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Lago: from Sales to Rentals



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Lago: designing products and experiences

- Consolidate our passion to design, produce and sell timeless pieces for your living spaces
- Improving the quality of the spaces as a vocation
- Understand and embrace social and business changes
- **Integrate new models**
- **From selling products to managing value over time.**

Sale and service driven company


- Participate in the R-evolve project
- Understand the value of both reducing the impact and integrating new business opportunities
- From only selling to also renting for B2B sector
- Potential new correlated business > circular economy
- **Servitization turns furniture from a purchased product into a complete solution: product + service + maintenance + lifecycle management.**



Blue ocean and its challenges

- Explore, scout and move the first steps
- Creating a new sustainable business model that can last over the time (and can be replicated)
For hotels: more flexibility, predictable costs, always updated interiors.
For Lago: recurring revenues, long-term customer relationships, circular business model.
- Creating awareness so that the market is ready to appreciate and welcome new models
- **Face the challenges along the way: financial, management, operational management, Contract management, maintenance, reverse logistics, residual value and second-hand strategy.**

Servitization as a trigger to evolve



Design for service → Rental contract → Delivery & installation → Maintenance → Take-back → Refurbishment / resale / new rental



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