDA



IN THE BOILER ROOM



OVER THE BATHTUB



What people are saying about us - Freeday certified reviews

"I've fitted it and it's just brilliant. A bit too much to spend? That's what I thought
at first, but now I'm delighted to have made such a good investment."



“Foxydry Air

Ceiling-mounted space saving drying rack with remote control

It's our most iconic and impressive drying rack. Foxydry Air has received acclaim from hundreds of customers in Italy, France, Germany, UK and Spain. Due to its intrinsic wow factor Foxydry Air has been widely discussed in **magazines, blogs and among experts.** A word-of-mouth market buzz that's growing daily.

- **Also for high ceilings:** thanks to the generous 180 cm of downward travel.
- **No descent limits:** the drying frame can be stopped at any intermediate height.
- **Exceptional load capacity:** can handle up to 35 kg of washing.
- **Ample total length:** up to 16-20 m of drying rail space.
- **Equipped with a LED lamp to illuminate the room,** making it the perfect replacement for an existing light fixture.
- **Assisted airing** with two air circulation fans.
- Equipped with a **remote control.**
- **Also for large items,** thanks to the 2 extendible poles that can be opened out to 200-240 cm for hanging sheets, blankets, etc. without folds.
- **Can be used for clothes on hangers** hooked to the 18-24 locations provided.
- **Entirely constructed in steel and aluminium** to guarantee long life expectancy.
- **Easy to install with 4 screw plugs in the ceiling** and a simple electrical connection.



What people are saying about us
Freedaty certified reviews

"Excellent product. The fact that all the drying rails descend together is very useful. This makes it possible to lay woollen garments in a horizontal position on top of the rails. It's a great looking product."



WALL INSTALLATION BRACKETS

FOXYDRY AIR CAN BE ATTACHED TO A WALL INSTEAD OF THE CEILING USING THE WALL INSTALLATION BRACKETS.



WORKS LIKE A CHARM.

Foxydry Air can be lowered to the most convenient height to load your washing, **up to 1.8 m from the ceiling**. With the remote control the drying frame can be lifted, lowered and stopped **at any intermediate position**. The motor features an **automatic safety system**: if the frame encounters an obstacle as it is lowered or if the load is excessive during lifting, the movement will be **automatically blocked** to avoid damage.



AIR MODEL

120

150

Dimensions of the folded system (WxDxH)

122 x 57 x 30 cm

160 x 57 x 30 cm

Total length of drying rails

16 m

20 m

Maximum load weight

35 kg

35 kg

Down travel

1.80 m

1.80 m



“Foxydry Mini

Manually operated ceiling-mounted
space saving drying rack

Simplicity, in a single effortless movement. Foxydry Mini is lowered from the ceiling, the washing is hung **at the most convenient height for the user**, after which the drying frame is raised again: **space is freed up as if by magic**. Impossible with a conventional clothes airer, normal for Foxydry Mini. In a word, extraordinary.

What people are saying about us
Freedaty certified reviews



“Really easy to assemble thanks to the comprehensive instructions. This system is an absolute must for people battling with limited space... once it's raised to the closed position you won't even know it's there. Fantastic!”

★ ★ ★ ★ ★





- **The washing can be lifted effortlessly**, thanks to the practical chain mechanism.
- The frame can be lowered to up to 180 cm from the ceiling, to the height of a normal floor-standing clothes airer.
- **The frame can be stopped at any intermediate height** to facilitate loading operations.
- **8 drying rails available** for hanging laundry.
- **2 length versions:** 120 and 150 cm.
- **Lifts up 10 kg of washing** effortlessly and in absolute safety.
- Easy to install and suitable for both indoors and out, thanks to the construction materials: **steel and anodised aluminium**.

CAN BE LIFTED AND LOWERED EFFORTLESSLY.

Foxydry Mini is operated manually by means of a **pulley mechanism operated by an unobtrusive chain**. The drying rack can be lowered to the most convenient height to load your washing, up to **1.8 m from the ceiling**. Once all the items have been hung, the frame can be lifted easily, effortlessly and safely. The Foxydry Mini pulley mechanism reduces the weight of the load and prevents the drying frame from falling abruptly.



MINI MODEL

	120	150
Dimensions of the folded system (WxDxH)	128 x 54 x 25 cm	152 x 54 x 25 cm
Total length of drying rails	9.6 m	12 m
Maximum load weight	10 kg	10 kg
Down travel	1.80 m	1.80 m



“Foxydry Wall

Manually operated wall-mounted
space saving drying rack.



What people are saying about us
Freedaty certified reviews

"I'd been looking for a drying rack with these features for ages. The materials are top quality, installation is a simple DIY job, no complaints whatsoever... it's an attractively styled quality product."





- **Thanks to the practical chain mechanism** the laundry can be hoisted aloft effortlessly.
- **The laundry frame moves up and down** on wall-mounted tracks with a generous vertical travel distance of 1.30 m.
- **It can be stopped at any intermediate height** for the maximum ease of loading.
- **8 drying rails available** for hanging your washing.
- **4 length versions:** 80, 100, 120 and 150 cm.
- **Can lift up to 10 kg of laundry.**
- **Easy to install and suitable for both indoors and out**, thanks to the construction materials:
- steel and anodised aluminium.

