

COMPANY PROFILE

Varaschin
OUTDOOR THERAPY



COMPANY

COMPANY

Over 50 years of expertise and design devoted to the quality of outdoor relaxation.

We have been making outdoor furniture elements and accessories since 1969.

Our expertise is based on a deep knowledge of craftsmanship, and is at the origin of our manufacturing skill.

Our design stems from a constant comparison with the most evolved stylistic scenarios, as befits a brand deeply rooted in contemporary desires.



Pietro and Ugo Varaschin [1969]
on the first swing produced in wicker

WHERE WE ARE

Our who is deeply rooted in a special where

Identity

Our identity is nourished by the beauties and traditions of a beautiful area close to the Belluno Pre-Alps, in Eastern Veneto, characterized by small towns and villages rich in history, including Vittorio Veneto and Conegliano, Cison di Valmarino and Follina, the background of which is dominated by the evocative colors of the woods and the bright colors of the hills on which lie vineyards home of fine sparkling wines.

Nature

The nature of our places inspires us, guides the mind that conceives and the hand that makes, and it could not be otherwise, since creating furniture thinking about outdoor spaces means first of all looking for the best form of harmony with it, that is with the infinite repertoire of its forms and the rich and changeable palette of its colors.





Mission & Vision

Our vision

“Be the European benchmark for qualified outdoor furniture. We inspire people to live in an outdoor environment that is as close to nature as possible, and that ensures a high level of comfort, well-being and conviviality. We offer a new lifestyle, in which beauty and sustainability coexist in perfect harmony.”

Our mission

“Our mission is to make it easier for people to live well in an outdoor environment. A lifestyle that makes it possible to be relaxed, peaceful and achieve an optimal psychological and physical well-being. Outdoor quality.”

OUR VALUES



HAND WEAVING

Among the iconic features of our collections there has always been hand weaving, initially made with **natural fibers** and today with **synthetic materials** able to guarantee great durability without sacrificing lightness and the utmost respect for the environment. It is carried out following the traditional techniques and infusing the new forms of beauty that modernity demands.

ELEVATED COMFORT

Comfort is at the core of all our actions and thinking. Taking it to the highest levels, guaranteeing to those who choose Varaschin not only harmony in design but also **authentic comfort** and a predisposition to feeling at ease also through the choice of materials and colors. A promise that we have always been committed to keeping.



OUR VALUES



TOTAL QUALITY

Quality means a [guarantee in each aspect](#) of our work. Materials chosen in function of durability. Control of production processes to guarantee the accuracy that makes the difference and can be appreciated in every small detail of the end product. Supply chain quality, both socially and environmentally sustainable. The service, clearly, because choosing Varaschin means relying on a real partner.

DESIGN

Our concept of design is based on the timeless combination [form-function](#). Bringing together aesthetic and relax is the challenge we have set ourselves and that we bring forth, transforming into furnishing elements and accessories the close relationship between personal well-being and outdoor living that distinguishes our philosophy. Our choices are also guided by the principles of sustainability, hence the search for maximum durability and the special attention paid to materials in terms of reuse and recycling.



OUR VALUES



ERGONOMICS

Ergonomics is a science that we're able to dress up with style. Our designers think, in the first place, about the person and the daily and prolonged relationship with their furniture. The result is noticeable also in terms of well-being and health, a value that enhances design with the promise of a better future.

OUTDOOR SPECIALIZATION

Several decades spent creating, designing and planning outdoor furniture make us aware of our profound expertise in this specific field. It is a wealth of knowledge that reflects our love for nature, whose beauty we recognise as much as its importance for the quality of everyday life. What can we say? If we are environment-friendly, it is also because everything we do is designed for living in close contact with nature.



OUR VALUES



SUSTAINABILITY

Our company policy aims to harmonize economic, social and environmental goals. We have chosen to outline its principles in the word LEAF, a term that evokes nature and at the same time is an acronym with a strong communicative potential: Life, individual and collective existence as an expression of equity and inclusiveness; Environment, to be protected and enhanced; Action, initiatives and projects for a greener and fairer world; Future, the commitment to ensure a better tomorrow for the next generations.

