

Retail experience.
Made in-house.

PASOLINI

Built on heritage, focused on results.

Every detail tells the story of who you are. We give it shape.

We don't furnish. We create Retail Experiences.

Smart, memorable spaces
where design and technology
tell your brand's story.

Pasolini transforms visions into **real spaces** using an integrated method: listening, design, in-house production, and installation. We combine retail experience, artisan craftsmanship, and technical control to bring together aesthetics, performance, and innovation.

Each project is tailor-made, growing with a fluid supply chain and taking shape in environments that excite and function: this is how your brand identity becomes an experience.

PASOLINI

Built on heritage, focused on results.





Since 1959, we have been listening to the market. And we make it happen.

Sixty years of work and transformation. Every day we give shape to your ideas.

Pasolini was founded in 1959 thanks to artisan intuition and clear entrepreneurial vision. It has undergone the evolution of retail, transforming its artisan passion for window dressing and price tag creation into **industrial production**.

Guided by the same family, the company has grown without losing sight of its direct responsibilities: producing, supervising construction sites, and listening to those on the other side. **It is a story of continuity, trust, and concrete transformations**, built project after project. Today, we combine design and operational management to give shape to coherent and measurable spaces.

More than a general contractor. An operational ally.



We know every detail of retail because we do it, from the inside. With vision, method, and our own hands.

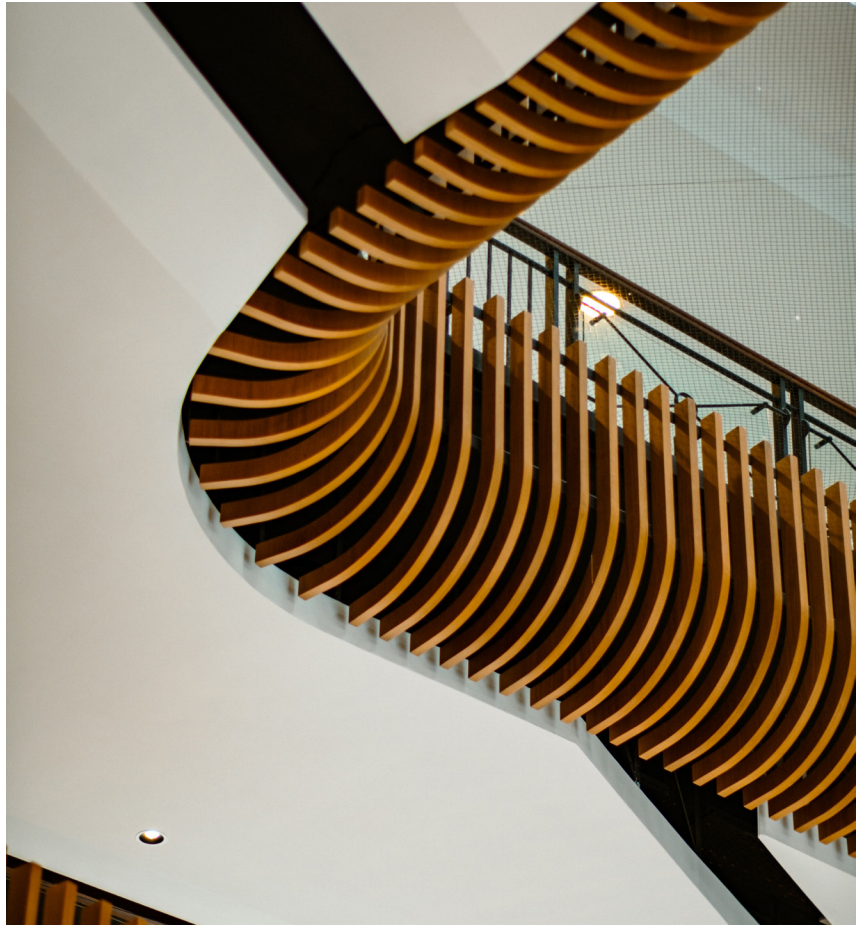
We build solutions, we don't delegate them. Pasolini accompanies you from strategy to construction site, combining design expertise and real implementation capabilities. A single partner, always responsible for protecting deadlines, quality, and costs.



Thanks to an integrated structure with internal departments and qualified construction teams, we manage the construction site and technical direction ourselves. We coordinate PSC and POS, safety, and construction management with personnel registered with the Construction Workers' Fund.

This allows us to guarantee consistency between design and implementation, reliable timelines, and cost control, protecting your investment. Every space is created using a clear method and a sense of responsibility that we never delegate: **a single point of contact, no passing the buck. With standards that can always be verified.**

Production under control, consistently stable quality.



The advantage of Pasolini control, without worries: standards, guaranteed times, and verifiable quality.

