

POINT.

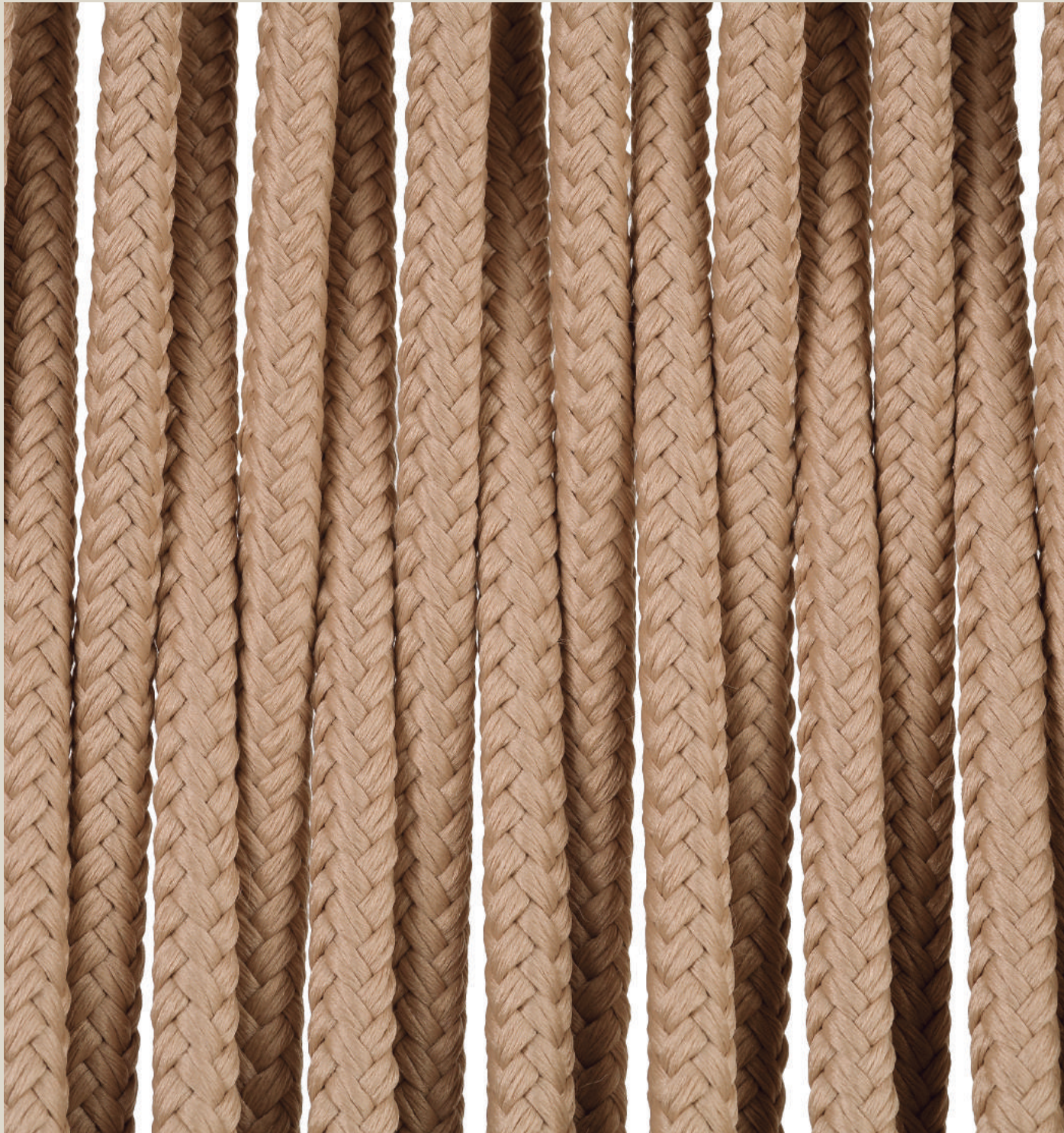
**FROM TRADITION
TO MODERNITY.
A JOURNEY
THROUGH DESIGN.**



1920 —————> 2020

**POINT.
100**

POINT.



**100 years of history.
100 years of design.**

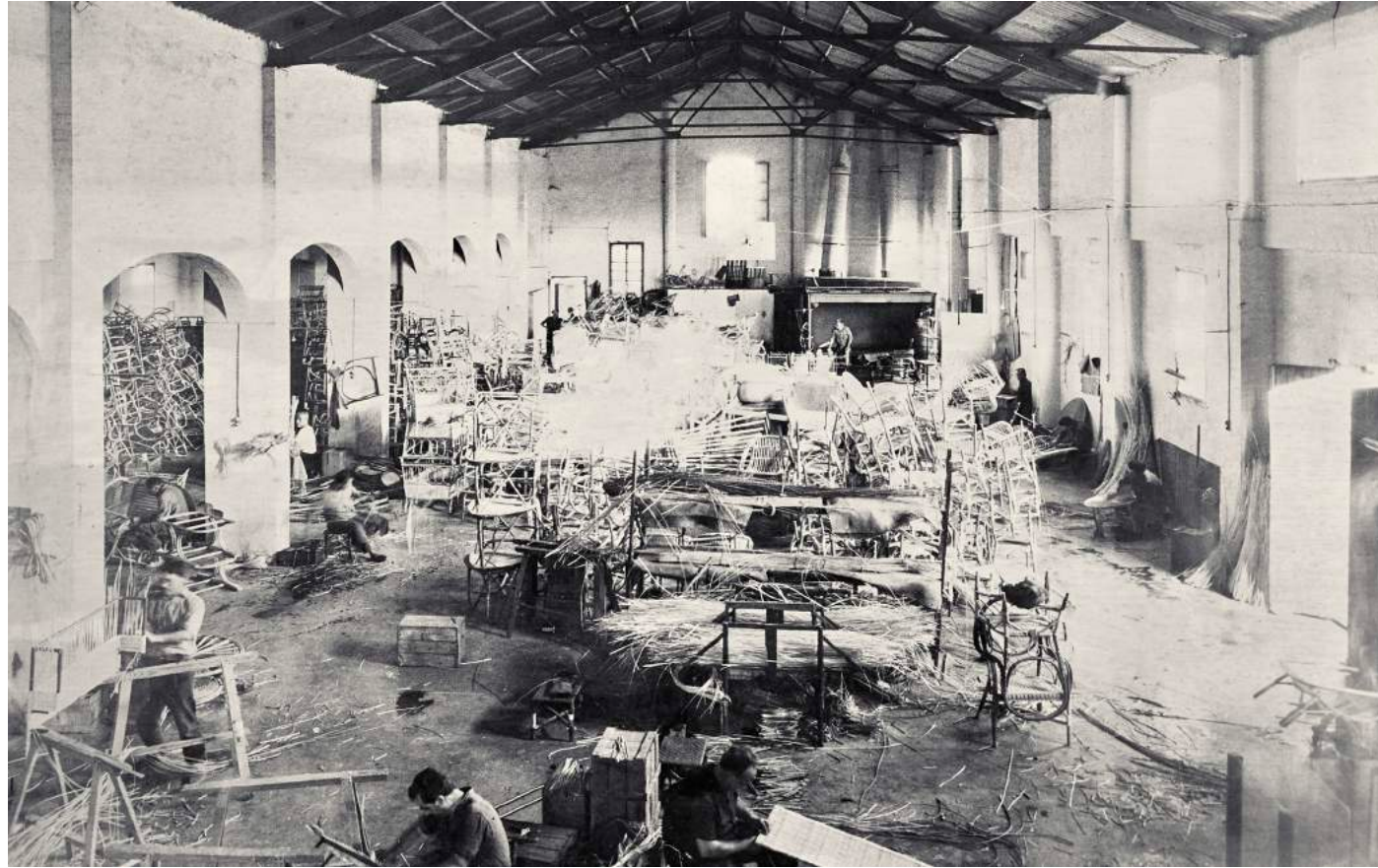
POINT is the result of a dream someone had back in the 1920s. It was the dream of José Pons Pedro, a master craftsman who made design his hallmark. Thanks to his vision he converted a small wicker workshop in Gata de Gorgos, Alicante, into one of the Valencia Region's leading manufacturers, which came to have more than 300 employees in the 1960s.

100 years and four generations of the family later, POINT has remained faithful to its essence and has gained national and international renown for its designer outdoor furniture.

Design and innovation are central to its business strategy and growth, together with craftsmanship, sustainability, family, people and talent.

POINT creates pieces in collaboration with prestigious designers, through which the company helps improve society and people's quality of life in addition to presenting Spanish design to the world.

But POINT is much more than design, craftsmanship and innovation. It is an ethical company that, through its products, promotes responsible design all over the world.



A

A The factory in the 1960s in full production. At that time there were some 500 employees working at the factory, which set the pace of life in the town.

Over its hundred years of history and four generations of the Pons family, POINT has evolved from a small workshop founded in 1920 in Gata de Gorgos to an international design firm that is present in more than 70 countries, with 42 collections and 300 products that have been used to decorate more than 1000 interior design projects around the world.