OUR VALUES

Sustainability / LEAF

Our commitment to sustainability is based on concrete premises. Central to this is the will and the need to balance economic goals with social and environmental ones, in full accordance with the goals of the UN's 2030 Agenda for Sustainable Development.

LEAF is a word that immediately evokes nature and, at the same time, is an acronym with a strong communicative potential.
[Life – Environment – Action – Future].

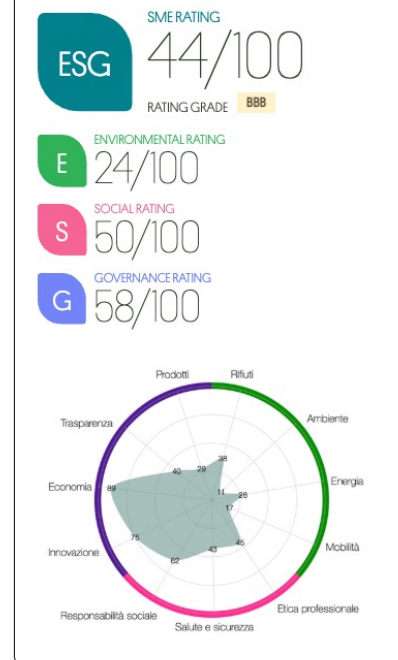
<https://varaschin.it/en/leaf/>



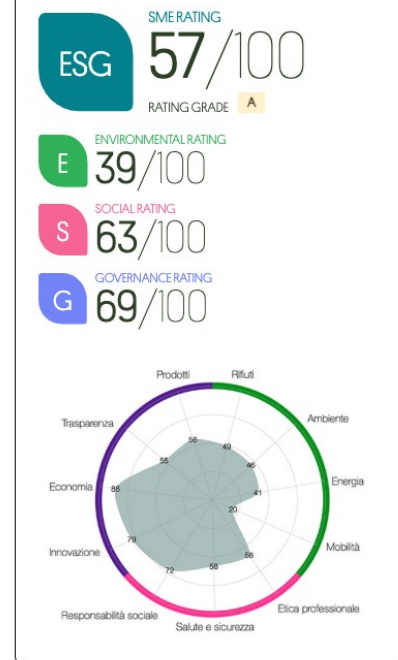
OUR VALUES

Sustainability / ESG

2022



2024



ESG Rating

A development model based on strategically defined environmental, social and governance policies

In order to measure our ability to act according to a sustainable development model, we have undergone an audit to obtain the ESG rating, a synthetic judgment that assesses the ability of a company and any other economic entity to manage environmental, social and governance aspects.

This extension of traditional business indicators is based on the assessment of three factors, the initials of which form its acronym: **Environmental, Social, Governance**.

Environmental

The environmental factor addresses risks linked to climate change and, therefore, the actions to reduce CO2 emissions, improve energy efficiency as well as the efficiency in the use of natural resources, the adoption of policies aimed at combating pollution of production sites, the implementation of practices related to the circularity of resources.

Social

The social factor focuses on policies aimed at improving the working environment, welfare, labour relations, gender, skill and age differences, labour standards, safety in the workplace and respect for human rights.

Governance

The governance factor concerns ethics and transparency, the presence of independent or non-executive directors, diversity in the composition of the boards of directors, the development of sustainability plans and objectives linked to boards' remuneration, control procedures, policies and, more in general, the behaviour of managers and of the company in terms of ethics and compliance.

