

# Bellevue



# THE LEDA STORY

## a personal and corporate history

The Leda motto is "Always looking to the future, never losing sight of the past". It was a vision conceived in the heart of Italy, then brought to life in Canada by the company's founders, Lino and Leda Confalone. Lino's father was a talented artisan in the region of Puglia, a woodworker who hand crafted fine furniture. When he was very young, Lino helped after school in his perfectionist father's shop. "I worked hard and learned the trade from him". He left for Canada when he was an energetic 17, "Just in time for Christmas; it was so cold I wanted to go right back to Italy!"

Coincidentally, Leda was born in Abruzzo, just north of Puglia, her father also a woodworker, and came to Canada with her family when she was seven. Neither Lino nor Leda spoke any English. They met years later in Toronto's "Little Italy" at a grocery store where both families shopped, and married when Leda was 19.

Lino knew he wanted to work with wood, the family tradition, "to use my craft." In Toronto he earned his living in carpentry finishing and the construction of new homes. He progressed to building and installing kitchen cabinets, first from the basement of Leda's family home, then the more spacious garage. But the business grew rapidly and in 1967 Italcraft saw the light of day. Lino moved the enterprise to a 2,700 square foot unit. Leda was a secretary for Toronto Dominion Bank, but moonlighted as Italcraft's bookkeeper and did the company's invoicing at night.

"To us and to our customers the name Italcraft meant that our furniture was made by hand, that we crafted in the old tradition," said Lino.

Marco, their first son, was also born in 1967, a banner year for the couple, and Sergio two years later, in 1969.

In 1972 they moved to an 18,000 square feet factory and office. Lino bought the building in 1973-74. "We were making high quality dining room and bedroom furniture and a variety of accent pieces."

They picked up their tools again in 1981 to occupy a 50,000 square foot facility. "We were still crowded, so we acquired another 15,000 square feet for warehousing."

In 1993, with the addition of wall units, home office and home theatre collections, the burgeoning enterprise moved to its present home at 350 Clayton Road, 150,000 square feet of state-of-the-art manufacturing, warehousing and showroom space, and "now we're crowded again!" But far-sighted Lino has already purchased land for the future where they can accommodate up to 250,000 square feet.

Lino is justifiably proud of the company's top-of-the-line machinery, including a recently acquired new CNC Router with random access for multi-tool selection throughout the machine's assortment of twelve cutting heads. It brings Leda's inventory of sophisticated CNC controlled manufacturing machines to 10, ensuring Leda's status as a truly high-tech furniture manufacturing entity.

Leda observed, "Lino works in five year cycles. He brings the company to a point where he's satisfied, then takes it to the next level of expansion. He loves the challenge of building the business." Lino said, "When we changed our name from Italcraft to Leda, it was to show our pride in our all-Canadian made furniture. The name Leda seemed appropriate; it is elegant, unique like Leda, my wife, and like the furniture we create."

The company has been recognized for superb quality, design and marketing excellence by numerous Ontario Furniture Manufacturers' Association Trillium Awards over the years, including the prestigious Grand Trillium Award. Leda was also honoured with the Better Homes & Gardens Consumer Award in Great Britain.

Leda says that she and Lino "is very proud the boys are deeply involved in the business".

Said Lino, "I've come to believe the boys don't really need me anymore, but if they do need me, I'm here. I've told everyone I'll retire, next year, next year, next year, but thus far I haven't! I handed over more responsibility to Marco and Sergio, but I am still here to help them. I could never say 'goodbye' to the business. And I would like to think that maybe our two granddaughters, Sasha and Nicole, would one day be a part of the team."

In January 2003, Marco and Sergio were promoted to the positions of President and Vice President, respectively.

Leda first entered the U.S. market in the early 1990s. The company showed at High Point, "Once only at Hamilton Square, then we moved to IHFC." Five showroom expansions later finds Leda in their current 8500 square foot G576 showroom location.

The company Lino and Leda Confalone founded continues its dramatic development, focused on a strong market-driven, creative philosophy and direction, always making provision for exciting growth and prosperity for every member of the Leda family team. "Always looking to the future, never losing sight of the past!"



### Statement of Quality

Leda has manufactured furniture since the late 1960's, utilizing state of the art technology, skills and craftsmanship. Each piece is made to exacting standards and of the highest quality materials available. All pieces are inspected at numerous intervals during the manufacturing process, including a final inspection prior to packaging.

Despite our best efforts some imperfections may occur once the furniture has had time to settle after the manufacturing process. These situations may require repairs and/or part replacements

Leda Furniture selects glass and mirrors of the highest quality to complement the furniture. However the very best glass and mirrors may have certain characteristics that are inherent in the glass making process, these include faint scratches, air bubbles and pitted areas. These minor allowable marks do not detract from the beauty and integrity of the product.