For over fifty years, Pasolini has been directly producing furniture, signs, and accessories. **Today, it offers the same know-how to manage every phase**, even when manufacturing is entrusted to exclusive production partners.

We define standards, working drawings, specifications, and quality controls, codifying processes and checks. This allows us to reduce variations and unforeseen events, guaranteeing reliable timelines and consistent results, project after project. Your vision takes shape exactly as you imagined it, guided by the certainty of technical direction that **pays attention to every detail.**

Every environment is a message.
Every detail becomes an
experience designed for those
who live it every day.

For us, designing a store means giving shape to the brand's identity and bringing it to life. The Retail Experience is born from the encounter between design, function, and sensory engagement.

From light to materials, from the layout to the window display, every choice guides the eye, facilitates the purchase, and leaves a lasting impression. We coordinate furnishings, visuals, signage, and accessories with a single vision, drawing on the expertise of our various departments, so that the atmosphere and message speak the same language. **Because a good store is not just visited: it is remembered, desired, and experienced.**

And when the experience is consistent across a retail outlet, the relationship grows and conversion improves.

Five divisions, one director Pasolini, always.

From structure to visual identity, every detail is coordinated by a single operational partner.

Pasolini's value lies more in the sum total. Five autonomous but integrated divisions work as a single team to respond precisely to every need of the point of sale.

Custom-made furnishings, visuals and signage, technical accessories for product emphasis and dramatization, and site management are designed, produced, and coordinated with quality and consistency. This means a **single operational control center, fewer steps, and more control over timing, costs, and final output.** Choices become specific and personalized, so the idea remains faithful even when replicated.

For you, this means a single point of contact and a recognizable identity in every opening. **From structure to image, every element now speaks the same language.**



The background of the entire page is a close-up, high-resolution image of wood grain. The grain patterns are intricate, showing various shades of brown, tan, and black, with some areas appearing more like charcoal or dark grey. The lines of the grain are mostly horizontal but curve and swirl in different directions, creating a complex, organic texture. The lighting is dramatic, highlighting the ridges and valleys of the wood fibers.

Pasolini integrates five areas of expertise into a single retail management system.

With **General Contractor**, we follow the project from in store analysis to site inspection, right up to turnkey delivery, with a single point of contact, guaranteed timescales, and complete control. With **Furnishings**, we combine in house carpentry and functional design to create tailor made, scalable, and certified solutions that are built to last. With **Visual** and **Signs**, we produce graphics, window decals, and communication materials for a consistent and impactful brand identity. With **Product**, we develop technical accessories for display, such as melamine trays, price tags, dividers, and counter elements, because details make branding. With **Signs**, we manage indoor and outdoor illuminated signs in various formats, including authorizations, production, and installation, so that the brand remains visible and compliant with regulations.

One production system, five integrated skills.

Different divisions, one direction.

General Contractor



From design to execution,
without interruption.

We manage the entire construction process and take responsibility for it. Timing, costs, and quality are coordinated by a single team that integrates design, supplies, subcontractors, authorizations, and safety. Turnkey solutions with dedicated project management.

Furnishings

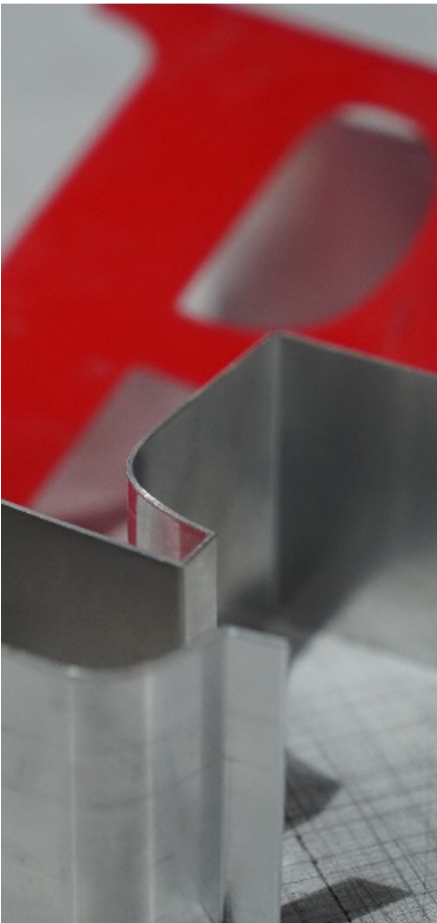


Form, function,
consistency.

We design exhibition spaces as replicable systems, not as individual installations. Every choice stems from a balance between identity, use, and durability. The aesthetics are the result of a controlled process.

Expertise, know-how, and experience guide our approach, transforming our customer-centric culture into concrete, replicable results.