DESIGNERS

Monica Armani



Edoardo Gherardi



Daniele Lo Scalzo
Moscheri



Alessandro Dubini



Giopato & Coombes



Christophe Pillet



Alberto Apostoli



Alain Gilles



Pio e Tito Toso



Nigel Coates



Calvi Brambilla



José Manuel Ferrero



Anki Gneib



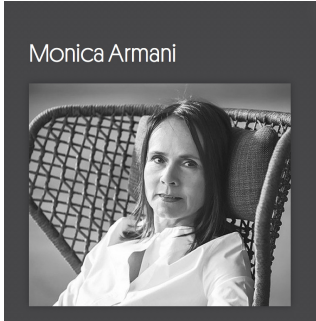
Philippe Bestenheider



Ernesto Lechthaler



DESIGNERS



EMMA



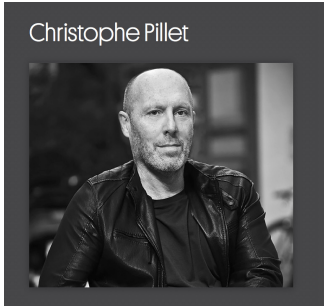
EMMA CROSS



CUSTOMADE



PLINTO



SUMMERSET



SUNMOON



COLLECTIONS AND TARGET PRICE

TOP
LEVEL



TOP
LEVEL

MEDIUM
LEVEL



MEDIUM
LEVEL

ENTRY
LEVEL













ENTRY
LEVEL

COLLECTIONS AND TARGET PRICE

15

Varaschin

COMPANY PROFILE

TARGET PRICE	COLLEZIONI COLLECTIONS	CATEGORY	POLTRONCINE DINING ARMCHAIRS	POLTRONCINE LOW DINING ARMCHAIRS	POLTRONE ARMCHAIRS	DIVANI SOFAS	TAVOLINI BASSI COFFEE TABLES	SEDIE CHAIRS	LETTIMI SUNBEDS	DIVANI COMBINIBILI MODULAR SOFAS	TAVOLI TABLES	TAVOLI LOW LOW TABLES	CATEGORY	COLLEZIONI COLLECTIONS	TARGET PRICE
															
TOP LEVEL	CUSTOMADE												TOP LEVEL	CUSTOMADE	
	EMMA		•		•	•	•	•	•	•	•	•		EMMA	
	EMMA CROSS		•	•	•	•	•	•	•	•	•	•		EMMA CROSS	
	LINK										•	•		LINK	
	BARCODE				•	•	•	•	•	•				BARCODE	
	SUMMER SET		•	•	•	•	•	•	•	•				SUMMER SET	
	BELT / BELT AIR				•			•	•	•				BELT / BELT AIR	
	REUSE				•					•				REUSE	
	FLEHION										•			FLEHION	
	OUTDOOR COOKING										•			OUTDOOR COOKING	
	SUNMOON								•					SUNMOON	
	WELLNESS THERAPY						•		•					WELLNESS THERAPY	
MEDIUM LEVEL	top Ceramica						•				•	•	MEDIUM LEVEL	top Ceramica	
	tessuto Cat. E+ Luxury		•	•	•	•	•	•	•	•				tessuto Cat. E+ Luxury	
	CRICKET		•	•	•	•	•	•	•	•	•	•		CRICKET	
	TIBIDABO		•		•	•	•	•	•	•	•			TIBIDABO	
	BABYLON				•	•	•	•	•	•				BABYLON	
	MAAT		•		•									MAAT	
	KOLONAKI										•			KOLONAKI	
	BAU				•	•	•							BAU	
	BAHIA					•	•	•	•	•				BAHIA	
	BENTO					•			•	•				BENTO	
	PUNTO		•				•				•	•		PUNTO	
	NOSS		•	•				•						NOSS	
	SVSTEM/SVSTEM STAR						•				•	•		SVSTEM/SVSTEM STAR	
	BIG / BIG LIGHT						•				•	•		BIG / BIG LIGHT	
	INGOUT		•											INGOUT	
	TIGHT													TIGHT	
ENTRY LEVEL	TRAMA + CARPET DESIGN												ENTRY LEVEL	TRAMA + CARPET DESIGN	
	COPACABANA													COPACABANA	
	top HPL Bianco BB / Bedonia						•				•	•		top HPL Bianco BB / Bedonia	
	tessuto Cat. C/D		•	•	•	•	•	•	•	•				tessuto Cat. C/D	
	DOLMEN				•	•			•		•	•		DOLMEN	
	CLEVER		•						•					CLEVER	
	VICTOR		•	•			•	•	•		•	•		VICTOR	
	SMART		•	•	•	•								SMART	
	ELUSSE										•	•		ELUSSE	
	AMALFI													AMALFI	
	top HPL Antracite						•				•	•		top HPL Antracite	
	tessuto Cat. B		•	•	•	•		•	•	•				tessuto Cat. B	

Collezioni

Progettualità a misura di benessere

Le nostre proposte sono raccolte in collezioni accomunate dal fatto di essere il risultato di riflessioni approfondite su forma, funzione e destinazione d'uso, con una progettualità a misura di benessere.