1920s

José Pons Pedro, the grandfather of the present owners, founded the company in Gata de Gorgos (Alicante) in 1920; it was an exciting project in which he could apply the knowledge of design and wicker he had learned in Argentina. That was how wicker came to the Marina Alta area, to a town whose timetables were marked by the siren of the factory that came to employ more than 500 people.

1950s

Design started to become consolidated as a hallmark and as a driving force behind growth when the second generation of the family joined the company, in addition to the technical know-how of experts in hand-weaving rattan fibres. It was in the 1950s and thanks to the vision of Juan Bautista Pons, that the company embarked on a process of international expansion, as it was during that time that POINT not only exported its products but also founded its own assembly plant in the United States in order to be closer to that market.

1960s

The 1960s was a decisive decade for the company. Design became a central part of the production process thanks to the work of designer Gabriel Pons. The company developed a more professional image and a much more attractive product.

The design of its rattan products opened the doors to European markets such as Germany, France and the United Kingdom. Gabriel Pons' work shaped the company in the 1970s and, thanks to his contribution, it managed to modernise the manufacture of rattan furniture.

1980s

At the beginning of the 1980s, there was a very significant change in the production of rattan furniture.

Indo-Chinese countries banned the export of this raw material, meaning that the company had to reinvent its production process. The manufacture of their products was then moved to Vietnam, a market that opened the doors to Asia for them.

1990s

At the end of the 1980s, when POINT decided to focus on outdoor furniture, it invested a great deal in innovation. As a result, in 1990 it developed Shintotex®, a new synthetic fibre that mimics natural fibres, with all their advantages but none of the drawbacks. This new fibre is now used in 90% of its products.

Since 2000

The company's growth and trajectory have always gone hand in hand with design. POINT entrusts projects to renowned national and international designers, who develop innovative new products that improve the quality of life of both individuals and society as a whole. Through this strong commitment to design, POINT is raising the profile of Spanish design worldwide and helping strengthen Spain's status as a brand.

At present

Design, marketing, product and production engineering, and also constant investment in commercial improvements and innovation ensure all the right conditions for the firm to grow and meet the challenges of market diversification.

POINT is now present on every continent. Recently, it has invested heavily in R&D, a commitment that has increased by more than 25% since 2016.

B José Pons Pedro, 1950, Gata de Gorgos. Portrait of the founder, who remained at the factory for many years. José Pons managed the company and also designed furniture in his role as an expert master craftsman.

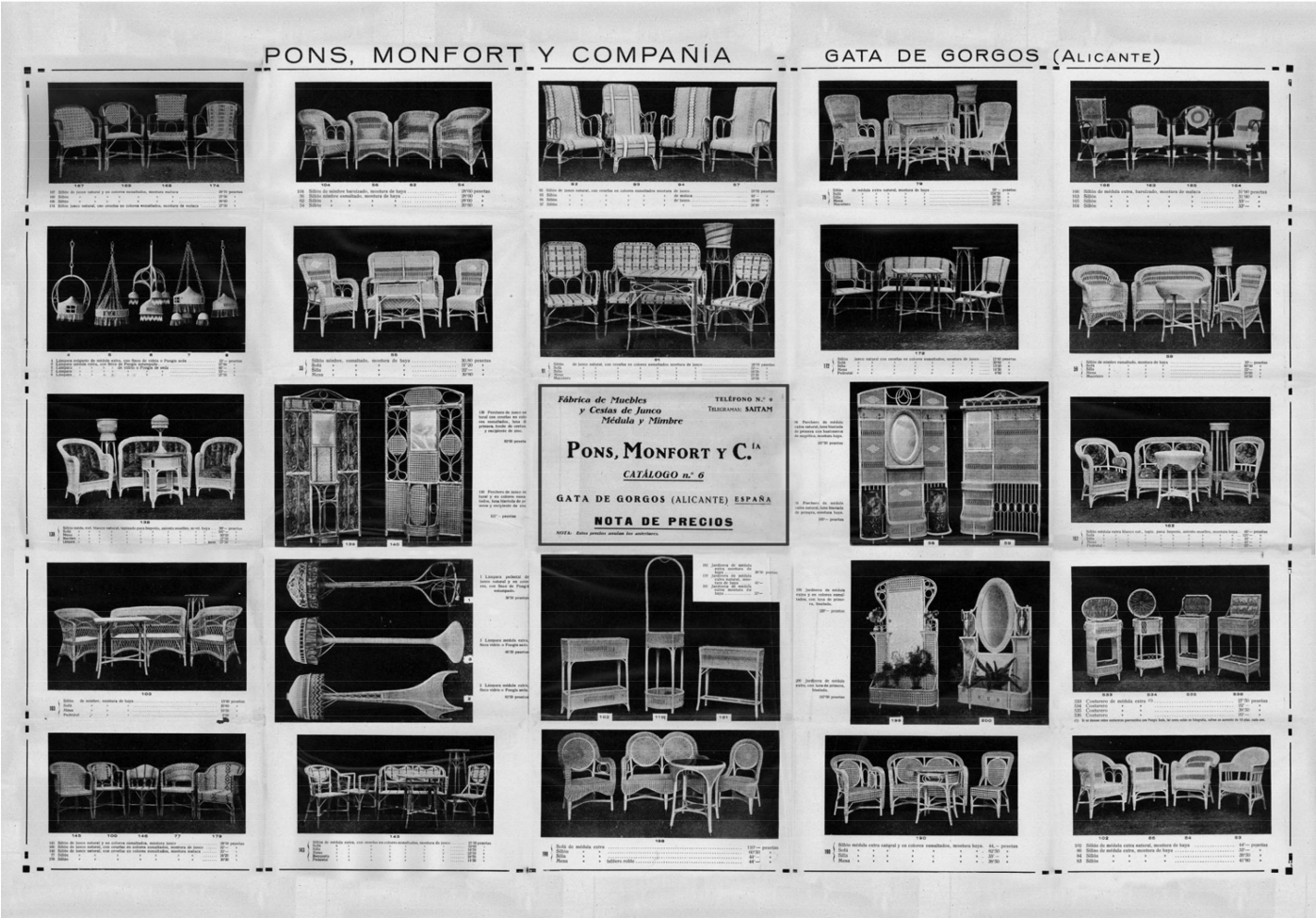
C José Pons Pedro, 1910. The photo dates back to his time in Buenos Aires, where he learned to weave wicker furniture.

D Catalogue no. 6. Pons, Monfort and Company. The company, which specialised in manufacturing chairs, also made other products for the home, such as sewing boxes, lamps and decorative furniture for entrance halls.

B



D



C



E



FOUR GENERATIONS

The Pons family is very close and design has had a lot to do with that bond. The third generation that now heads the company still feels strongly identified with the tradition handed down by their ancestors, who started wicker weaving with natural fibres. And this is a tradition they have expertly managed to link to design and innovation to give it the strength of the company that POINT is today.

The company feels extremely proud to turn 100 years old with such solid foundations, which were laid in 1920 by José Pons Pedro, the grandfather and great-grandfather of the current directors, a master craftsman who worked with wicker and rattan. He managed to pass his professionalism on to his son Juan Bautista Pons Leyda.

It was Juan Bautista’s idea to expand the company for the first time by undertaking the Ameri-

can venture and setting up several offices in the United States. When he died in 1980, the four Pons brothers joined the company: Pepe Juan, Vicente, Paco and Antonio. Pepe Juan Pons is the current production manager. Vicente is the company’s sales manager and Paco Pons is the export manager.

In 2011, Paco Pons Salvador, from the fourth generation, joined POINT as area manager for the United States and Canada.

Despite its international presence, the family and the company remain closely tied to their place of origin and to the Mediterranean as a source of inspiration. One of the firm’s two showrooms is in Gata de Gorgos.

This is a space where customers are attended to in person and where they can enjoy the company’s new products. Its factory is very nearby, in Jalón.

This link to their place of origin has always been present. In the 1960s POINT set the pace of life in the town, which was influenced by the factory’s timetable. They also took a piece of the area with them in the 1970s, when Juan Bautista Pons embarked on the firm’s American venture. At that time, transport containers did not yet exist and furniture was sent in bulk, with the parts dismantled. That meant the company needed workers who were experts in assembly and who were willing to travel from Cabo de Gata to Brooklyn and Philadelphia. They trained and specialised many of the workers in the area.

F



G



- E Antonio Pons, member of the board of directors.
- F Paco Pons, export manager.
- G Vicente Pons, sales manager.
- H Pepe Juan Pons, production manager.