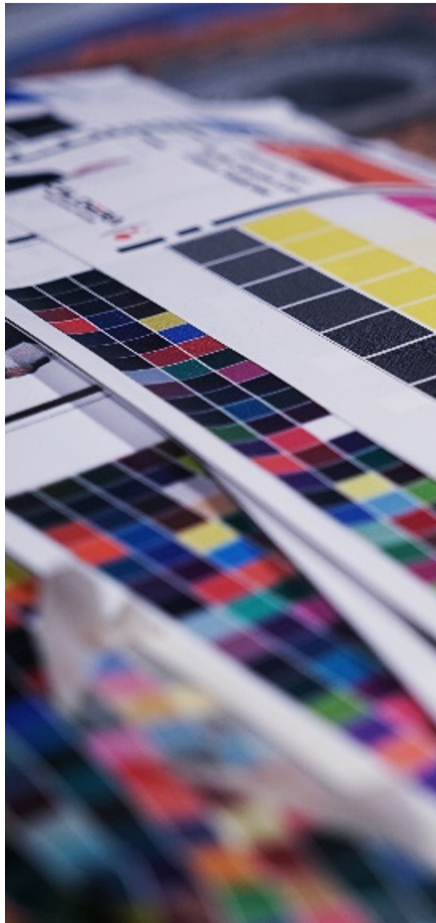
Signs



Visible identity, without ambiguity.

We design signs as structural elements of brand communication. Presence, legibility, and continuity over time guide every choice. The sign retains its meaning and performance in every context.

Visual



Communication taking shape.

We develop visual solutions that integrate content, technology, and production. Environments become controlled, consistent, and measurable narrative surfaces.

Product



Function brought up to standard.

We design display solutions that are built to last and be replicated. Design, materials, and details are carefully chosen to enhance the product at the point of sale. Modular systems that maintain continuity between brand, space, and use.



From layout to construction site, without interruption.

We manage the project, production, and installation with continuous internal supervision, a single point of contact, and guaranteed deadlines until opening.



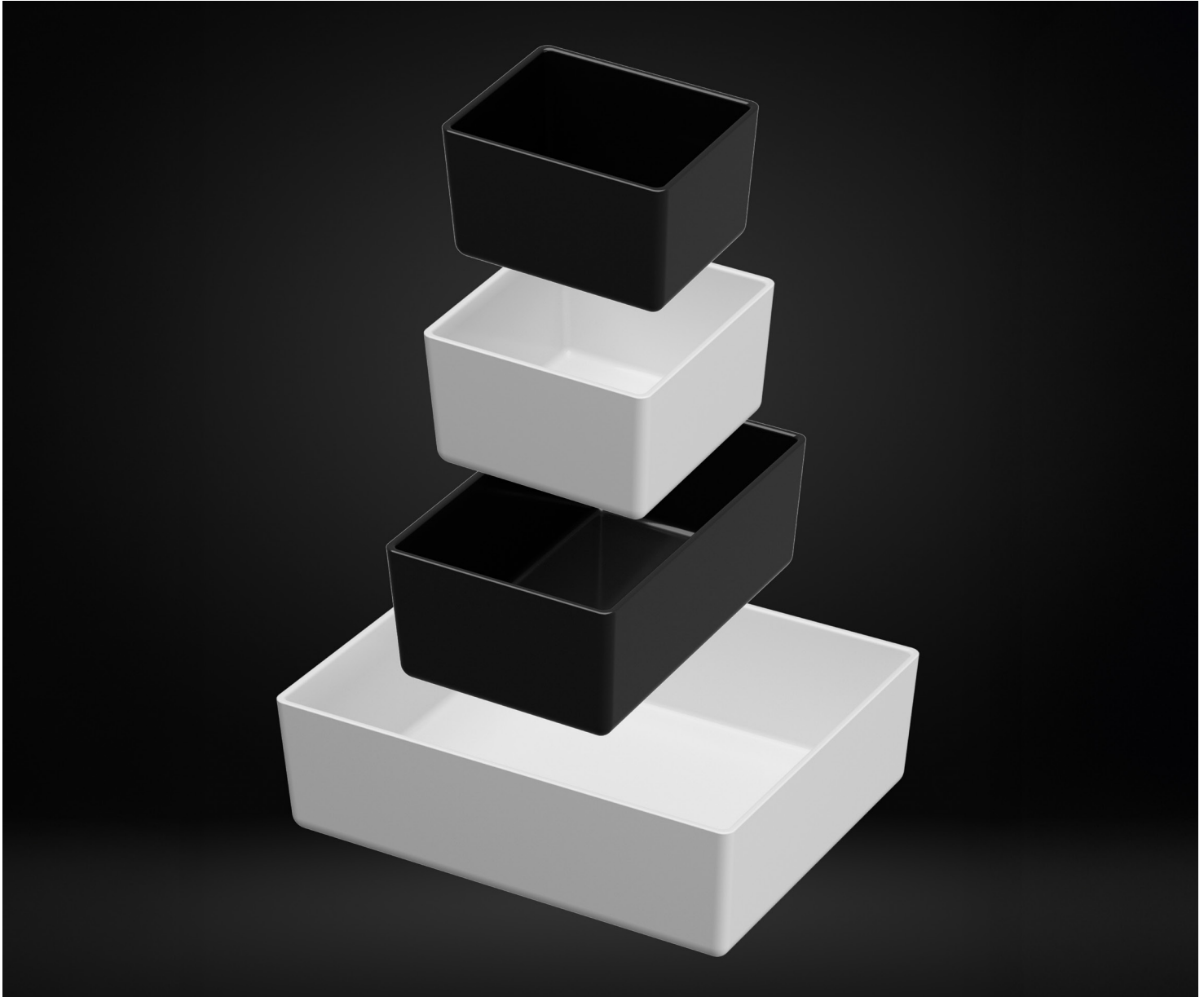
Visual communication is an immersive element of the retail experience. That's why Pasolini designs, **manufactures, and installs signs, window decals, graphics, and signage in its departments, with quality control on materials, colors, and light output.** Each element increases the brand's legibility, guides traffic flows, and enhances the environment, from the window display to the aisle.