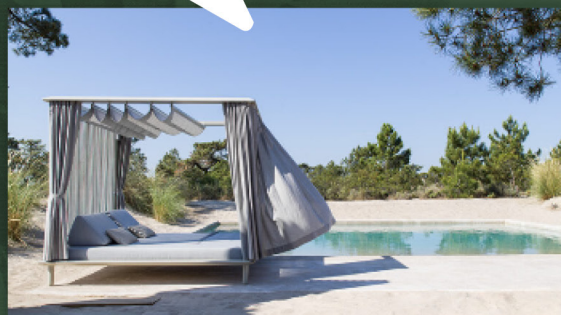
EMMA

EMMA CROSS



SUNMOON

TIBIDABO



COLLECTIONS

Design for the well-being and the environment

Our proposals are gathered in collections united by being the result of a clearly recognizable creativity, in turn the result of in-depth reflection on form, function, intended use and sustainability by designers in love with a planning made to measure for wellbeing

<https://varaschin.it/en/collections/>

AWARDS



PLINTO Poltroncina

2024 | Archiproducts Awards | **Winner** →



EMMA CROSS Lettino

2023 | Good Design Awards | **Winner** →



EMMA Nido

2024 | Sit Design Awards | **Honorable mention** →



EMMA CROSS Daybed compact

2022 | Archiproducts Awards | **Winner** →
2022 | Good Design Awards | **Winner** →



Emma Daybed Family

2022 | Sit Design Awards | **Winner**
2023 | Sit Design Awards | **Winner** →



Wellness Therapy

2023 | Archiproducts Awards | **Winner** →



CERTIFICATIONS

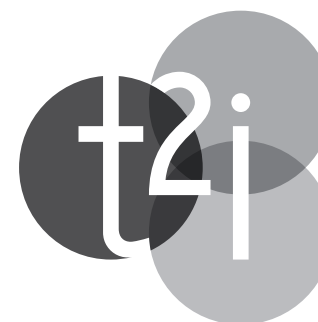
231 MODELLO
ORGANIZZATIVO
AI SENSI DEL
D. LGS 231/2001

CERTIFIED QUALITY
MANAGEMENT SYSTEM

CQY
CERTIQUALITY

UNI EN ISO **9001:2015**

ISO
14001
Sistema di Gestione
Ambientale Certificato



trasferimento tecnologico e innovazione

WELLNESS THERAPY

What is well-being if not the search for the best possible balance between body, mind and soul?

Varaschin Wellness Therapy translates this concept into a furnishing system, at the same time aiming to build a closer bond between the human being and nature.

With this project, we have extended our outdoor philosophy to the Wellness places: from the Spa world to wellness centres, high level hospitality to private residential areas.



WELLNESS THERAPY



INTEGRATED FUNCTIONS

FRAGRANCING

Perfuming system with emission of essence.
Compatible with Millefiori pods and diameter up to 4 cm.

RGB LIGHT CONTROL

Control of RGB light through touch button on Corian surface with function of:

- ON
- OFF
- Automatic RGB wheel

ON/OFF

AUDIO

Stone diffuser with 4 "diameter with optimization of low frequencies
Integrated amplifier with the possibility of volume control and muting
Volume control by pressing the button on Corian
Muting control with short touch of the corian touch key