WALL-MOUNTED, FOR EXCEPTIONAL COMFORT.

Lift and lower freely, positioning the rack at the most convenient height for the user. The FOXYDRY WALL drying rack is **wall mounted** and operated manually by means of a chain mechanism. Once all the laundry has been loaded, the frame can **travel vertically up the wall by 1.30 m** with easy, light and safe lifting action. The FOXYDRY WALL system is designed to reduce the load weight and prevent **the risk of abrupt falling** of the frame.



WALL MODEL	80	100	120	150
Folded system dimensions (WxDxH) cm.	88 x 54 x 137	108 x 54 x 137	128 x 54 x 137	152 x 54 x 137
Total length of drying rails m.	6.4	8	9.6	12
Maximum load weight kg.	10	10	10	10
Down travel m.	1.30	1.30	1.30	1.30

“Cometa Srl, Antoniazzi Family

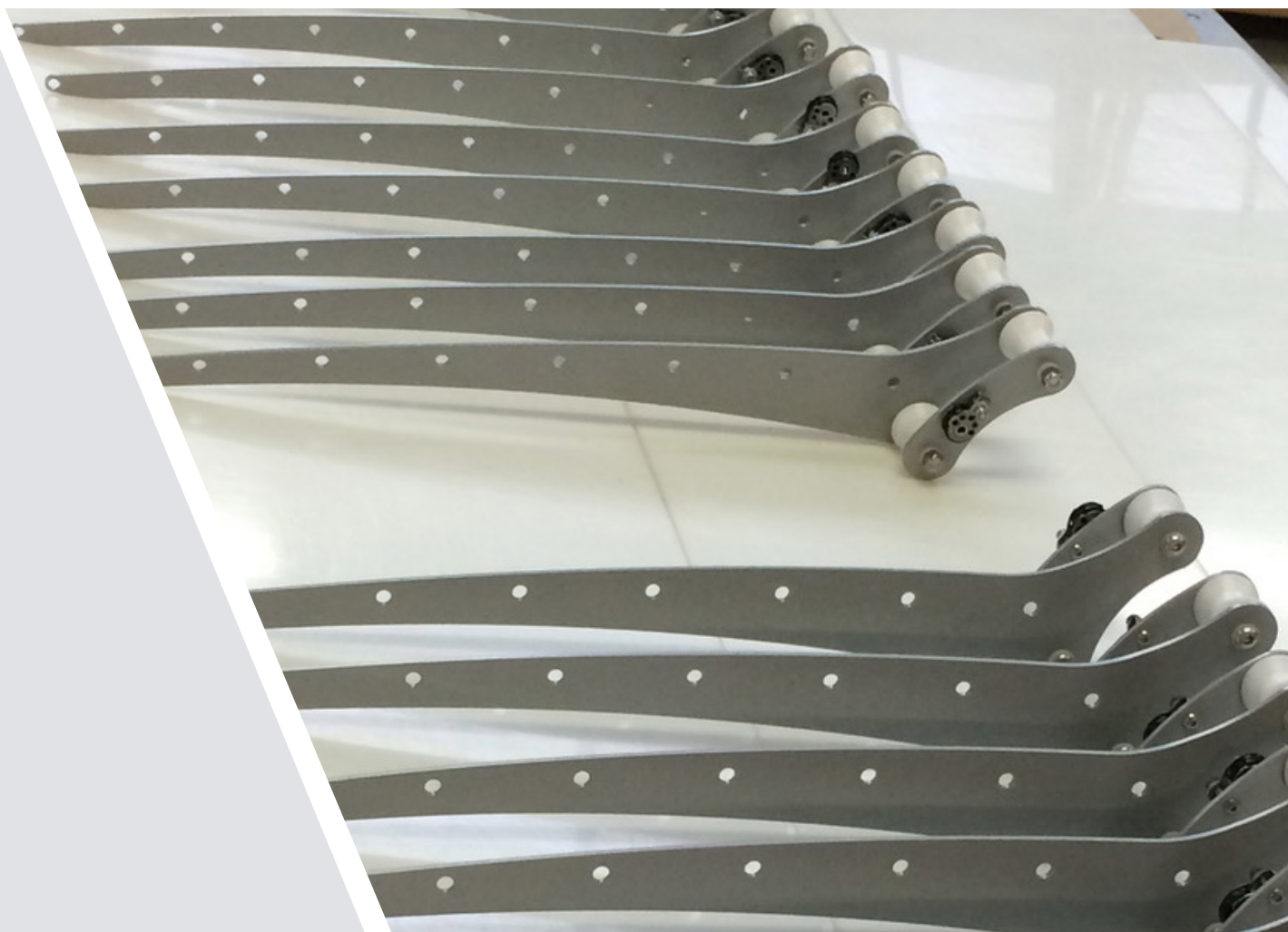
Growth of the Foxydry brand.