H



RECOMMENDATIONS

Mario Ruiz
Industrial Designer and 2016 National Design Award winner

‘POINT is a century-old company that has worked smartly and tirelessly over several generations. As they’ve developed, they’ve managed to understand the needs of the market at each stage. That’s what amazes me about them. Since I’ve been working with POINT, I’ve also discovered that their long history has not made them self-complacent. It’s a company that’s hugely enthusiastic about doing new things, following different paths, without setting limits or dismissing new ideas. With an attitude like a start-up but with the wisdom of their 100 years. It’s impressive how efficiently the brothers organise the company’s management, taking responsibility for each strategic area of the company. That order real helps enhance their sharp commercial vision. In terms of production, they have a phenomenal ability to respond, undertaking projects at great speed while offering excellent quality, resources and incredible finishes. The company’s 100 years of history, which are marked by its constant way of working, have left the brand with some very valuable experience. And behind that exemplary organisation are some truly good people’.

Vicent Martínez
Industrial Designer and 1997 National Design Award winner in the Business category

‘Excellent hundred-year-old companies, like POINT, stand out for their public presence, expertise and ability to stand out in this competitive world. My professional collaboration with POINT began in 2016. My personal relationship with the Pons family goes back to 1983. My opinion about our relationship over all these years is very gratifying, a mixture of satisfaction for a job well done and the success achieved, in addition to feelings of joy and gratitude. The positive aspects I would highlight are the way they have managed to evolve without ever losing sight of their original values, the constant determination with which they do business, the way they develop and update their catalogues from tradition to design, preserve the

family spirit within a professional business structure and remain anchored to their place of origin’.

Joaquin Homs
Architect

‘After working with them for many years, I can say that there has always been a dynamic relationship with the members of the team, in all areas. They are always open to new ideas and suggestions. The way that POINT is so open with its designers is commendable because it allows you to develop ideas with absolute freedom. In terms of its positive aspects, I would highlight their direct relationship with clients and designers, the brand’s presence at international forums and trade fairs, and the sale of their products in international currencies with competitive costs. Best wishes!’

Rick Pullin
Casa & Jardin

‘As POINT approaches its 100th birthday, we reflect on our professional relationship with them, which has been going strong for almost 20 years. Over that time we’ve sold many brands of outdoor furniture, most of which come and go, but only POINT continues to be the most reliable, hard-wearing brand for our market in the Algarve. It’s a delight to work with POINT. It’s a brand that has successfully managed to combine traditional business ethics with elegant, innovative products. POINT is constantly evolving in terms of technology and modern design’.

Manuel Pacheco García
El Corte Inglés

‘After working together for all these years, I have a very good opinion of POINT. When it comes to the positive aspects of the company, I would stress their willingness to seek solutions in order to reach agreements and also their ability to innovate’.

Cristina Villó Sirerol
IVACE Internacional

‘Based on all the years we’ve been working with POINT, I would like to mention these three particular aspects: firstly, your hard work and

reliability, thanks to which you have gained a strong leadership in the sector, keeping innovation and design as your goals while providing the highest quality, and your fantastic personalised customer service. Then we have the honesty and approachability of everyone in the POINT family, together with your reliability and professionalism, thanks to which you have earned an excellent reputation and are well liked throughout the sector. And lastly, as far as I’m concerned, your ability to adapt to what each market has demanded of you at all times makes you the indisputable leaders in many international markets. Sending you my very best wishes and congratulations on your outstanding track record’.

Rossella Napolitano
Sales Manager TheMuebles.com

‘After so many years, I have a very good opinion of POINT. Their stands at trade fairs are always faultless and elegant, showing a great taste for design. They always have new products, which are constantly evolving to meet the market’s requirements, and they put us at ease with their professionalism and reliability. As regards the positive aspects of the company, I would stress that they’re wonderful people who offer an immediate response to any query or request. They send you marketing material and catalogues as soon as you ask for them. The same with quotes or proposals. They are always available to help. Vicente, it’s not just furniture, it’s everything. You offer everything. 100 years of excellence. My very best wishes’.

Maria Isabel Greenham Guemez
Casa Palacio, México

‘For me, POINT was a decision based on numerous options, quality and price when I was looking for rattan furniture for Casa Palacio. There are many options on the market, so I was able to compare and decide. I was looking for something well-proportioned, of impeccable quality, basic but with a design proposal, the possibility of opening the catalogue, response times that the end customer can trust, versatility in collections and modularity, colourful designs and, above all, a good business partner. I got all of that and more. I think that at this stage, where we’ve explored volume pricing for Palacio de Hierro, it could be a good way to

grow. We hope to be able to do more business with you as we develop that area more. Best wishes’.

Juan Santana
Head of Procurement and Contracts. Anfi Group

‘I see POINT as a reliable company that offers peace of mind when completing hotel fit-out projects. They always reply to our requests and can be counted on to maintain the quality defined in the contract. And the positive aspects I would highlight are its reliability, trustworthiness, quality and commitment’.

Tomeu Tortella
General Manager of Torre de Canyamel

‘POINT is a company that offers design, quality, trustworthiness and reliability as a manufacturer of outdoor furniture. Considering that these are high-end products, it offers better value for money than its competitors. The company stands out for its elegant Mediterranean designs, which fit in well with nature, as well as its trustworthiness and reliability and, lastly, the great value for money of its products’.

Colin Odas
Taluka Cane. Premium synthetic cane

‘Our company has been doing business with POINT for many years, developing and supplying synthetic rattan for them. All our dealings with the company, whether formulating colours or processing orders, have always been handled in the most professional manner. POINT is a company with a very clear commitment to quality and customer service and we feel proud to be part of that’.

Alberto Martinez
Co-funder & Creative Director Culdesac

‘After many years working with them, I can say that for me POINT is a company based on the values of family, work and commitment. Regarding its positive aspects, its hundred years of existence are worth mentioning; not everyone can make a claim like that. Their human relationships are the key to their product’.

Marcela Bravo
Interiores

‘In all my years working with POINT, I have to say that they offer excellent support and brainstorming on each project (Cirque du Soleil). What I can say about this company is that it has a rich past and a unique present. Their commitment to design, creativity and innovation is remarkable, as is the quality of the people who work there’.

Gonzalo Sabates
Tuvatextil

‘It’s a matter of professional pride and success to have been chosen as a supplier for POINT. This is a company that is known for its reliability and high standards regarding the quality and durability of its products, so we feel very fortunate to be one of their suppliers. POINT understands that the relationship with the supplier has to be a partnership, an association between supplier and client that has a common goal: to achieve a first-class product in terms of quality, design and durability. POINT works closely with suppliers to develop the product that fits each of their projects, and that makes us grow and become better as manufacturers of fabrics for outdoor use. In terms of its positive aspects, I would highlight their high standards in that they use highly resistant materials, their conscientious development of these materials, the creativity in each of their collections and their relationship and understanding with suppliers’.

JaQ Koo
Kiasha Office & Showroom

‘With the exception of POINT, in general, the sales managers of many other brands of outdoor furniture in Europe do not offer solutions for difficult issues. They only reply to easy questions and even avoid claiming the product from customers or local distributors. That doesn’t happen with POINT. The sales manager of POINT, Paco Pons, always offers me support and help. He replies to queries in a flash. He answers every email, whether it’s about difficult or easy matters. His work makes the local distributor’s job easier. One positive thing I want to say about the company is that the furniture it supplies offers excellent design and

quality, while other European outdoor furniture firms have much higher prices without providing this level of design or quality. POINT’s products are characterised by these three aspects: price, design and quality’.

Masateru Oguro
INOUT Co., Ltd.

‘We value the novel design of POINT’s products and their technology-based quality. The company, which has 100 years of experience, is always developing new designs. POINT challenges the new market beyond the limits of indoors and outdoors. POINT is one of the world’s most exemplary companies’.

Ana Luisa Ríos
Purchaser | CDMX

‘After working with POINT for years, I only have one word to describe our relationship: excellent! If I had to highlight one aspect of the company, it would be their customer service’.

Mariana Valero
CEO & Founder Amass & G

‘My experience with POINT is that it’s a strongly committed company that invests very well in design, delivery, negotiation, problem-solving, quality and networking. POINT is a company we can trust in’.

Le Duy Thien

‘Beautiful, elegant, exquisite, comfortable. POINT is constantly creating not only modern designs but also traditional ones, which suit many different styles of interior/exterior, always meeting the customers’ different requirements’.

Dora Djaiz
Sales Manager Spain & Portugal. Sunbrella

‘Sunbrella® has been working with POINT for 10 years, during which I’ve seen how this company has grown, with highly professional employees and top-level design. A company doesn’t just grow by increasing its turnover, but especially when it manages to grow over the years while maintaining its identity, its DNA, its philosophy. That’s what, in my

eyes, makes POINT a BEAUTIFUL company, a company with which I hope to carry on working for a long time’.

Carmen Navarro Piqueras
Industrias Químicas Iris, S.A.

‘POINT is the true example of a family business. This wonderful company has moved forward over the years, both socially and technologically, thanks to the constant hard work and integrity of its staff. As its supplier for more than 30 years, at Industrias Químicas Iris we know that its best feature is the respect and seriousness with which they treat people’.

