



Spaces with impact: Target Home combines passion and clarity – all planned with Palette CAD.

PASSION MEETS PRECISION

In the vibrant south of Italy, Target Home Solution, led by architect Roberto Artistico, has been delivering high-quality living concepts and bespoke interior solutions – complete with in-house manufacturing – since 2007. The six-headed team combines technical expertise with a refined design sensibility, guiding each project from the initial sketch to on-site implementation. With the help of Palette CAD, even the most complex designs are communicated with clarity, inspiring customers from the very first concept. The result: spaces that are not only planned but thought through deliberately.

Challenge

Digitalisation in response to growing demands

In the past, Target Home relied on sketches, inspirational images, and handwritten notes – a mix that often reached its limits when communicating with clients and partners. It was difficult to establish a shared visual language, especially when customers struggled to articulate their ideas. “We knew we had to improve our processes to meet the expectations of our customers, but for a long time we simply lacked the right tool to do so.” – Salvo Romano, Head of Sales and Planning



From digital design to precision manufacturing.

“ We’re not just selling products – we’re selling a feeling. And Palette CAD is our strongest tool to achieve that. ”

Salvo Romano
Head of Sales and Planning

■ Solution

Planning, consulting, and implementation – seamlessly integrated

To meet increasing demands and elevate its planning capabilities, Target Home introduced Palette CAD in 2019 – a decision that marked a turning point.

With Palette CAD, the team's day-to-day work has transformed significantly. The software enables precise 2D and 3D planning as well as real-time presentations tailored to individual customer needs. Decisions can be made directly on screen or during a virtual walkthrough using VR headsets. Modules such as Palette Showroom for immersive tours and Palette Move for mobile access allow clients to experience their future spaces even before construction begins.

Salvo Romano personally oversees each enquiry – from the first meeting in the showroom to the final installation at the customer's home. Planning begins with a conceptual phase in dialogue with the client, often based on existing measurements and plans. The initial design is created directly in Palette CAD, using realistic materials, customised libraries, and precisely defined elements.

Once approved and a deposit is made, an on-site measurement follows – accompanied by Romano and the designated tradesperson. The project is then finalised and thoroughly reviewed before delivery and assembly. Romano is also present during final installation – acting as a technical contact and ensuring quality control. This hands-on approach builds trust at every stage.

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Visualisations benefit not only the client, but also improve collaboration within the team and with partners.

Results & outlook

Clear added value for sales, consulting, and design

The implementation of Palette CAD has significantly accelerated Target Home's planning process while simultaneously raising quality standards. Projects are now developed faster, communicated more clearly, and realised with greater confidence. According to Salvo Romano, the biggest change is evident in the presentation: The software reduces misunderstandings, speeds up decision-making, and visualises ideas – even when customers cannot fully articulate them yet. The team's success speaks for itself: Conversion rates have increased significantly, consultation time per project has decreased, and customer satisfaction has improved noticeably.

Marketing with substance – despite challenging times

In a competitive market environment – where government subsidies have been withdrawn and many providers are vying for contracts – Target Home actively uses Palette CAD as a sales tool: Customers ordering doors, kitchens, or window solutions receive a complimentary interior design service complete with VR experience. This strategy enables the team to stand out clearly from the competition while offering real added value for both end clients and architects.

Collaboration with architecture firms

A distinct advantage: Even external architects are happy to rely on support from Target Home – especially when it comes to integrating custom product solutions (such as doors or wall claddings) into existing plans. Here, Target Home provides not only technical drawings but also photorealistic renderings and product selections, along with ongoing support during implementation. In this way, individual products become a seamlessly integrated part of a wider architectural concept.



Walk through your space with virtual reality – even during the planning phase.

Project spotlight

A recent project in Naples' Vomero district exemplifies how Target Home successfully addresses even the most complex briefs using Palette CAD. The goal was to design a long, functionally segmented feature wall incorporating a fireplace, a concealed door, and a premium furniture unit – all executed with continuous lines, harmonious material transitions, and hidden handle systems. The design also included a double-sided room divider with an open structure, offering visual continuity between dining and living areas, and a consistent material palette as well as millimetre-precise planning.

Visualization with Palette CAD made all the difference – thanks to immersive 360° views and VR, customers could truly understand and confidently approve the project. Even the collaborating architect – technically skilled but without access to equivalent planning tools – was fully integrated into the process thanks to Target Home's design support.



The concept planned in Palette CAD – visualised down to the last detail.

Meticulous planning led to a perfect result.



COMPANY DETAILS:

Target Home Solution | Via Nazionale delle Puglie 81/83, Pomigliano d'Arco, Italy
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CORE COMPETENCIES:

Sales and planning of doors, windows, and interior solutions; bespoke spatial concepts; technical project support for private clients and architects.

3D SOFTWARE:

Palette CAD



LIVE DEMO

GET TO KNOW PALETTE CAD: ONLINE, LIVE, IN PERSON

During a live demo, you will receive a **free introductory session** on the CAD software Palette CAD. You will get an overview and have the opportunity to ask all your questions about CAD planning and CAM handover. **In just 30 minutes**, the key features and solutions for presentation, planning and production will be presented to you.

[Get in touch now.](#)

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