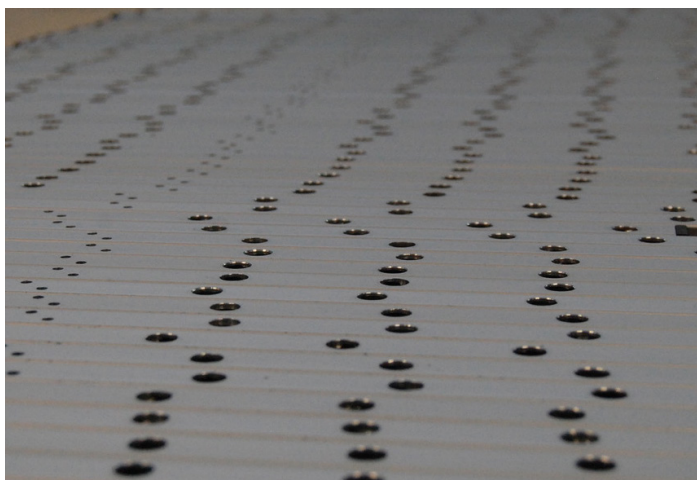
The Foxydry brand is owned by Cometa Srl which set up as a project spin-off, operates in a networking formula with the Antoniazzi family's other two companies.

The company developed **brand recognition** online – in accordance with the strategies of modern simultaneous startups – and the brand started to attract growing interest from the **specialised distribution sector**. The other companies participating in the development of Foxydry are Everest Srl and Omfa Srl.

Everest srl, incorporated in 1992 and **specialised in galvanic treatments, processing of metals, and production of technical blinds and outdoor furniture**, which it distributes under the TAO® trademark. Visit www.tao.eu for more information.

Omfa srl, the name being the acronym of Officine Meccaniche Fratelli Antoniazzi, was incorporated in the early 1960s to specialise in **metal treatments, anodising, electrolytic zinc plating, laser cutting and sheet metal stamping and bending**. Visit www.omfasrl.com for more information.





Digital technology has changed the rules of the game. To market its space saving solutions and collect direct feedback from consumers, Cometa Srl opted to use the opportunities offered by **the latest online distribution and communication models**.

It follows that rather than starting from the sell-in phase like traditional manufacturers in the past, sales development is driven by the **immediate generation of sell-out opportunities** for all its commercial partners.

The approach to the market is based on the **study of big data**, analysis of online demand and the adoption of new information technologies.

The production division benefits from the **personnel and experience** accumulated through time by the family's other companies.

The aim of this approach to the market is not to reject conventional distribution models but rather to **improve their efficiency**, to the benefit of the company and its commercial partners.

Having tested **market approval** with an appropriate and scalable initial investment, today the Foxydry brand can approach the mass retail sector while maintaining a balance between the **various channels, without conflict in terms of pricing and sales actions**, thus producing an overall benefit for all the parties involved.

“The laundry department grows with Foxydry

That's why selling Foxydry is a great business opportunity.

Foxydry is an innovation that **surprises, attracts and stimulates** consumers in a sales department – laundry – that is **experience rising demand** but is often lacking genuinely attractive products. With Foxydry, the laundry sector shifts gear and maximises its appeal.

Our business partners are faced with at least five benefits.

- **They get to be the first** physical points of sale to offer Foxydry space saving drying racks to their customers, unchallenged by local competitors.
- They can purchase also **small quantities** with no risk of missed sell-out: saleability of the products is proven by the results obtained on European markets.
- **Excellent margins**, thanks also to the direct relationship with the manufacturer without the interposition of wholesalers or other intermediaries.
- **Control** of Cometa Srl over the **price chain**: the company operates transparently without channel and sales action conflicts.
- **Visibility and reputation** of the Foxydry brand online: 93% of potential customers prefer to make their purchase in a physical store and Foxydry transfers all such requests to its stockists.



What people are saying about us - Freedaty certified reviews

An unparalleled experience. The customer care provided by the company and by Ms Zaira in particular is amazing. The product arrived in 2 days, with the company tracking the package every step of its journey. I'm completely satisfied and would 100% recommend the company and the product.





Foxydry is truly on another level. It's the only space saving drying rack brand.

Created in 2015, the Foxydry brand soon started to show enormous potential for development, thanks to a strategy of extreme market verticalisation and focusing of its value proposition.

Rather than extending the product range and diluting its offering, the company decided to concentrate on solving a single specific problem that is close to the heart of consumers: the awkwardness and unsightliness of traditional clothes airers. The solution is provided with innovative high-end products that are painstakingly crafted in every detail.

This vertical specialisation generates a chain reaction of positive effects in relation to manufacturing, sales, organisational and after-sales efficiency.

- **high end products with a specific value proposition**
- **profit margin and value added**
- **excellent reputation as a supplier and as a vendor**
- **functional and vertical organisation**
- **elevated supply and procurement capacity**

People are already lining up to make a purchase. Take a look at the details of our commercial opportunities... and give us a call.

Working together is an opportunity
for both our companies.

Why? Because it's consumers themselves
who are demanding it.

Luca Antoniazzi

foxydry®

Foxydry by Cometa srl

Via Schiratti, 49 31053 Pieve di Soligo (TV) +39 0438 971412 info@foxydry.com www.foxydry.com