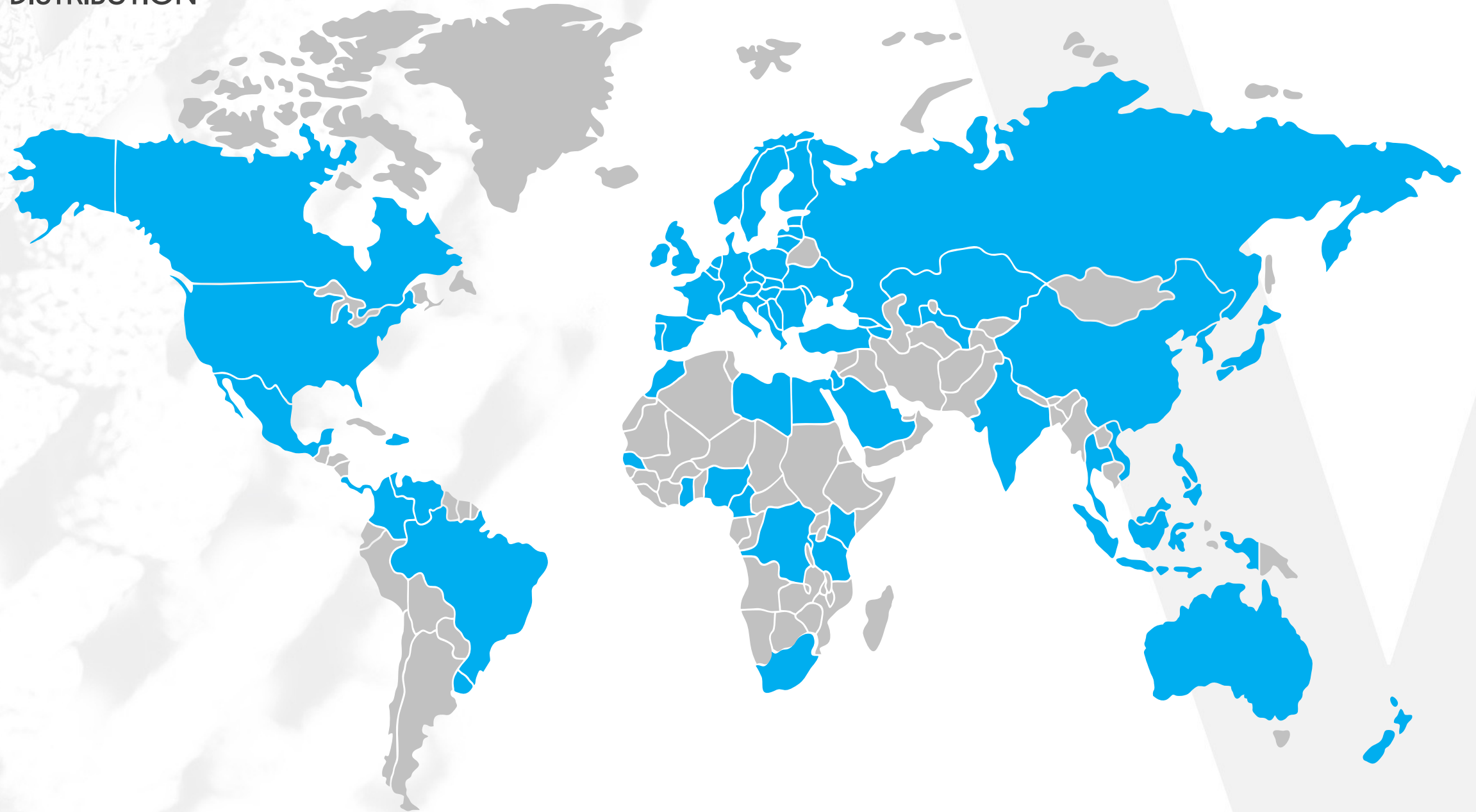
WARMER

Warmer system capable of maintaining the temperature of a liquid within a ceramic, steel or glass container

Maximum temperature: 50°C
High temperature with red LED ring on the hot area
System on heating mode with red LED under the ring
Safety system for the automatic shutdown of the heater in case of removal of the Corian surface
Electromechanical safety system for the reaching maximum temperature



DISTRIBUTION

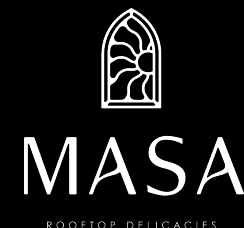




EXPERIENCES



BORGO DEI CONTI RESORT






THE ROYAL
ATLANTIS
THE PALM, DUBAI
RESORT & RESIDENCES



ESCAPADE
Silverstone



MANGO
House
SEYCHELLES





ARA MARIS

ARA MARIS
Località: Sorrento [NA]