Lesley Rojas

‘POINT is a company that can be trusted. They care about their relationship with you, which makes you feel special. What I love about it is that because it’s a family business, they treat you like family. When I talk to them, I’m not just another client or a number, I speak to a representative who cares about me and about what I have to say to them. They meet my needs and those of my customers perfectly, always’.

JAlan and Joe
ZZue Creation

‘In our opinion, it’s a company that offers us great support in Marketing, in terms of the quality and production of the catalogue. It helps us give the best presentations. We’d like to stress the efforts they make to explore new materials and achieve new designs. And they never settle for lower quality products’.

Marisa Gallén
Graphic designer and president of the Valencia Design Capital Association

‘Behind the company POINT, there are several generations of entrepreneurs who have always been committed to design and responsible production models. Its furniture is designed to have a long life and please the user, not only because it fulfils its function properly, but also thanks to its aesthetic and emotional values’.

Jean-Claude
General Manager Orsini Spi

‘We’re very happy with the after-sales service provided by POINT and the quality of its collections, in terms of both design and manufacture. We hope to continue with this mutually fruitful collaboration’.

Carolina Dalton
Decor Euro Design

‘POINT has a wide range of outdoor furniture with very popular designs. It is high-quality furniture, they offer a good service and they send quotes out quickly. In our experience, several pieces of furniture were damaged on arrival but the company responded very well. We’re working with them on various projects in Costa Rica and things are going great so far’.

Eliza Tsang
Senior Product Manager
Amtrac Furnishings International Ltd

‘In my opinion, and after working with them for years, I can say that the quality and workmanship are very acceptable and meet expectations. For me, their constant development and work on new designs is outstanding’.

Ashok Narayan
Managing Director International W.L.L

‘Dear Paco, I’d like to say that we’ve been dealing with POINT for many years and your designs and concepts are highly unique, backed up by excellent workmanship and quality. All these years we’ve been working with you, we haven’t had a single problem with the design or quality. I think it’s an excellent company to work with. We recommend POINT to all our customers because of the trust inspired by its products and the company itself’.

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AWARDS

POINT has received various awards for both its products and its business achievements.

2014
Ibero-American Council of Interior Designers (CIDI)
Gold Medal 2014
SARAPE collection

2014
Furniture design, North America region
Sarape chair designed by Joaquín Homs

2015
CIDI - Ibero-American Council of Interior Designers
Gold Medal 2015
HAMP collection by Francesc Rifé



2015
CIDI - Ibero-American Council of Interior Designers
Black Silver Medal 2015
HAMP chair designed by Francesc Rifé

2015
European Association of Economy and Competitiveness
European Gold Medal of merit in work

CIDI
Gold Medal 2015
Furniture design, Iberian region
Hamp collection designed by Francesc Rifé

2017
ADCV Gold Award
Weave collection by Vicent Martínez in the outdoor furniture category

2018
CIDI - Ibero-American Council of Interior Designers
CIDI Ibero-American Distinction for excellent business and industrial track record

2018
IIDA Hospitality Design
Winner in the Seating category: Individual Outdoor Seating

2019
NYC X DESIGN AWARDS, Interior Design
T collection. Runner-up in the 'Outdoor Seating' category

2019
ADCV Awards
Reclining Armchair, Weave collection. Runner-up

2019
National Design Award

H Weave collection
(Vicent Martínez , 2016)

CRAFTSMANSHIP, DESIGN AND INNOVATION

Three concepts define POINT's main values as a firm: craftsmanship, design and innovation. All of these values serve to achieve better quality, always with the aim of improving the quality of life of society and individuals.

Craftsmanship

Each of the company's sofas is carefully crafted with a great deal of attention to detail, involving 40 hours of hand-weaving work by its craftsmen. And this process involves no less than six hours of manual work in the case of chairs. The company's history and experience as hand-weaving master craftsmen are what enables POINT to move forward each day, always hand in hand with design and innovation.

Design

The evolution of design at POINT has been a constant feature. From the very beginning when they started using rattan to the inclusion of new materials, this firm's story has run parallel to design.

Design has boosted the process of internationalisation and the company has now participated in almost 1,000 interior design projects in some seventy countries. It also has its own offices in Europe, the United States, Asia and the Middle East. From the design point of view, POINT has created collaborative links with an extensive list of designers, who have contributed to the company with their talent and their ideas.

Mario Ruiz, Vicent Martínez, Pepe Arcos, Lluís Vidal, Alfonso Gallego, Gabriel Teixidó, Juan Santos, Joaquín Homs, Ximo Roca and José Manuel Ferrero from Studi(H)ac, Esther Campos and Francesc Rifé are just some of the names on a long list of designers who work closely with the big family at POINT to help define the past, present and future of this pioneering and committed brand.

Innovation

POINT's history is marked by innovation and it has been possible to write this history thanks to the trust placed in external designers, a strong knowledge of raw materials and its possibilities and ability to evolve.

But also thanks to the creation of new materials capable of providing new solutions, standing up to the test of time and harsh weather conditions. Products that are in line with new needs, trends, fashions and uses in a world where enjoying the outdoors continues to provide us with happiness and well-being.

In this regard, it should be noted that in 1990 POINT's technical experts developed their own new fibre, SHINTOTEX®. It is a strong, flexible material that is woven manually, providing comfort and fitting the technical requirements of outdoor spaces. This material also shows POINT's commitment to the environment, as SHINTOTEX® is recyclable.

All this is possible because the company is constantly innovating, a factor that is necessary to position itself in the market with a modern product and offer the best service.



EXPORTS

POINT is an export-oriented company, a process that began at the end of the 1960s when it started exporting to the United States. At first, the company mainly competed based on the low prices of its products, concentrating on the American market.

But by incorporating design and designers into the company, it was able to enter new markets. Thanks to design, POINT went from selling to marketing its products, which required and still requires a much more complex process but which opened the doors to Germany, Italy and Mexico for it. POINT is now present in more than 70 countries and its export figures get better year by year.

2014	72%
2015	74%
2016	76%
2017	77%
2018	78.10%

External alliances

It participates in numerous trade missions sponsored by different agencies such as ICEX, IVACE, etc. In terms of associations and professional partnerships, it collaborates with different associations related to its sector:

AENMA: (Province of Alicante Furniture Manufacturers' Association - Asociación Fabricantes Muebles de la Provincia de Alicante)

FEVAMA: (Valencian Wood Federation - Federación Valenciana de la Madera)

ANIEME: (Spanish Furniture Exporters' Association - Asociación Exportadores de Muebles de España)

AFEC: (Association of Manufacturers of Equipment for Collectivities - Asociación Fabricantes Productos para Colectividades)

ADCV: (Valencian Community Designers' Association - Asociación de Diseñadores de la Comunidad Valenciana)

WDO: World Design Organization

**INTERNATIONALISATION**

Since 1960 POINT has based its commercial strategy on the international market. Initially, it focused on Europe, but it later set its sights further afield, reaching the Middle East, Central America and the United States, as well as North Africa thanks to the development of tourism in some parts of this region. The company therefore undertakes regular trade missions to different countries worldwide and attends the sector's most important trade fairs: Valencia, Cologne, Milan, Lisbon, Las Vegas and New York.

This process of internationalisation was accompanied by the creation of a specific international sales department and recruitment of its own sales staff and representatives to increase its presence in all markets.

Additionally, POINT established strategic alliances with various companies to distribute its products in different countries. It also has its own office in the United States.

SHOWROOMS**2019. Showroom in New York**

As part of its international expansion and its intention to succeed in the American market, POINT has opened a showroom at number 183 Madison Ave, Suite 718, Manhattan (New York). It is an attractive, warm, sophisticated, light space in a privileged location, where the firm offers its customers the possibility of discovering all the qualities of its collections, fabrics, textures and finishes.

2003. Showroom in Gata de Gorgos

As proof of the company's ties to its homeland and its roots, POINT has a showroom in the town where the family business first started, very close to the factory. This open, fluid space displays the firm's most important products. The space covers about 300 square metres and is divided into different atmospheres displaying the latest collections, from well-established designs to the very latest pieces presented at the most important international trade fairs in the world of design.



Gata showroom



New York showroom

MANUFACTURE

In the 1980s, POINT wanted to make changes to the company and its products and it decided to make outdoor furniture its niche, based on changes that had taken place in the supply of raw materials.

This meant a radical change for the company, not just commercially, but also in terms of production, as it involved restructuring the whole production process.

But POINT's products have always retained their values and that is why they continue to be handcrafted by expert craftsmen, but designed to fit and satisfy trends in the outdoor furniture market.

A key milestone in POINT's development was the decision to outsource the manufacture of its products in order to make them more competitive. It therefore developed strategic alliances with other companies.

Due to the inclusion of new materials like teak and aluminium, the company has also started manufacturing in Indonesia and China, always collaborating with other companies.

Its central warehouse is currently located in Jalón, where it receives the products manufactured in Vietnam, China and Indonesia.

Most of the upholstery is also produced in Jalón.



QUALITY MANAGEMENT

POINT has always been a company that focused on quality and environmental concerns, seeking to satisfy its customers and contribute to their quality of life.