Leda Furniture Ltd stands behind its product in regard to manufacturing related issues (materials, workmanship) for a period of one year from date of shipment from our factory.

### Caring for **Bellevue**:

#### **Wood Finish:**

Leda finishes are resistant to most everyday hazards, However some precautions are necessary to maintain the beauty of your furniture.

- regular dusting with a soft clean cloth, slightly moistened with water. Dry completely with a separate dry cloth, always rubbing with the grain pattern.
- avoid contact with harsh solvents, ie. hot dishes, nail polish, alcohol and moisture.
- clean spills immediately.
- use pads when displaying accessories and heated items on table and cabinet
- do not place furniture tops near heating outlets, windows or direct sunlight.

#### **Decorative Hardware:**

- clean with a soft damp cloth.
- avoid using harsh detergents or polish on the hardware.

These practices will help your Leda Furniture maintain its beauty and elegance for years to come.

*All furniture photographed are available to qualified Leda Furniture retailers. Possession of this catalog does not necessarily constitute authority to purchase, nor does the furnishing of this catalog constitute an offer by Leda to sell any or all of the items contained herein.*

*All photography, illustrations and specifications in this catalog represent the most current product information available at time of printing. All information, product design and product availability is subject to change without notice.*



### 26-121 Round Table

W 48 in. x D 48 in. x H 30 in. (one 18 in. leaf, opens to 66 in.)  
W 122 cm. x D 122 cm. x H 76 cm. (one 45 cm. leaf opens to 165 cm.)



**26-140 Armchair**

W 24 in. x D 24 in. x H 39 in.  
W 61 cm. x D 61 cm. x H 99 cm.

**26-130 Side Chair**

W 21 in. x D 24 in. x H 39 in.  
W 53 cm. x D 61 cm. x H 99 cm.



### 26-124 Leg Table

W 68 in. x D 44 in. x H 30 in.

(two 18 in. leaves, opens to 104 in.)

W 173 cm. x D 112 cm. x H 76 cm.

(two 45 cm. leaves opens to 250 cm. )

### 26-100 Buffet

W 61 in. x D 18 in. x H 38 in.

W 155 cm. x D 46 cm. x H 97 cm.

### 26-110 Hutch

W 63 in. x D 19 in. x H 46 in.

W 160 cm. x D 47 cm. x H 117 cm.

# Quality      Durability      Longevity

Leda Furniture Ltd. prides itself in manufacturing high quality furniture. All materials used to craft our fine furniture are carefully selected to ensure that each Leda heirloom will last for generations.

Along with quality materials, Leda also incorporates crafting methods and construction features that enhance our furniture design. This attention to detail adds quality and durability to the furniture, as well as convenience and adaptability for the consumer's needs.



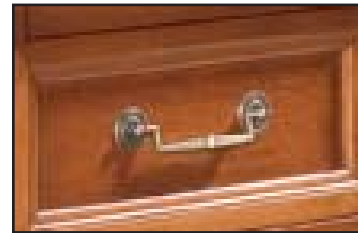
**Adjustable shelves:**  
Allow for easy and flexible storage space and reorganization.



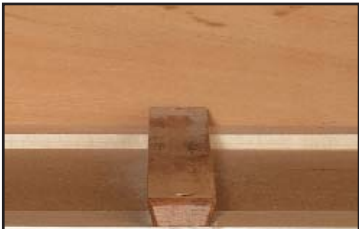
**Accessory Trays:**  
Appropriate cabinets include a convenient and stylish tray to store and protect jewelry, valuables and assorted silverware.



**Dovetail joinery:**  
Wedge-shaped projections on the drawer panels interlock with grooves to produce a tight and secure joint.



**Solid Metal Hardware:**  
Leda Furniture casegoods feature decorative solid metal hardware, aesthetically pleasing to touch and feel, with lasting durability.



**Drawer runners:**  
Strips installed in the drawer opening ensuring an smooth an even slide for the drawer. These strips also add to the cabinet's sturdiness.

## Wood Finish:

Leda Furniture maintains strict finishing requirements. Talented craftsmen take extreme pride in the art of finishing, including staining, padding, rubbing and highlighting - all by hand. We are very careful to formulate and apply each finish to exacting standards. However color variations will occur because natural woods vary in their reaction to finishing materials due to age, grain pattern and raw wood tone. The finish shown is reproduced as accurately as printing techniques permit.



**Drawer Guides:**  
Wooden glides installed underneath each drawer designed to slide on top of the drawer runner to provide quiet and smooth drawer operation.



**Dustproofing:**  
Wood separators installed between each drawer to prevent dust from entering through open spaces, protecting belongings stored within. These components also add to the cabinet's sturdiness.



**Integrated Power Supply:**  
Computer compatible cabinets and tv armoires have built-in surge protection power outlets and cable connector, creating easy wire management and power activation when electronic components are connected.



Amaretto finish



**26-100 Buffet**

**26-121 Round Table**



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