

Q&A with Tony Martí-Pont

CEO, Letto Furniture, Inc.



Westin Hotel, Playa Conchal Guanacaste - Costa Rica



Residence Inn by Marriott, Bogota Colombia



Marriott Resort Santa Marta, Colombia



Tribute Portfolio by Marriott, Cartagena - Colombia



What makes Letto different from other manufacturers?

Our company has over 20 years in the case goods market, offering turn-key solutions that encompass design, manufacturing, procurement, logistics and installation. Our project managers have experience with a broad range of projects from budget hotels to 5 Star properties. We cater to the hotel, commercial, club and construction industries with an underlying emphasis on communication and support. Our in-house manufacturing allows us total control that combined with superior raw materials and European machinery produces a product unrivaled in the market.

What trends are you seeing in your industry?

Whether it's FF&E, case goods or mill work, customers are now more than ever expecting cutting edge projects delivered at competitive prices. Material costs, labor and logistics are all on the rise. Our clients understand this, while also recognizing that to stay competitive they must continually reinvest, upgrade and/or maintain quality within their portfolios. Our company operates in both Colombia and the United States. With favorable exchange rates and a strong U.S. trade agreement our customers benefit financially, thus helping them offset rising costs.

How important does design factor into your projects?

Design is critical. It's what realtors call "curb appeal". It's what makes individuals look, become curious and then begin the journey. Our goal has always been to achieve full satisfaction from our customers and it starts with their designs. We are known for taking our clients ideas and then turning those ideas into a quality pieces of furniture. We can match existing pieces or create any custom furniture design exclusive to our clientele.

What are the key components for success when starting a project?

In short, everyone being on the same page. Expectations, time frames, materials selected, measurements, the list goes on. Every project has surprises, the difference is how we navigate them. The biggest advantage we

have as a supplier is control. Our products are made by us in our own factory. When a client requests changes, we've always had the ability to accommodate those changes and usually without scheduling delays.

How important is flexibility mid-stream into a project?

Any creative process requires flexibility. I once heard that some of the best cooking recipes ever created were the outcome of a mistake made in its creation. In production there can be different options in creating the same or even better results. The goal is to satisfy our customers. We make suggestions and share our knowledge from start to finish with every project. How many times have our clients thought they wanted one thing and months later wanted something entirely different? Too many to count and that's okay.

What is the ideal customer for Letto?

One that engages with us, that communicates, questions and shares everything on their plate. We've had perfectionists and those that tell us, "hand me the keys when it's finished". We understand the pressures being placed on our customers to make deadlines, satisfy their superiors and most importantly, their clientele. Our ideal customer uses us on all levels of that spectrum to facilitate their goals.

How are you managing the shortage of raw materials and logistical challenges worldwide?

South America is a major global hub for raw materials. Our production plant in Colombia has never had issues with sourcing wood based materials. This includes a variety of solid woods, high pressure laminates, veneers, fabrics and vinyls. Regarding the logistics challenges and delivery times the world is facing today, we are three to five days in transit times from Cartagena to Miami and thanks to the free trade agreement between Colombia and the U.S., have no tariffs or anti-dumping issues. Furthermore, our bilingual project managers work with our clients during each step of the project and are located in the Eastern time zone. We also work with U.S. based design firms that visit us on a monthly basis, taking the short flight from Miami to our factory in Colombia.



Irotama Resort Hotel, Santa Marta, Colombia

Latin American based manufacturer of contract furniture, delivering hospitality lines worldwide.

Please come and visit us at the BDNV show from November 13th-14th at the Javits Center, Booth #1047. You can also visit our website at: www.lettofurniture.com

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