

Nuova Parati, quality first, then decor

Adrian Covarino's company in Perugia supplies interior decoration items and fittings for private homes, technical studios, hotels, public and private organisations, companies and retail outlets. We have been providing quality products and professional services for over 35 years.



Once a house has been purchased and furnished it is then finished with care: doors, curtains, flooring, paints, cladding, window frames, stairs, tools, and outdoor furniture. Perhaps no company in Umbria (and there are few even in the rest of Italy) is able to offer a service centred around quality materials, and offering first-class technical expertise and customer service like that guaranteed by Nuovo Parati of Perugia.

The housing market has been declining for years, young couples who are getting married and buying a house are fewer and fewer; and the effects of the economic crisis are still being felt. But at the end of the day a home is still a home. Owning one's own home remains a priority for many Italians, something to invest in, in spite of everything. But the work involved in making every home special for those who live there by no means ends with signing the contract.

Adriano Covarino founded Nuovo Parati in 1981, "on January 17, to be precise" (right away we can see that we're talking to a person who pays attention to detail) - following eight years spent learning the trade.

From a showroom floor area of just 300 square metres selling paint, wallpaper, wall fabrics and carpets, the company has since grown to occupy 5,000 square metres and to offer a bigger and bigger range of products. Along the way there have been a number of difficulties and unforeseen

challenges, like the fire in 2008 that destroyed most of the buildings. "But despite that and the crisis that has affected the property market in recent years, we are still going strong and we continue to work to the best of our ability," says Covarino with pride. Right up to today his wife Fausta continues to work closely with him in the day-to-day running of the business.

Not only private homes: Nuova Parati also supplies to technical studios, hotels, public and private organisations, companies, shops and large retailers. Many industry professionals, from decorators to builders, choose to source from them because they know they will find products of above average quality. For 35 years the trademark of the company has been its pursuit of quality, whether of products that it sells or in its standards of customer service. "We sell items that require great technical sales expertise, there's no room for improvisation," explains Adriano. "In fact we concentrate a lot on staff training. It's no coincidence that some of our employees have been with us for over 25 years."

The company offers a turnkey service: from quotation through to installation, going in, when necessary, to measure up or fine-tune measurements, advising on production choice, supplying and delivering materials, clearing up the yard or forecourt and removing and processing waste. The customer, once in the store, can simply rely on the professionalism of our industry experts. So it is crucial that a relationship of utmost trust is created between buyer and seller: "We always work with maximum transparency. Clarity always pays off in the end, so for this reason we always quote the official price of a product right from the start. From there it remains fixed through to the end of the job, with no add-ons or increases," says Covarino. This is a strong conviction at Nuova Parati, where all employees soon learn that their job is to advise the customer in the best way possible, behaviour that is a must for anyone engaged in selling services.

Over time, customers have changed, too, evolved. Whereas previously they needed advising on almost everything, today they come into the store much better informed having probably checked things out on the internet and having considered other options. Nowadays they come really knowing what they want. The middle-man role is also disappearing – that played by the decorator or builder, who used to first speak to the customer and then stock up at the store. Today it's the customers themselves who come to the store. For this reason four values have become even more important than ever – these four values remain the foundation of good business: professionalism, quality, service and courtesy. The latter, especially, can make a great difference in a market like today's, where large retail chains are choking both selling times and methods. Adriano sees Nuova Parati as his home, even as his family and whoever comes to buy a door or some paint can't help feeling this, that there is indeed an altogether different atmosphere in this particular store.

Of course, the difficulty is in getting people to understand that quality comes at a cost. Maybe something costs more to start with, but effectively it costs much less over the medium and long term: "I always say that those who spend more actually spend less. It means that when you buy a good product you'll have it for a long time, but if you want to save money by purchasing inferior products you risk having to shell out again before very long.

Maybe that's actually Nuova Parati's secret of success: being a large local retailer rather than a large retail chain, offering high quality products and expertise while at the same time maintaining the human touch.