

COMPANY PROFILE



COMPANY PROFILE



Extraordinary. Everyday.

MISSION

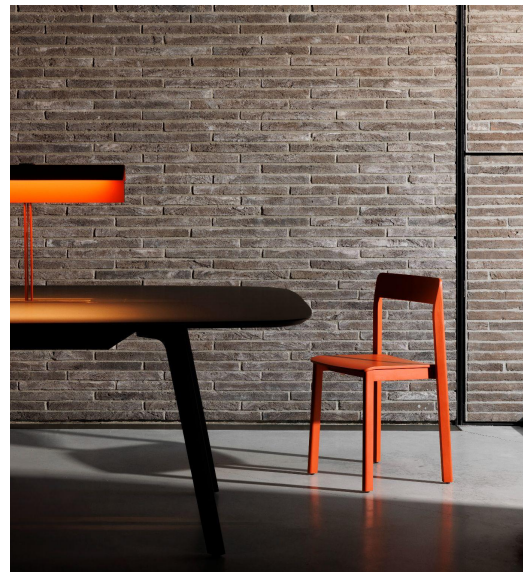
To build timeless designed furniture that help making extraordinary the space you live in your everyday life.

VISION

To be one of the leading contract furniture companies spreading the heritage of Italian design and craftsmanship.

True creates furniture that strikes a perfect balance between stylish design, innovative features, and practical use. Our timeless designs avoid the pitfalls of chasing fleeting trends or revolutionary concepts. Our collection is united by a consistent aesthetic, with carefully chosen colors and materials.

Each piece stands alone, yet they complement each other beautifully, offering fresh solutions for modern workplaces and public areas. Our passionate team builds on 40 years of experience, maintaining the warmth and personal touch of a family business.



A story of 40 years

It all began in 1983 when the company was created under the name of TMA by Donatella and Giuseppe Maniero, with the goal of supplying contract furniture for offices; soon the team decided to internalize the production of office chairs, and to diversify the offer with a collection of theatre seating.

In 2009 the ongoing evolution of workplace environments brought to the creation of a new brand, TRUE, with the aim of creating a collection of furniture dedicated to the new informal spaces of the office and of every public area. Today the company still manufactures theatre seating, under the TMA brand, while TRUE includes all design furniture dedicated to the contract market.

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Design for everyone

Today's collection provides specific solutions for every contemporary interior environment, including a complete range of chairs, armchairs, sofas, stools and tables.

Our goal is to create, through our furniture, a feeling of well-being in workplaces, public spaces, hospitality and finally homes. For this reason our collection is fluid, adaptable, spontaneous.

Our network

True products are marketed through a global distribution network made of employed sales managers, local partners, distributors and importers. Our extensive sales network manages worldwide sales in all major markets, with specific focus on Europe, North America and Middle East.

Outside Italy, the network is consolidated by a French regional office and a Showroom in Dubai design district, to serve the Gulf Area, Africa and India.



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Designed by talent

Under the visionary guide of our Art Director Aldo Parisotto we constantly work to enhance a global coherence of each of the pieces of our collection. Despite being designed by more than 20 different designers, our products share the same sense of simplicity. Throughout the years we have collaborated with renowned designers such as Norm Architects, Favaretto & Partners, Leonardo Rossano, Eggs, Orlandini, Claesson Koivisto Rune, Defne Koz and Marco Susani.

The continuous research in new trends of Colors, Materials and Finishing is a pillar of our work and consolidates the uniqueness of the new collection of every year.

Made in Italy

As an Italian company we are committed to carry on the tradition of Made in Italy, characterized by innovation, craftsmanship, quality, and attention to detail. All our pieces are manufactured inside our production plants or by specialized partners based in the near surrounding area.

While joining the most advanced technologies and automation with the handcrafting of our experienced upholsterers and carpenters, we seek that kind of perfection that is characterized by a human touch, with the ambition to give some kind of soul to our furniture.



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THE COLLECTION





true