FOUR SEASONS
RESORT
LANGKAWI



DOME
OSPITALITÀ SICILIANA





WESTIN[®]
HOTELS & RESORTS



TERRAZZ
MI A



ST REGIS
Venice

BRANDS



Hotels

Restaurants & Cafés



Cruises & Yachts



INTERNATIONAL ARCHITECTURAL FIRMS

United Kingdom

GODDARD LITTLEFAIR



Gulf Coast
Countries

BISHOP
DESIGN



30

United States

PEACOCK + LEWIS
MASTER PLANNING | ARCHITECTURE | INTERIOR DESIGN

FIBA



MEYERDAVIS

Singapore



avaloncollective

ONLINE AND OFFLINE SALES TOOLS

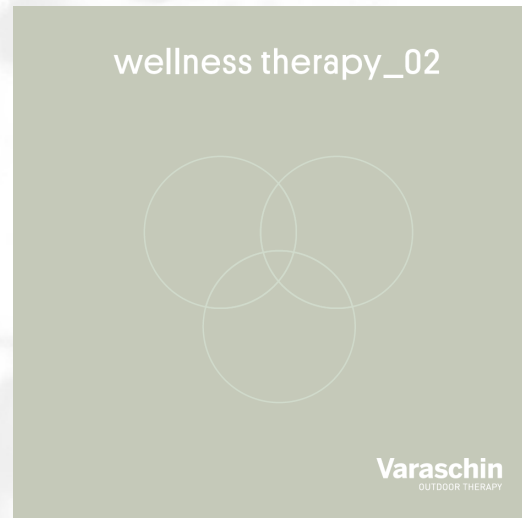


CATALOGUE AND PRICE LIST

NEW CATALOGUE LANDSCAPES 2025/26



NEW CATALOGUE WELLNESS THERAPY _02



NEW PRICE LIST 2025



WORLDWIDE EXPERIENCE



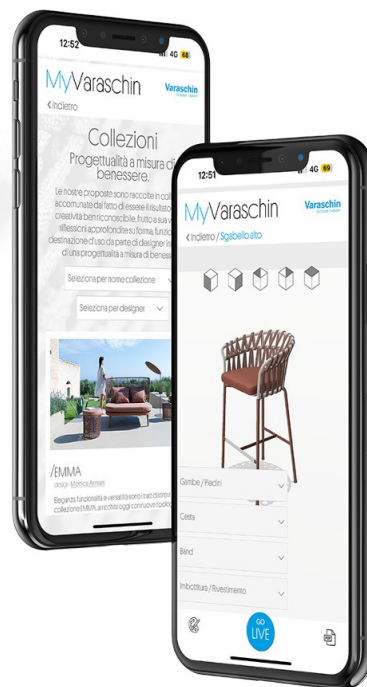
<https://varaschin.it/en/download/>



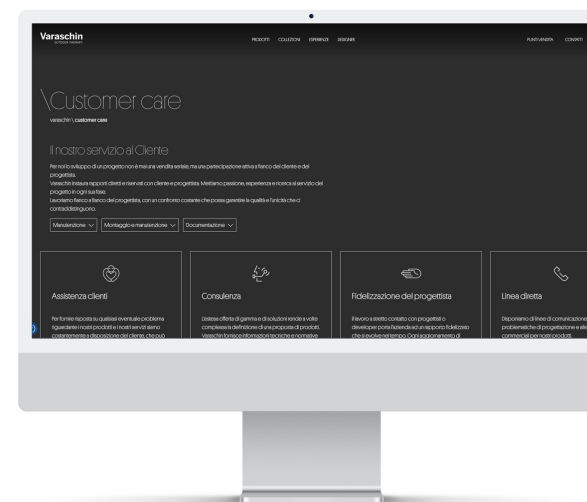
WEBSITE



MY VARASCHIN APP 2D-3D-BIM



CUSTOMER CARE



archilovers[®]

