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Generations in collaboration: Experience & innovation

Tad Legno Italy

In partnership with:

With financial support
from the EU



Introduction:

<p>Tad Legno</p> <p>Via Muselle, 383 37050 Isola Rizza VR</p> <p>Tel/fax 045 6970116</p> <p>e-mail: tadlegnovr@fiscali.it webpage: www.tadlegno.it</p>	
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Company's Description:

Tad Arredamenti and now TAD legno has been established in 1978 producing furniture. The sons of the founder created also a polishing company in the nineties. Based in the district of traditional furniture (the plain area of Verona) Tad provides tailor made solution for private households and companies.

Sub-sectors affected:

With the crisis of the classical furniture district also TAD has been affected and had to review their product offer. Small companies such as Tad had no structured communication but with the crisis using digital communication tools to reach potential customers became necessary.

Implementation Process:

To relaunch the company and to renovate the products Tad started collaboration with a young architect Filippo Oliosio <http://filippoolioso.it> Filippo worked in an architecture studio where he could not be retained after completing that state exam. In his spare time he created small wooden objects and furniture that he sold online and on markets. Through the help of a local consultant he got in touch with Tad legno. They had the necessary equipment while he had new ideas and a fresh design. Through an internship they started to collaborate and created new furniture using different material. The aim of the collaboration was to start a business partnership opening new markets and creating a new range of products.

Initiated practices:

Professional collaboration between an experienced company with high technical skills and a young creative using social media and communication tools to improve the market position of the company.

Results:

Creation of a low cost but highly resistant kitchen that received various expressions of interests. Support from Verona Innovazione to define a better business collaboration agreement. Actually the collaboration faces some difficulties since only few commercial results are visible after one year.

Recommendations:

A support service for the companies who intend to establish these partnerships should be available to provide assistance on various topics: legal, IPR, business strategy. Actions like this need more time to validate the results and should be followed over a longer period of time.

Conclusions:

This case shows the possible integration of different competences and the differences between the older and younger generation. The older generation possess high manual skills which have to be retained and passed on to the younger generation. They as digital natives can contribute in the areas of communication and marketing, exploiting the potential of internet.