Dedicated teams take care of measurements and installations in stores, ensuring that lighting, layout, and messaging remain consistent and in line with expectations. We codify specifications and standards so that the format can be replicated across multiple stores without any surprises.

Pasolini is a project partner and general contractor for complete stores. From site inspections to surveys, from layout to production and installation, we manage every phase with continuous internal supervision. A dedicated project manager coordinates the work, paperwork, supplies, and safety, keeping the project faithful to the initial idea and reducing variations and downtime.

This means you have a single point of contact, guaranteed deadlines, and a delivery ready for opening. Qualified teams and timely checks guarantee quality and compliance without weighing on your team.

From storefront to aisle, signs that make the brand clearer now.



Every functional detail in store branding, if designed consistently, becomes know-how.

Pasolini designs and manufactures technical accessories for product display and management, designed to integrate into the format and enhance the experience.

We manufacture melamine trays, price tag systems, dividers, and counter supports, using certified materials and functional designs.

Their adaptability makes them scalable, but never anonymous: each piece follows the brand's measurements, codes, and finishes. Even the smallest detail guides the order, simplifies operations, and reinforces visual consistency, making the space clearer, more recognizable, and ready to be replicated. Always.

It's our way of working that makes the difference.



Experience, method, and trust transform complexity into concrete results here.

We have the experience to anticipate problems and diverse skills that work together seamlessly: architects, designers, and production communicate with each other in real time.

Every choice stems from business objectives and verifiable standards. We act quickly because retail changes and evolves, and we build lasting human relationships: direct, demanding, and ambitious, just like us. We back up what we sign with checks and compliance.

Team

Every project stems from discussion and takes shape with people who contribute their expertise and commitment.



Pasolini is made up of real people: skilled craftsmen, precision technicians, attentive consultants. We combine heart, mind, and hands, without delegating what determines quality. This is why those who work with us feel supported, with continuity and responsibility, from the initial consultation to delivery.

More present, recognizable, guided by stable leadership and a legacy that is still alive.

We manage the construction site with internal teams and direct technical supervision, in compliance with regulations. No shortcuts, ever.



Being a general contractor also means taking responsibility for what is not visible: **regulations, safety, liability, personnel management, and subcontractor planning.**

Pasolini works with internal teams registered with the Construction Workers' Fund and coordinates each construction site with POS and PSC, operational management, and complete documentation. We are not

just a project entity: we are a transparent partner that manages timelines, flows, and decisions in a traceable manner.

For us, compliance is not bureaucracy, but **concrete protection for your investment:** it reduces risks, avoids blockages, protects brands and people, and guarantees reliable delivery. **Always.**

Awarded for reliability, certified for quality



Our standards are not promises: they are commitments that are upheld over time.

Excellence is not proclaimed: it is demonstrated. Pasolini has been listed in the Register of Historic Brands of National Interest since January 11, 2024, and was included in the Top 100 ESG Excellence at the 2024 Sustainability Awards. In 2025, the company will publish its Sustainability Report.

Pasolini is also an ELITE company listed on the Italian Stock Exchange and has a public rating issued by Modefinance. These accolades are complemented by ISO 9001, ISO 14001, and ISO 45001 certifications, which attest to a structured and reliable management system in the areas of quality, environment, and safety.

Standards, audits, and continuous monitoring: concrete and measurable commitments that benefit customers, people, and the local area.

PASOLINI