Its mission is clear: to manufacture and sell furniture for homes and hotels all over the world, always under the criteria of quality, design and innovation, while seeking its customers' satisfaction. It achieves this by means of a defined set of working processes that ensure the profitability of its operations and investments. One of its objectives is to become an avant-garde company in the world market and a good place to work.

As a result of all this, POINT has taken important decisions that affect its internal organisation and its relationships with its customers with regard to service quality:

2005
Quality Management System. The SGS accreditation body certified the implementation of a Quality Management System according to the ISO: 9001:2000 standard. This implementation was accompanied by the introduction of concepts and practices of the EFQM Excellence Model.

2005
Change of logo. Decision to change the company logo, as well as its image and external communication messages, which was undertaken in collaboration with the marketing consultancy CCA from Denia, Alicante.

2005.
Extension and mechanisation of its facilities. An additional 6,000 m², with upholstery and packaging equipment and a €4,500,000 investment.
Computer software upgraded.

2006
New markets. Decision to expand into new markets in 2006, for which the company took part in trade missions to Russia, Morocco, Mexico, Ukraine, Norway, Sweden and the United Arab Emirates. It also established partnerships with POINT UK, a London-based furniture sales business, and with MAURIZI, from Mogliano-Milan, for the exclusive distribution of POINT's products in Italy and 3 new sales representatives were hired for the international area.

2009
Computerisation and mechanisation of the upholstery section. Acquisition of the Gerber system, consisting of a pattern digitising unit, a mechanical fabric spreader and an automatic cutting machine. This ensures accurate cutting, optimised fabric use and digital pattern processing and storage.

2009
Inclusion of a shrink-wrap packaging system for furniture. Custom designed by CMB. It provides faster packaging, greater man-hour efficiency and more ergonomic operations.
Implementation of a bar code system. For receipt of incoming products. It facilitates control of incoming goods, up-to-date knowledge of stocks and creation of inventories.

2017
Implementation of the all-in-one management and communication system, Odoo. Each department's management processes are carried out online, which makes it possible to organise and constantly control all the departments. This ensures a cohesive and well-communicated company.

2019
POINT has developed a new website with a new configurator that allows you to redesign all the collections in real time. It also has an online shop with the aim of creating an optimal user experience so that customers will have immediate access to all the necessary information: stock, orders, technical information, etc.



PROCESS MANAGEMENT

Process Map. This covers all the company’s activities and establishes its processes. Its Quality Manual describes its activities, the people responsible for them and interfaces between the various processes, including design-related ones. All the processes are monitored with indicators, which are reviewed on a monthly basis.

Quality System for new designs. These follow the Design Procedure established and audited in the Quality System. Basically, according to the procedure, ideas are transformed into a sketch, then a plan and then a prototype, which is checked by the Production Manager. Having passed this check, the cost is established and the design is validated. A New Products Committee sets the requirements for entering the process and supervises and validates the design phases.

Supervisory body. The supervisory body is POINT’s Board of Directors, which meets on a monthly basis. It has the ultimate say in decisions and knows the company’s state of affairs, it decides on strategic points and ensures that objectives are being met.

Service excellence. To achieve an excellent service, in addition to customer satisfaction, the performance indicators part of POINT’s Scoreboard covers indicators relating to delivery deadlines and the degree to which customer-assured deadlines are met.

SUSTAINABILITY

As a company, POINT is characterised by a responsible production process that ensures a responsible purchase for its customers. Being sustainable is a philosophy of life and a priority at POINT.

The firm’s designer furniture collections invite one to enjoy outdoor life and nature and its aim

is to achieve this through designs, materials and production processes that are respectful to the world that surrounds us in all the materials it uses.

Wood

—
All the products that POINT makes from wood are manufactured with grade A teak sourced from carefully managed sustainable forests.



DESIGN AS THE DRIVING FORCE FOR INNOVATION

Recycled materials

POINT is aware of the limitations of the planet and its natural resources. That is why it ensures all its waste materials are given a second useful life in its furniture. The company has suppliers that are committed to the environment and that work with materials in a mindful and sustainable manner. The catalogue of one of its suppliers, Sunbrella, is a clear example of sustainability and commitment, with fabrics that come from leftover fibre, yarn and cloth. Its agreement with the company Saica Natura enables them to recycle 100% of the cardboard, 100% of the plastics and 100% of the foam used at its facilities. It is an industrial process in which design helps them be more efficient.

Fabrics

In POINT’s furniture, the choice of upholstery fabrics obeys not only aesthetic but also functional and environmental criteria. Therefore, all the fabrics used are very hard wearing and of the highest quality, thus limiting replacement and waste. And of course, they are washable and reversible. The sustainability of the fabrics

results from the manufacture of the fibre, yarn and cloth. POINT also reduces waste from leftover fabrics, which Sunbrella makes into new materials. This supplier also holds Greenguard certification and the Oeko-Tex label. The first of these guarantees that they are healthy fabrics while the second accredits that they are manufactured with substances that are safe for human health and the environment.

Energy efficiency

To use all the natural energy available to it, the company has installed solar panels that generate four times more energy than is needed to run the factory. It is therefore a pioneer in industrial energy efficiency and self-sufficiency thanks to an energy source that abounds in the Valencia Region: sunlight.

With a photovoltaic production of 371,000 kilowatts per year, it achieves 138 tonnes worth of carbon dioxide (CO2) emissions savings, an amount equivalent to that generated by an average of 50 cars over one year.



Responsible consumption

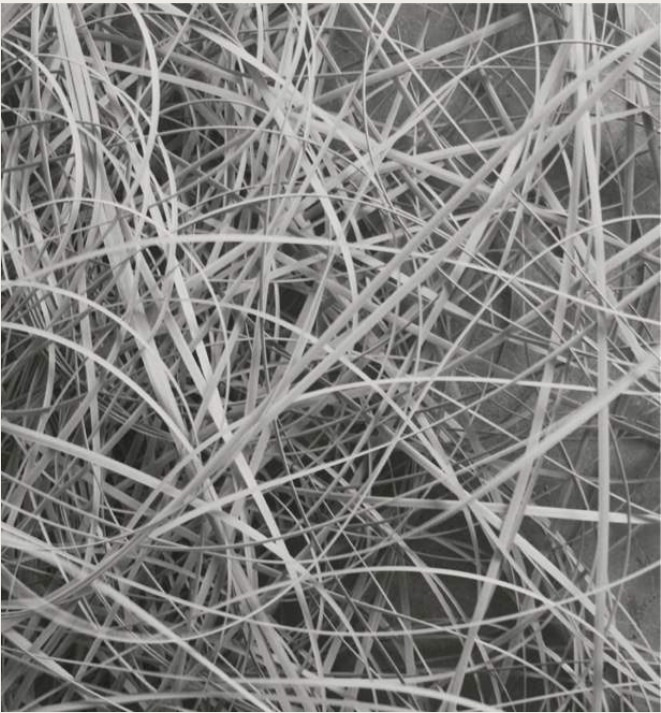
By applying design throughout its entire production process, the company endeavours to ensure responsible consumption and sustainable management of resources in all its processes. This makes production better and more environmentally friendly, thus guaranteeing that customers are making a responsible purchase.

Quality Certificates

POINT holds Quality Certificates for its products, such as the AIDIMA Test Certificate.

Caring for the environment

POINT’s portfolio mostly consists of natural materials. Therefore, POINT products do not have a negative impact on the environment, in terms of either manufacturing processes or treatment of the waste generated. The synthetic products that are used comply with environmental standards both in Europe and in the countries where they are produced.



INCORPORATION OF DESIGN INTO THE COMPANY'S STRATEGY

Industrial design

POINT's background is marked by the good use of design. Its history and evolution show how design has driven innovation, as POINT has integrated design into its business strategy to improve the quality of life of society and individuals.

The company has incorporated design into its methodologies, processes, projects and products and it is visible throughout the whole organisation. All of this has allowed it to build the excellent international reputation that it currently boasts. POINT has managed to use design to innovate in materials and expand its market.

The company is one of the first in the Valencia Region to involve designers in the production process. It was the work of Gabriel Pons, its first designer in the 1960s when they used rattan as a material, that opened the doors to European markets for the company.

That was the start of its progression into international markets.

Design is now the mainstay of this company. The Marketing and Design Department is responsible for drawing up design and innovation projects. Then decisions are made by a Design Committee with representatives from all departments.

For new proposals, it has designers on its staff and also works with external designers.



Vicent Martínez



Joaquín Homs

External designers

Vicent Martínez

A renowned designer with several Adi Fad nominations, as well as Impiva, Nuevo Estilo and Sidi awards. In 1997 he received the Spanish National Design Award in the business category. His designs have been included in publications, private collections and the permanent collections of the Museu del Disseny in Barcelona, Museum für Angewandte Kunst in Cologne and the Staatliches Museum für Angewandte in Munich.

Vicent Martínez developed the Weave collection for POINT, one of the firm's most important collections.