**ARCHI
TONIC**

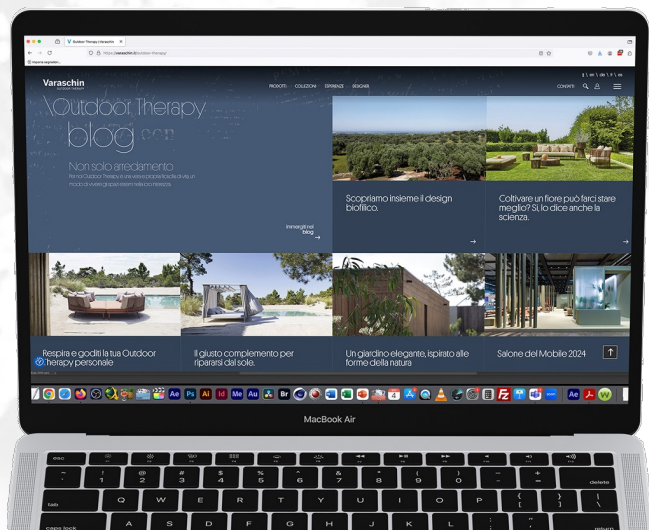
archiproducts[®]

Archi
EXPO

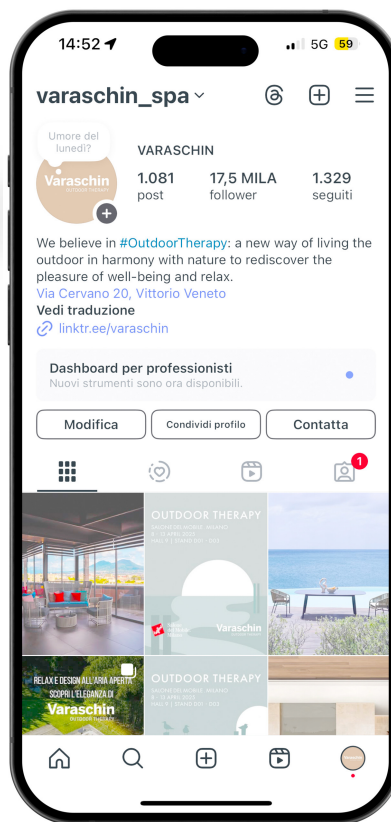
designboom[®]

SYNCRONIA
ARCHITECTURE VICTIMS

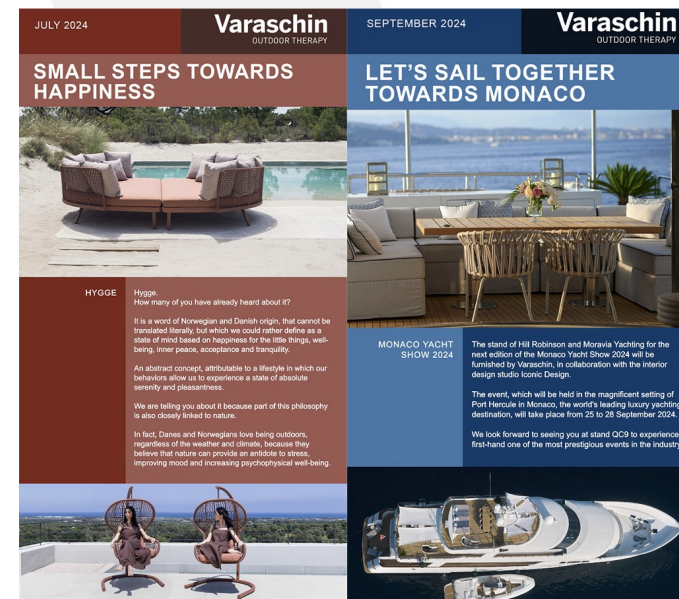
BLOG



SOCIAL MEDIA



NEWSLETTER



MILANO



SALONE DEL MOBILE

PARTECIPATING AT SALONE DEL MOBILE IN
MILAN SINCE 1980

38



COMPANY PROFILE

Varaschin
OUTDOOR THERAPY

