

QUALITY COUNTS

Since **Roma Moulding's** foundation 24 years ago, the company's brand has always been synonymous with the highest quality in the industry. Today, Roma continues to raise the bar for industry standards.

"Quality defines who we are and what we believe in," says company president John Gareri. "Our goal has never been to be the biggest, but simply the very best."

Three of the many ways Roma Moulding is reassuring art-and-framing retailers and consumers they're receiving top-of-the-line products are: originality, compliance with lead regulations and environmental consciousness.

For starters, Roma Moulding is the only moulding manufacturer that still handcrafts all of its wood mouldings in Italy. Many companies today are claiming Italian styling in their mouldings and even using Italian names, but in reality, the mouldings are manufactured in China or elsewhere. With Roma, there's no imitation.

"We're 100-percent made in Italy," John Gareri says. "As an industry leader, our innovative design has become the company's trademark. While others chose to imitate and cut costs by manufacturing in Asia, Roma has remained true to its product line by refusing to compromise."

With a heightened



John Gareri, Roma President

awareness of lead contamination these days, Roma Moulding recently sent moulding samples for lead content analysis, as well as moulding samples from other companies for comparison.

"In this day and age, with so much focus on products being recalled due to lead and environmental regulations, we take measures to ensure that all of our finishes conform with government regulations," Gareri says.

The test results were eye-opening. Roma's mouldings came back well below the allowable lead limit—reaffirming the company's constant commitment to excellence. "We were very happy with the test results for our products," says Tony Gareri, vice president of sales and marketing. "Our products are very safe."

That wasn't the case, however, with mouldings from other companies in

the test. Results indicated that one of the samples from another company registered at more than 5 ½ times the recommended level for lead content with another at more than 4 ½ times the recommended level.

"The results from other moulding companies not only astounded us but raised a level of concern," Tony Gareri says. "We have to make sure that consumers are aware of what they're buying. We feel that a critical part of doing business is ensuring products aren't harmful, or at a minimum that they are appropriately labeled so customers and consumers alike can make educated decisions about their purchases."

Roma Moulding also has always been strongly conscious of the environment in its production process. The company believes

forest management is critical to meeting economic and ecological needs of present and future generations.

"We take great pride in knowing our mouldings are made using wood from active reforestation programs," John Gareri says. "Our suppliers are FSC (Forest Stewardship Council) certified and follow strict guidelines."

Roma continues to use environmentally friendly packaging. One initiative among many is the use of a natural 100-percent



Above: Mouldings from Roma Moulding are 100-percent Made in Italy.

biodegradable packaging material that has replaced Styrofoam. Additionally, Roma employees have formed a Green Committee that meets once a month to discuss and recommend to management ways to recycle within the company.

As for future endeavors, there are no signs of slowing down for the company when it comes to maintaining its status as a leader in the art-and-framing industry.

"Roma will continue to invest a great deal of time and money into the research and development of new products because we will never settle for anything less than original," John Gareri says.



Above: Tony Gareri (left) and John Gareri (center) inspect moulding materials to ensure they're of the utmost quality.

Left: A skilled artisan at work on Roma Moulding's high-quality products



For more information, contact Roma Moulding at 800-263-2322, or visit www.romamoulding.com.