Joaquín Homs

This architect and interior designer is a professional whose designs are based on the space rather than the object. His ideas run from general to specific and he does not follow any particular styles. He prefers to understand people's needs and seek a solution.

He is the co-founder of "Colectivo Arquitectos" (Architects Group) in Mexico. He specialises in residential design and hospitality and



Christophe Pillet

has undertaken major tourism projects all over the world. Homs created the Armadillo collection for POINT.

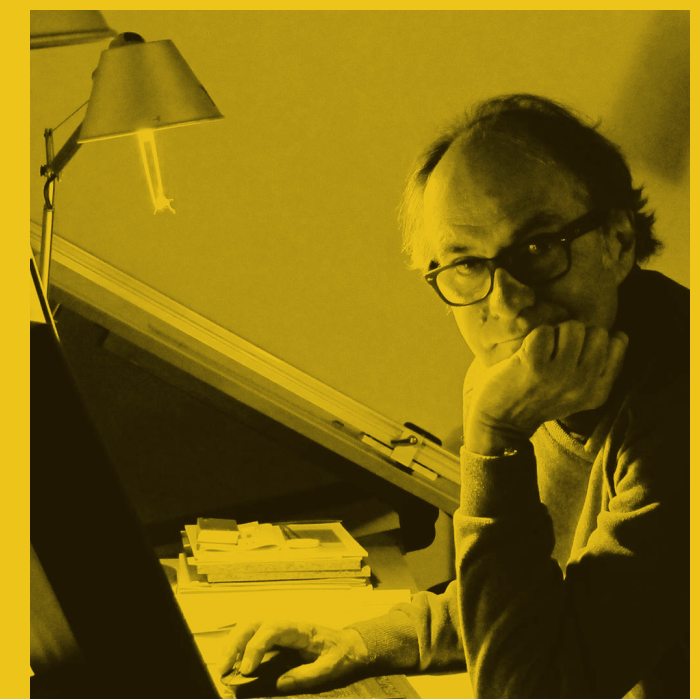
Christophe Pillet

Christophe Pillet trained in Decorative Arts in Nice in 1985 and is now one of France's foremost designers. Throughout his career, he has worked with great masters in design like Martine Bedin and Philippe Stark in Paris, with whom he created his first furniture in 1991. He currently designs products for major international firms. His proposals stand out for their great refinement, technical precision, sensuality of forms and very distinctive elegance, combining simplicity and beauty. Christophe Pillet has embodied these qualities in his four new collections for POINT.

Gabriel Teixidó

Gabriel Teixidó is a designer who is closely tied to POINT. His designs have resulted in many of the company's collections, such as Colors&Compact, Fennec, Linear, Tub, the U collection and, more recently, T and Paralel.

An industrial designer, he has won numerous national and international awards, such as the Delta de Plata in 1992 and 1997, the Consell de Cambres de Catalunya's industrial design award, the Nuevo Estilo Award and the Sidi Award.



Gabriel Teixidó

Francesc Rifé

Non-conformist by nature, in 1994 he founded his own studio in Barcelona. His national and international projects range from interior to industrial design in both the commercial and the private sectors. Throughout his career, he has won several design awards, such as the Contract World Awards, ICFF Editors Awards, FAD Awards and ASCER Awards. He has also been a finalist in the National Design Awards and the Delta Awards, among others. Round, Pal, Sir, Hamp, Min and Fup are this designer's collections for POINT.

Nika Zupanc

This product and interior designer works for large international firms. Her unique style results in emotionally evocative creations with an exquisite finish.

The awards she has won include the German Design Award in 2018 for her Crystal Lamp for Contardi Lighting, the Special Prize at the Salone del Mobile in 2017 for the project Tracing Identity for Castelli and the ICFF Award for the best furniture for Collection III for the company Sé in 2015. Dalmatia is the collection developed by Nika for the design firm.



Francesc Rifé



Nika Zupanc

Estudi(H)AC

In 2003, Jose Manuel Ferrero founded estudi(H)ac, a nationally and internationally renowned design studio.

The passion that goes into his work is palpable from the first moment. Estudi{H}ac specialises in custom product design projects, interior architecture and the creation of ephemeral installations. All of them are unique, timeless and surprising in terms of both their visual impact and their history.

This designer created Mist lamps/planters for outdoor spaces.

Juan Santos

The self-taught designer Juan Santos has been designing and making all kinds of furniture for more than 15 years.

Juan Santos is the true representation of a designer who loves his craft and who accompanies and supervises each piece from its creation to the moment the idea and the product become a reality. Weekend was his creative contribution to the company.

Alfonso Gallego

A designer, decorator and interior designer. Throughout the 20 years he has been working with POINT, he has been responsible for designing many of the company's collections, such as Breda, Arena, Green, Bubble, Charleston, Ambers, Brumas, Sagra, Kenya, Emmanuel, Romantic, Golf, Caddie and Havana. Alfonso Gallego's career has developed at POINT.

Esther Campos

An industrial designer and head of the design department at POINT, which she joined in 2005. From her position, she manages and coordinates the work of the external designers and keeps track of their projects. Esther is also responsible for supervising the technical side of the furniture, controlling materials and supervising measurements. Over the years, she has created the Angul, Jazz and Sunset collections.

Mario Ruiz



Mario Ruiz

The designer Mario Ruiz, winner of the 2016 National Design Award, was born in Alicante and graduated in Industrial Design from the Elisava Design School in Barcelona. His career began in 1995, the year in which he opened its study. He has designed for some of Valencia's most important firms and has worked for major companies all over the world. He specialises in different fields, such as office furniture, lighting, textiles and product design, and has won numerous awards throughout his career. He currently acts as a design consultant and is developing collections for POINT.

MATERIALS

POINT's products are defined by two parameters that characterise and differentiate them: design and materials. The design is characterised by modern lines, or adaptations of classic lines, resulting from a process that is based on needs and trends identified in the market and which ends with the validation of all the product's parameters.

As regards materials, there has been an evolution in the use of materials for manufacturing POINT's products: from the traditional plant-based materials that have been used since it was founded in the 1920s to the development of synthetic materials like Shintotex®, all of which has improved the useful life of the products, the possibility of using them outdoors and a lower economic cost and environmental impact.

Grade A teak wood

POINT uses grade A teak wood from Asia. It is sourced from carefully managed sustainable forests. This raw material contains a high level of natural oil and gums, making it a highly flexible and durable material that is ideal for the company's products. This tropical wood, which is natural in every way, has its own natural oil that gives it a unique sheen and makes it perfect for outdoor furniture.

Teak wood reflects POINT's commitment to using high-quality natural materials.

Thanks to the traditional processes used at POINT, the sheen of the teak wood comes through, offering a very consistent colour. Its natural oil is combined with an antiseptic resin in the wood to enhance the beauty of the piece over time.



Paralel collection (Gabriel Teixidó)

Aluminium and stainless steel

POINT's designs also include aluminium and 304L stainless steel, which provides greater mechanical resistance and a longer product life.

304L stainless steel is used in visible structures and pieces (legs, arms, etc.). It is a metal alloy with 18% chromium and 8% nickel with molybdenum alloys, which decreases corrosion, and a max. carbon content of 0.03%, which gives it greater resistance to corrosion.

Paint

In terms of paint, powder paint and metalter HC/2 paint are used. The powder paint is a homogeneous mixture of mineral fillers, pigments and resins in solid form that do not require solvents. The powder is mixed with air and electrically charged. The charged particles adhere to the piece and result in an even coating that is corrosion, weather, temperature and impact resistant.

Metalter HC/2 paint is aliphatic acrylic polyurethane, which does not turn yellow. A liquid product that is applied directly, offering a high level of speed, drying, hardness and adhesion. Airbrush application. Excellent outdoor performance.

It coats well and can be easily repainted and repaired.

Solution-dyed acrylic fabric

For upholstery, solution-dyed acrylic fabrics are used, which are weather resistant and ideal for outdoor and garden upholstery.

Innovation in materials. Shintotex®

Shintotex® is a synthetic fibre developed by POINT's R&D department, with the support of the Network of Technological Institutes (Red de Institutos Tecnológicos de la Comunitat Valenciana). It is a synthetic fibre that can differ in appearance, dimensions and shape and which offers high durability and resistance to sunlight, temperature changes, great resistance to abrasion and strain, thermal memory, anti-static properties and ease of cleaning.



Tub collection (Gabriel Teixidó)

PRODUCTS

More than 300 products and 42 collections make up POINT's Classic and Contemporary collections. In the case of Contemporary, the design reflects the timeless elegance, distinction and comfort of contemporary pieces that have their own personality, resulting from a partnership with internationally renowned designers. The pieces in the Classic collections reflect the firm's essence, which is based on the craftsmanship of hand-woven fibres.



