



grupporagaini

## multiplicity and Life

Produce for man means to look at everyday life with culture eyes. In the case of Gruppo Ragaini, of culture of the project. Recently a strong demand for well done emerges. And this well done opens to new readings: as manufacture, but also as applied thought, as finishing, but also as decorative, ergonomic, relational consonance. Objects are changing in relation's actors, with persons, with spaces, with other objects. For this today it is important to give a new sense to the word consumption. Producers of goods for the house must go out of reductive vision, charging themselves to educate people not only to beauty, but to useful, they must give back a sense to things. In Italy we have a huge capability to make beautiful things, not only formally beautiful, but also in what you cannot immediately see: beautiful to touch or beautiful to want, beautiful to use and especially that define an idea of dynamic modernity, of a società positively mutant. Beauty in this case is a code written in nature, in air, in senses, in hope. World economy will be tomorrow an economy of ideas and so we must have good ideas that levering on technological experience would build innovation, cultural, in living ways, of seeing ways, of wellbeing ways.





## the future we are in

We live in a society in which value of differences becomes always more important, such as that of imagination. A society that substituted a rational logic founded on certain values, with a multifarious logic, innumerable variables. A society that structures itself as chaotic system in permanent and quick modification. A scenery in which it is not possible to give anything for granted or to behave in un given way only because it has always been made this way. A scenery in which divisions, once so important, between domestic and working space, between public and private, between little and big, seem always more vagues. Where force of communication that makes feel near what is far, allowing, at the same time, to project on the world our view together with our private. A scenery, that of this end of millennium, finally capable to take the standard to the dimension fo the unique. Today a firm is fundamentally a project, with this added value is created: the only way to make still competitive a product. In this picture work in heating becomes a metaproject that concernes strategies, sceneries and the tangible improving of quality of life, of people and of families, of markets. Future is ua great resourse if we attend to a project in a wide and involving way, using an opening logic to the world. Companies, as people, are stratifications of experiences, ways to look and listen, ways to desire. But it's a must to elaborate and transform in content all the segnals we perceive. It must anticipate changings drawing new sceneries.



## EVOLUTION

### SIXTIES

four brothers Ragaini found RAG-ALL ragaini aluminium

### SEVENTIES

the company strengthen with foundation of Mectherm and building of several, very modern, plants for aluminium die-casting; a factory is open in Romania

### EIGHTIES

new production technologies, an aluminium foundry  
new strategies to buy aluminium

## NINETIES

Decoral, Hox are born  
new production plants in Romania

### '00es

new strategies of production and market  
design becomes one of the main strategic levers  
of the companies

### '01\ '03

new international distribution nets,  
arises AD hoc-to measure

### '03\ '06

new productive and distributive alliances,  
Gruppo Ragaini spa becomes an identity also  
commercial with its own products



## VALUES

Turnover 2005	125,000,000 €
Companies	9
Companies abroad	2
Plants	600,000 m <sup>3</sup>
Management	66 persons
Employees	780 persons
Yearly investments in research	1.8%
International patents	nr 20
National markets	nr 40
Export turnover share	84%
Italy turnover share	16%
Quality certification	ISO 9001/2000
Products certification	CE, NF (afnor), N (aenor), GOST russian



