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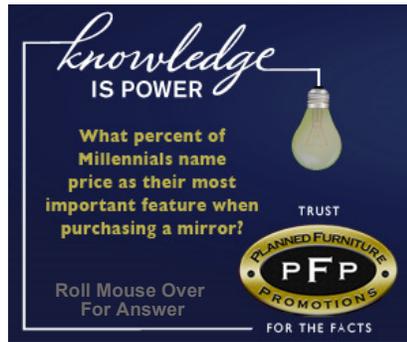


## Estro Milano brings Italian motion lineup

*Powell Slaughter, October 13, 2018*

AT THE MARKET — [High Point Market](#) will see a new high-end Italian motion upholstery manufacturer with this week's debut of Estro Milano.

In the Tonin Casa showroom at 317 N. Main St., Estro Milano will show eight upholstery frames, five available with power motion. Retail price points for a power motion sofa with two side-by-side mechanisms in top grain leather range from \$4,490 up to \$9,990.



The company has warehousing available in High Point with distribution capability to all U.S. states and Canada.

Gaetano De Cataldo, a veteran of Natuzzi, has recently joined Estro Milano as sales and marketing manager for the American market.

Estro Milano was founded in Italy in 1956 and has focused on designing and manufacturing high-end leather and fabric upholstery.

"The company is relatively new to the U.S. market but is focused on expanding its presence on this market," said De Cataldo in an e-mail. "Our strength is a wide selection of stylish, design-oriented power motion styles — power motion upholstery that even the most design oriented purchaser appreciates and does not need to hide in a man-cave."



Calypso is one of eight frames from Estro Milano set for [High Point Market](#).



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**Powell Slaughter** | Senior Editor  
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I'm Powell Slaughter, senior editor at Furniture/Today. I returned to the publication in January 2015 after nine years of writing about furniture retail strategies and best practices at a monthly magazine focusing on home furnishings retail operations. Prior to that, I spent 10 years with F/T covering wood furniture, the last five of those as case goods editor. While I cover occasional, home entertainment and home office here, a major responsibility is expanding our dialogue with the logistics side of the industry. I hope my articles will encourage a dialogue with retailers, vendors, third-party logistics specialists and carriers. I'd love to hear your ideas, concerns and suggestions for smoother flow of material and goods.

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\$65	\$45	\$65
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