U collection (Gabriel Teixidó, 2011)

U Collection (Gabriel Teixidó, 2011)

The U collection arose from an intuitive idea to create a stackable chair. It is currently one of POINT's most successful series. Seventeen pieces in three colours with all the features of POINT's furniture, hand-woven in its Shintotex® synthetic fibre. They can be adapted to any outdoor space in homes, hotels or restaurants to create stylish exteriors.

This collection stands out for the strength of the product design and the characteristics of its whole structure, which is covered with a flat weave.

Sir Collection (Francesc Rifé, 2019)

The aluminium furniture of the Sir collection, with its straight lines, Batyline® fabric backrests and natural teak wood armrests, is designed for enjoying the best experiences. Warm, comfortable glamour in which to enjoy outdoor settings. This collection offers lightness and versatility. Its ethereal structure makes it a highly dynamic design.

It is well suited for contract and hospitality use.



Sir collection (Francesc Rifé, 2019)

Pal Collection (Francesc Rifé , 2015)

Pal is pure nature. It is the warm charm of wood within a few inches of Mother Earth.

It is a modular system made from solid teak wood platforms that offers endless possibilities for creating relaxing outdoor spaces. Sofas and tables in communion with nature and upholstery in a variety of colours, including serene green.

It allows one to create modular compositions with a combination of cushions on the flat teak surfaces.

Weave Collection (Vicent Martinez , 2016)

By carefully weaving fibre to fibre, in the same way the baya weaver birds form their nests, this collection evokes the tradition of wrapping, trapping and knotting rope structures that gave rise to the company 100 years ago. Sit, recline in an armchair, lie down, rock.

Anything is possible with more than 15 pieces of furniture and endless options to create relaxing outdoor spaces.

This collection featuring woven polyethylene rope recovers the use of cord, inspired by the traditional craft that defines the essence of POINT.



Pal collection (Francesc Rifé , 2015)



Weave collection (Vicent Martinez , 2016)



Weave collection (Vicent Martínez , 2016)

Paralel Collection (Gabriel Teixidó)

Paralel is a collection of 15 pieces, including chairs, couches, armchairs and tables, made from teak wood in combination with ropes to provide comfort and convenience according to the space and the users' needs.

The most characteristic and differential element is the backrest. The name of the collec-

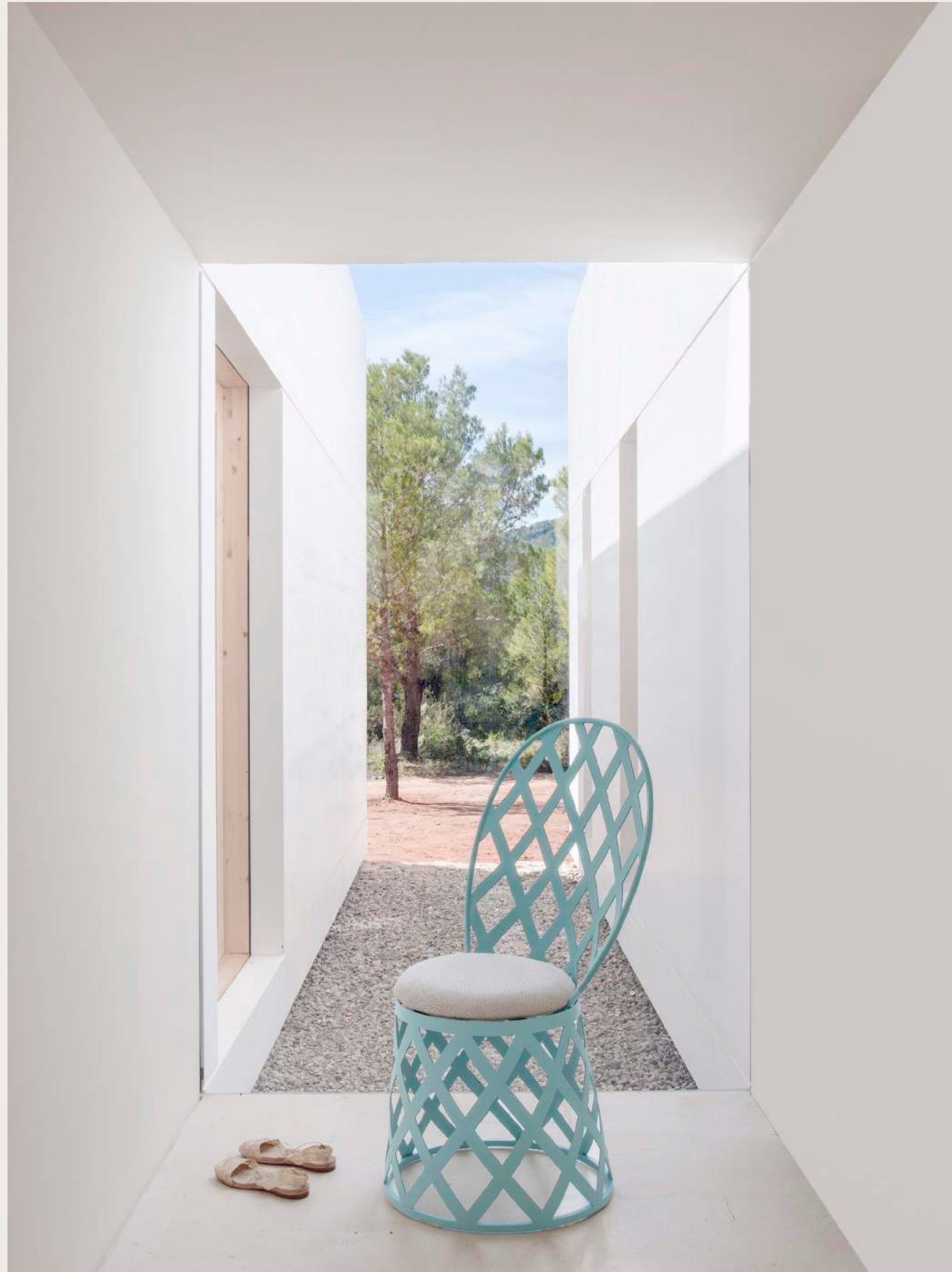
tion, Paralel, is inspired by the structure and outline of the pieces, a teak structure with long parallel arms that embraces the backrest and seat of the furniture in a balanced and elegant way.

A serene collection that brings a sense of continuity. Its contribution is the seats woven in Danish synthetic rope and the combination of woven elements and teak.



Paralel collection (Gabriel Teixidó)

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Dalmatia collection (Nika Zupanc)

Dalmatia Collection (Nika Zupanc)

The designer Nika Zupanc presents a collection inspired by summers beside the Adriatic Sea, the whiteness of the pebbles on its beaches and the dark purple of the wood of its pine trees. All this was the inspiration behind the sinuous, delicate lines of the Dalmatia collection.

The perfect balance between innovation, technology and design in an aluminium outdoor collection with curves, which sets it apart from previous projects in which aluminium took the form of straight lines.

Golf Collection (Alfonso Gallego, 2003)

The Golf modular sofa offers versatile, adaptable and very comfortable options. This collection is designed to meet the needs of all spaces. Armchairs, corner sofas, couches, loungers, poufs and chaise longues to promote rest and pleasure. Golf is complemented by the trunk and tables in the Green collection.

It is a modern classic. Its innovation lies in the fact that a modern and functional design is brought to a woven outdoor collection for the first time.



Golf collection (Alfonso Gallego, 2003)



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Fup collection (Francesc Rifé, 2019)

GRAPHIC DESIGN

After having had several names, in 1979 the company changed its name to POINT (Pons Internacional). The first graphic proposal for the brand was created by the designer Ricardo Vicentini. Subsequently, in 2005, the brand got a completely new look thanks to the agency CEC, from Alicante.

Since then, POINT’s visual communications have become increasingly professionalised, with the hiring of new designers and art directors, who have been responsible for the company’s latest visual elements.

2016 - Brand redesign

The graphic designer Ibán Ramón began his collaboration with POINT and was commissioned to redesign the brand, including the logo. Faithful to tradition and to its roots, the company charged the designer with reinterpreting the existing logo. And the logo was based on a drawing of the letters rather than a font.

When redesigning the lettering, Ibán Ramón took inspiration from the previous logo. His contribution corrected typographical errors in the previous logo, eliminated the perspective effect and improved some parts of the drawing. He increased the thickness of the lettering and replaced the visual element ® (registered trademark) with a full stop, which alludes to the name of the company, giving the new logo strength and meaning. The designer also decreased the width of the letters, reducing the total horizontal length of the logo. This new mark is therefore not based on any pre-existing font; instead, it has involved Ibán Ramón designing a new typeface.

2019 - 100 years brand

To mark POINT’s centenary the company asked Ibán Ramón to design a special version of the new logo with the aim of commemorating the firm’s 100th anniversary in different formats. This was a specific job to mark the celebration, in which the graphic designer had to design the number 100 for the centenary in the same way he had previously created the letters of the logo.