## die cast aluminium

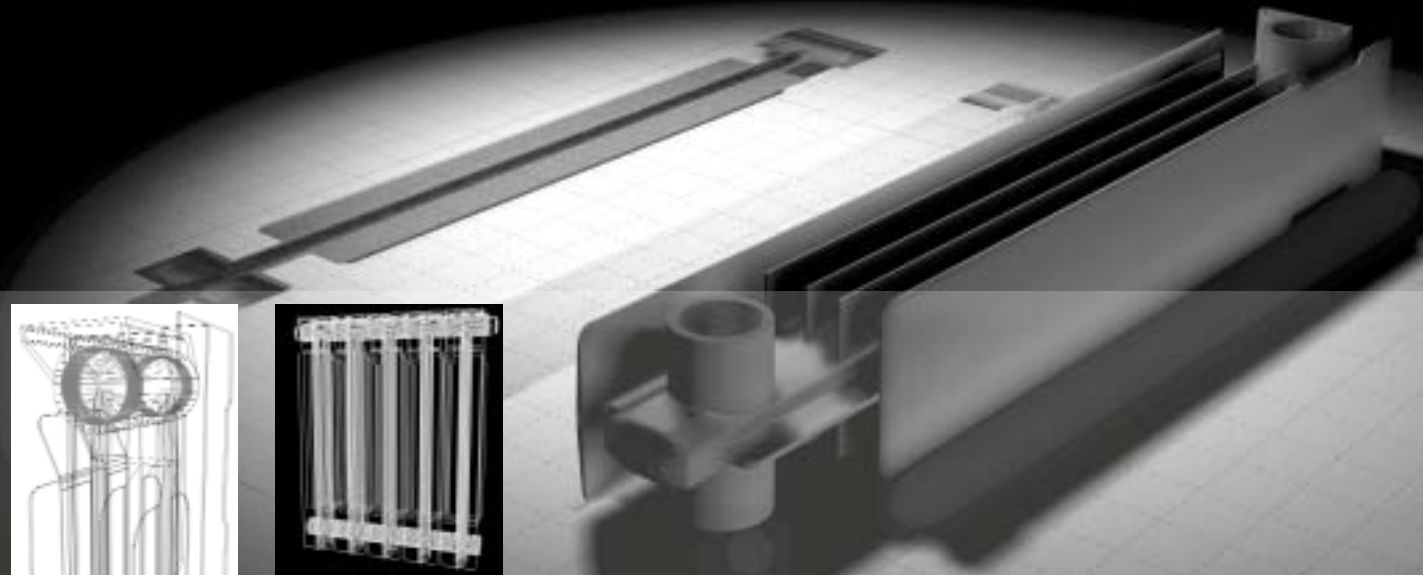
International competition, always more careful to prices and so to production costs makes investment on products quality more difficult: this brings heating world to an overall flattening of products formal and building characteristics. Research therefore stop. In this picture, GruppoRagaini has invested instead in searching new technological, productive and formal solutions, keeping its on shares in the markets and gaining new ones in emerging markets of Eastern Europe and Asia.

## steel

Protagonist of the changing, anticipator of tendencies: GruppoRagaini is among the first ones, at international level, to perceive the growth of a new functional horizon for heating bodies. Rises this way the range of towel rails that, in a few years allows the companies to gain relevant share of international market. Innovation is functional, but formal as well, first designers are called to give a meaningful contribution to the growth of the entire sector: the idea of a unique and personalized product is born. And with this, the necessity of a different distribution net.

## aluminium profiles, steel, glass, different materials

Opening, curiosity, research become competitive levers: to think about the unique level, to personalize solutions. The group begins to propose mimetic objects and decorative objects. Co-operation with well known designers let new products enter in the most prestigious international projects and to be proposed in show rooms dedicated to house and bath-room. Building materials and working technologies multiply in qualitative and quantitative sense. A new vision of living the warmth, that soon becomes estate of the entire sector. GruppoRagaini can legitimately say to be the first to perceive the necessity of rethinking the whole sector, giving a new role and a new identity to heating bodies. This visionary and creative force has been recognized also by the prestigious Italian Industrial Design Association that has considered to choose both in 2004 and in 2005 products of the group in the selection for the glamorous Golden Compass of Italian Design.





## gruppo ragaini

Thought, innovation and technology have characterized the growth and the commercial development of Gruppo Ragaini's companies. Talent and the strong and visionary engagement of Ragaini brothers who found companies more than forty years ago, have changed modalities and quality of wellbeing. Technological knowledge and formal anticipations, witnessed by many international patents of technological innovation, built products and ideas always anticipators of tendencies and reasons of nowadays living. They built, in a word, wellbeing. Wellbeing as basic patrimony, as right to build places in which an individual recognizes himself to progress then, positively, in relationship with others. The company in fact always express, through its projects, hope in a better future; in a change, in this case finalized to wellbeing, to feel good, to take care, using also an intangible element, but comforting, as warmth. GruppoRagaini has always expressed, in its operating, necessity of a higher thought, referred to true man's needs and most of all necessity of products that talk about inhabiting as of a real fact, that really respond to most elementary needs of man. Companies of Gruppo Ragaini produce each year millions of heating bodies, that make comfortable and fit out rooms, apartments, offices in the whole world. Companies of GruppoRagaini have continuously changed its productive, commercial, strategic organization, always caring to look for the closeness with people that choose them, collaborators, designers, distributors, consumers. GruppoRagaini introduces itself today, for the first time in a unitary way, launching its own vision and its own faith in the future we are already living in.



grupporagaini

albania  
argentina  
armenia  
brazil  
bulgaria  
canada  
china  
croatia  
czech republic  
egypt  
england  
estonia  
france  
georgia  
hungary  
ireland  
israel  
italy  
kazakhstan  
latvia  
lebanon  
lithuania  
moldova  
montenegro  
poland  
portugal  
romania  
russian federation  
scotland  
serbia  
slovakia  
spain  
ukraine  
usa  
wales



