



## IMAGINED BY PIZZERIA LOCALE DEVELOPED BY MITYLITE

“ Designing a product is designing a relationship, so we wanted to deliver a product that would last and that they could be proud of. ”

— Brigitte Mailloux  
MityLite Director of Sourcing

### OVERVIEW

Built on years of fine dining experience and culinary journeys throughout Italy, Pizzeria Locale was created to serve amazingly authentic pizza made the Southern Italian way. Inspired by Naples, Italy, where classic techniques and blistering hot ovens are what keep a bustling city moving, Pizzeria Locale uses simple fresh ingredients and cooks pizzas to perfection in their 900° oven.

From their recipes to their custom ovens and prosciutto slicers, everything they do at Pizzeria Locale is as authentic as can be. Each pizza they cook isn't just a delicious meal, it's like an edible postcard, straight from Southern Italy.

### CHALLENGE

To maintain the look and feel of an authentic Italian pizza shop, Pizzeria Locale had a very specific vision for their dining tables and chairs. The main challenges in using the Italian styled chair that fit the customer's desired look were cost and durability. The preferred chair design didn't pass BIFMA standards and were too weak to hold up to commercial use.

Another major challenge was that the customer's new store was getting ready to open in three months and they needed the chairs in their store within 90 days.

### SOLUTION

MityLite's new product development team of engineers, industrial designers, and quality testing technicians quickly assessed the weak points in the preferred chair design and proposed solutions to increase stability for the legs and structure of the chair. MityLite discussed these options with the customer, implemented the recommended changes, and produced samples that proved to pass BIFMA standards for approval. Production was then started immediately.

From start to finish MityLite delivered on their promises of durability, design, on-time and within budget. Chairs were shipped and met the deadline for installation for the new store's grand opening.

#### FEATURED PRODUCTS:

- The Venice