Art direction and catalogues

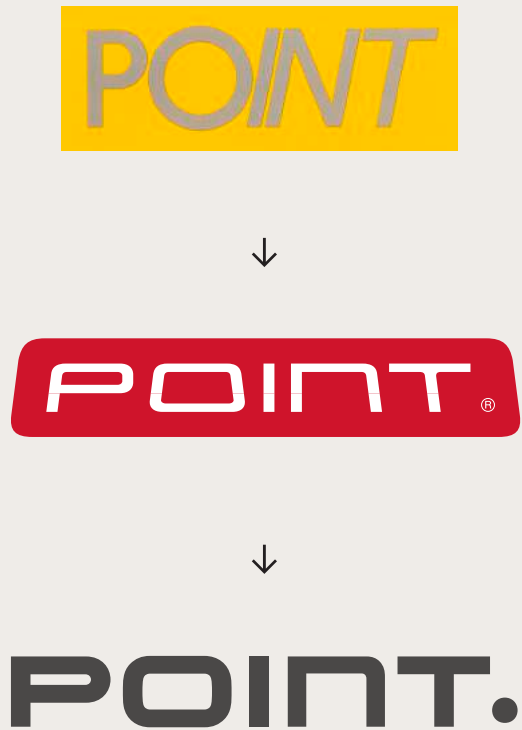
POINT’s most recent catalogues have an updated design and a more modern image, which enhances the quality, variety and qualities of the firm’s products. They make it possible to see the products in context in suitable settings, which helps customers understand their features and their different possibilities.

It is currently Ibán Ramón who designs the company’s upcoming catalogues.

New website: new configurator and online shop

As part of the process of bringing the company into the digital era, POINT launched its online store in 2019, making it the first Spanish design company in the furniture industry to sell its entire catalogue directly via the Internet. This new tool has accompanied the redesigning of the website in order to provide customers with a new much more direct and functional experience. It is a space that makes it simple and easy to discover the company’s collections, projects and news.

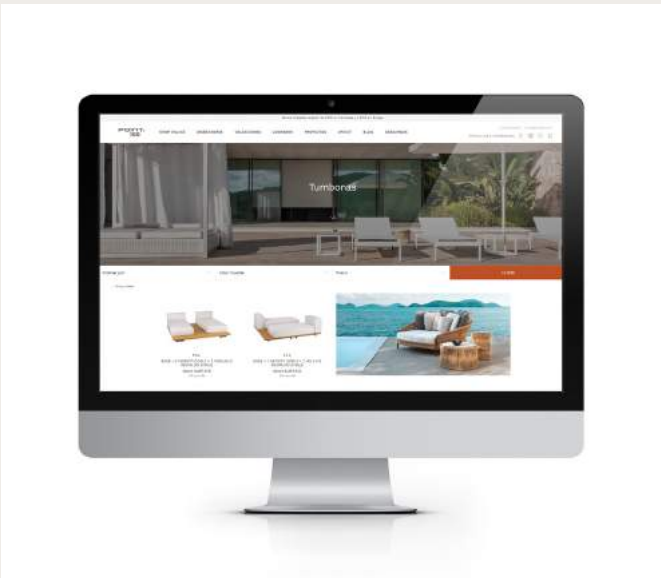
The new online shop features a custom configurator that allows one to plan all the collections in real time. The objective is to achieve the best user experience so that in addition to providing all the technical information about the products, it is also possible to see the price and even place orders. In addition, a digital online chat allows users to ask questions in 5 languages about practical issues, prices, showrooms where the furniture is displayed and local distributors. The digitalisation of the company is a sign of the journey undertaken by POINT to adapt to new times that are much more international and digital.



Catalogue design 2019



Centenary branding (Ibán Ramón, 2019)



POINT's new website

PROJECTS

Punta Mita, Mexico, 2019

Within this exceptional setting lies the house Punta Mita, an incredible private villa designed and decorated by Joaquín Homs, one of Mexico's most prestigious interior designers who has been working with POINT for many years. The Punta Mita project is currently a finalist in the SBID Awards in London and the winner will be announced on 25 October 2019.

The house has ten rooms, can sleep up to 24 people and was designed to maximise enjoyment of this place: the turquoise blue sea of the Mexican pacific coast and the lush tropical vegetation that surrounds it. The outdoor areas of this space are decorated with the collections of Francesc Rifé, Gabriel Teixidó and Alfonso Gallego.

Blue Mountain Resort, South Korea, 2019

This project carried out by POINT for Blue Mountain Resort includes pieces by Vicent Martínez from the Weave collection. In a privileged enclave, surrounded by populated hills and lush nature, the firm has contributed to the comfort of the residents of this luxurious golf club with different pieces from the Weave collection, which have been used to decorate different rooms of this resort located in Yecheon, Gyeongsangbuk-do Province, South Korea.



Grand Plaza Mövenpick City Hotel, Dubai

In this project by POINT, the company took the Hamp, Weave, Golf, Fennec and Sunset collections to the resort to decorate the sophisticated Grand Plaza Mövenpick Media City Hotel. Located in the heart of Dubai Media & Internet City, a luxurious business district with stunning views of the exclusive Palm Jumeirah and Emirates Golf Club, this 5-star hotel is a perfect choice for both business and leisure travellers.

Solaz Los Cabos Mexico

POINT has decorated the Solaz luxury resort in Los Cabos, Mexico, a new hotel and residence complex located in Los Cabos, Baja California Sur, and the first Luxury Collection Hotel & Resorts hotel in the Gulf of California. The hotel has 128 rooms and 21 residences covering 13.7 hectares with spectacular sea views and 50 metres of infinity pools overlooking the Gulf of California.



Blue Mountain Resort, South Korea

Punta Mita Ranch, Mexico



Grand Plaza Mövenpick City Hotel, Dubai

Solaz Los Cabos Mexico

DESIGN BEYOND THE COMPANY

POINT shows its commitment to society in the day-to-day management of the company. In addition to its concern that customers are ensured the most sustainable products for responsible consumption, the firm's representatives are involved in social and cultural initiatives where design goes beyond the borders of the company and fully reaches society. In some cases these actions convey to society the importance of design for companies, for people, for problem solving, while in others they enable POINT to emphasise that design also helps to improve the lives of people, to give a few examples.

WDO / World Design Organization

POINT is part of the World Design Organization (WDO), an international non-governmental organisation that helps further design and promotes the World Design Capital (WDC). Vicente Pons, the sales manager of POINT, has been appointed commissioner for the city of Valencia in the WDO and has been a key figure in the designation of Valencia as WDC 2022.

Valencia World Design Capital

Under the initiative of Vicente Pons, the sales manager of POINT, Valencia Design Capital Association was launched to organise Valencia's bid to become the World Design Capital in 2022. The entrepreneur's drive, his direct dealings with the authorities and companies and all his knowledge of the sector and personal relations have helped Valencia become the next World Design Capital in 2022, a designation bestowed by the World Design Organization.

What is more, POINT has been one of the companies promoting this project that brings together various social agents to position Valencian design at the world level.



Kalida Foundation

Kalida is a project that POINT is taking part in, which is linked to people's health. It wanted to join in this project to accompany and bring peace to people with cancer through its products.

Located just a few metres from the Oncology Unit of Hospital de la Santa Creu i Sant Pau in Barcelona, Kalida is a place where people with cancer can go for company and to share their sensations and feelings.

The members of this project are professionals specialising in psycho-oncological support, nurses, social workers and therapists who provide social and emotional support, free of charge and open to anyone with cancer and those who are close to them.

The company's contribution has consisted of providing its Weave collection by Vicent Martínez due to its pleasant design and its ability to help users enjoy the joys of outdoor life, even in complicated circumstances. On this occasion POINT's furniture is part of this architectural project by Benedetta Tagliabue, in which the interior designer Patricia Urquiola has also contributed her unique vision of interior design. The entire project is based on the concept of caring for people and the healing value of architecture and interior design.

The Weave collection is part of the 650-square-metre garden area, which is linked to the Oncology Unit of the hospital by a paved area. It is a space that is designed to convey positive feelings.

Valencia's bid to become World Design Capital is based on the theme of "The Mediterranean design of Valencia. Design for change, design for the senses" and it shares the essence of POINT.

Ibero-American Council of Interior Designers (CIDI)

The Pons family's commitment to design goes far beyond our borders. For the last five years, Vicente Pons has been the vice-president of the Ibero-American Council of Interior Designers, a non-profit association that links the Professional Associations of Architects and Interior Designers from Ibero-American countries.

In this role, he has always tried to bring the work of these professionals and Spanish companies closer together. He was even one of the participants in the CIDI congress held in Mexico City in 2018.

13 years of support for Feria Hábitat València

The Pons family's support for Feria Hábitat València over the last 13 years has been key.

Vicente Pons is part of the organising committee that decides on its running, taking key decisions regarding its continuity, dates and the strategy applied.

Asturian Association of Designers

Personal collaboration and close relationship with the Asturian Association of Designers, where Vicente Pons gives talks and training for designers in Asturias.

Anieme

For five years Vicente Pons has also been the treasurer of Anieme, the Spanish National Association of Furniture Manufacturers and Exporters.



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