AD HOC - TO MEASURE:  
3,000/YEAR

DIE CAST ALUMINIUM:  
22,000,000 SECTIONS/YEAR

STEEL:  
100,000 TOWELRAILS/YEAR



ragall  
mectherm  
decoral  
hox  
ad hoc  
ragall france  
pierrepi  
lomet  
form

## ragall

Tradition and continuous research of new, satisfying solutions, are the values that allowed the growth of ragall and the diffusion throughout the world of its products. Creativity in functions and in design, efficiency of performances and simplicity of installation are in ragall, the more concrete meaning of improving radiators in aluminium. Innovation is a vocation, but also a value that cannot be resigned. 1 inch hub, double integral painting, clean thread, white colour gradation, reversible radiators and 100mm sections, dominion of hydro and aerodynamics, are all conquests of ragall research. Mineral of the millennium, aluminium guarantees high performances at low system of consumption, strength and substantial unalterability in time. It's the new energy of the house.

# ragall



## mectherm

Improving quality of life through a new philosophy of living: Mectherm, is specialized in production of radiators in die-cast aluminium. Continuous research for natural and ecological properties of domestic warmth is addressed to guarantee balance of components of house microclimate, offering pureness and right air humidity. House and fittings must be in complete syntony with man natural needs. A man always more careful to defend his own health and to listen to personal requirements of physical and psychological wellbeing. Natural materials, total lack of noxious substances, ergonomic design, technology on man's side: indispensable characteristics for an evolved house, able to guarantee deep benefits. The company has obtained the certification of quality system and works satisfying requisites requested from european rule UNI EN ISO 9001:2000. All of Mectherm products are built satisfying requisites requested from rule UNI EN 442 and are tested, before their launch, at the laboratories of Politecnico in Milano.

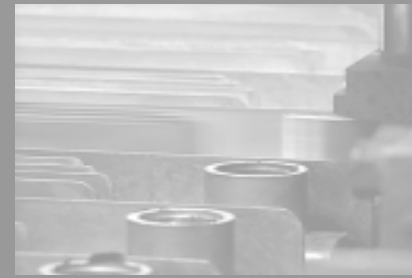
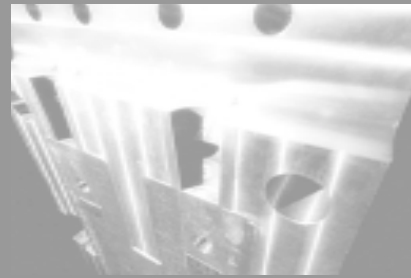
mectherm

## decoral

Rises in 1994 looking for a particular differentiation based on building quality and on design. Constant research allowed the company to satisfy multifarious requirements both in terms of performances and of insertion in rooms. All decoral radiators are certified and guaranteed for ten years for eventual defects of manufacturing and for painting. Each production step, from aluminium smelting to painting is overseen and realized in a sole productive plant to keep unaltered quality, reliability, durability that always identify decoral heating bodies.



DECORAL



## hox

Continuous exploration, deepening of aesthetical and technological contents, search of new ways to think the house. Hox defines and designs steel as new, reliable material of contemporary living. Hox invested its own energies in exploration of new concepts, heating, forms, spaces, for a recovered compositive freedom. Hox introduces innovation, formal freedom in fully functional reliability. Steel and aluminium find in durability, in reliability, in malleability its mostly deep own values. And are often exactly these values to represent elements of higher criticality. Hox tunes up working systems, painting, control, technologies and skill that let it offer products to the top of quality, in a contest of absolute competitiveness. Tradition, experience of the biggest group of companies producers of radiators for the house, allowed the harmonic building of an industrial working process that puts the man at the centre of his own action, with sobriety, with seriousness.

**HOX**



## ad hoc

Ad Hoc is a true revolution in domestic heating, thanks to the idea of distinction of formal and technological of heating element. Ad Hoc emphasise its function, making it integrant part and coherent to the formal conception of room. The exclusive design gives to the heating body an importance denied up to today from defiladed position of traditional anonymous element. With a particular flexibility of industrial processes, Ad Hoc is able to propose design differentiated and very limited series, or even prototypes, based on projects of architects or independent designers. Nel 2000 AD hoc è costituito come centro ricerche e sperimentazione del Gruppo Ragaini. Success of the enterprise is such that Ad Hoc is founded as independent company february 2002.

**AD**  
*hoc*





NEO  
electric\hydraulic  
heating bodies

production AD hoc

design  
Simone Micheli



2004



CIUSSAI  
Hydraulic heating  
body

production AD hoc

design  
Giorgio Di Tullio  
Stefano Ragaini



2005

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