

## **Gruppo Ragaini: nearly half a century of research, innovation and success.**

**Gruppo Ragaini** is born in the '60 from intuition of **Ragaini** brothers to use aluminium besides cast iron and steel in radiators' production. Malleability and capacity to transmit heat of this widespread material immediately become winning pluses, to the point that a few years since **Ragall** foundation (**Ragaini** Alluminio), three companies are born, **Mectherm**, **Decoral** and **Hox**, passing to the construction of several aluminium die-casting plants and other two companies are formed in Romania.

At the base of this success there are elements that have always characterized the group: research, technologic, productive and formal innovation, capacity to anticipate market trend and to interpret contemporary living requirements, as witnessed by the many international patents.

It is exactly following these guide lines that in 2003 **Ad Hoc** is born: a productive unit dedicated to design radiators, studied to integrate themselves as significant elements of interior architecture and today leading mark of the Group. With **Ad Hoc** heating bodies gain a strong personality that makes them true fittings complements decreeing them a specific vocation for each single room of the house.

"Our aim is to realize radiators that can guarantee right temperature in any space of the house and not a heat uniformity that most of the times becomes a waste of energy" is the comment of **Stefano Ragaini**, president of **Ad Hoc** " Any room can be personalized and enriched by the presence of a radiator that can join aesthetic, functionality and usage vocation".

To realize these radiators designers have been called and have given their significant contribution to the growth of the all sector, creating unique and personalized products that need a different distributing net.

Today, after nearly fifty years from its birth, **Gruppo Ragaini** is the worldwide leader in production of die cast aluminium radiators for civil and domestic use.

### **A company at public service.**

Group management has always expressed the will to create a product that responds to true consumer's requirements, underlying the necessity to offer radiators that speak about inhabiting as a real fact, that are able to join the aspirational aspect of whom live his own house in first person, with awareness that the chosen product implies in itself advanced technology, liability and excellent quality.

Curious and pioneer nature of **Gruppo Ragaini** made it the promoter of a new vision of living the heat, that soon became patrimony of the whole sector: giving new forms, light, lines to heating bodies, thanks to the impacting force of a quality design, is worth some prestigious recognitions to the company. In fact, both in 2004 and 2005 some products signed by **Ad Hoc** were selected for **Italian Design Compasso D'Oro** prize and on March 6th 2007, in Frankfurt, the Gruppo will receive the **Design Plus** for BLOCK, one of the new radiators to be born from creative forge of **Ad Hoc**.

## **Group's dimensions.**

**Gruppo Ragaini** has its main seat in **Loreto (AN)** and counts 8 production plants in Italy and 2 in **Romania**, that in total engage 780 employees.

Products of the Group are sold in 40 countries at global level, from which comes the 84% of the turnover that in 2006 was of **148,000,000 €**.

Each year **Gruppo Ragaini** invests 2,1% of income in research, quote that allowed during the years to obtain 21 international patents.

**Gruppo Ragaini** counts today in itself 5 trademarks well differentiated between them – **Ragall, Mectherm, Decoral, Hox** and **Ad Hoc** – that anyway, each one in its own way, reflects the mission of this great family company.

## **Stefano Ragaini profile – President of Ad Hoc**

Designer, entrepreneur, and successful manager, new markets pioneer: **Stefano Ragaini**, 49 years, d.o.c. from the Marches, is president of the homonymous Group, leader in production of die cast aluminium radiators for civil and domestic use.

**Stefano** starts working in the family company in 1978 as designer then as export trading negotiations manager. Since then, his professional growth has been in continuous development: in 1989 founds **Lomet** (Loreto Metalli) that leads till 1993 and then, availing himself of foreign manpower for industrial production, opens the first plant for the production of aluminium in Bucharest, in 1994 at Saratov in Russia. Afterwards, founds **Form**, society that produces aluminium for the head office.

All the time he has been doing his best to elaborate cues and ideas to put in production, researching the extreme and the innovation able to cope with the strong competition of countries from Far East or Eastern Europe.

"During the time I matured the idea that a radiator can become fittings complement, a pillar of support of the ambient, both for its functionality and aesthetic that can change depending on tastes, trends fashion and design. It can have shapes and colours that make it protagonist" **Stefano** comments "It was not enjoyable to realize things that most part of the people would hide....And I cannot work well if I cannot melt experience, passion, competence with a good dose of enjoyment!"

So, in 2003 founds **Ad Hoc**, diamond's point of the group and maximum expression of its revolutionary way of thinking the heat and project new forms of radiators fully exploiting light and spaces. To make all this, he begins to collect designers and inventors in a sort of creative forge always in movement.

From 2003 to today, models signed by **Ad Hoc** express always different souls: unprejudiced high-tech, creative madness, art flashes, innovative materials and technologies, game, style, a world that wrap itself up around the wider meaning of design, without losing touch with radiator's usage vocation.

It's right the curious and careful way that **Stefano** has in watching furnishing and design world that brings himself to realize real collections: a fil rouge linking together very different products but though very similar in concept.

Very fond of motorcycling **Stefano Ragaini** founded a motorcycle club joining friends and employees of the company. This initiative is witness of the strong union between man and entrepreneur that transmits to his job love for teamwork, passion for competition, adrenalin that can give a flat-out ride.

## **Press Release**

### **Nearly 50 years of experience lead Gruppo Ragaini to create of TUTTOTONDO: a collection of radiators expressing perfect combination of heating qualities and study of the shape.**

Surpassing technological bonds, winning the rigid production codes, this is the challenge that **Gruppo Ragaini** won creating a collection of die-cast radiators as beautiful as handcrafted ones and highly performing.

Their essence is hold in **TuttoTondo** name: lack of angles, a series of rounded and sinuous lines that give to these radiators a unique aerodynamic property, a modern shape given by a rigorous design declined in five different models.

Aesthetic characteristic of this collection, conceived and designed by **Stefano Ragaini**, get on well to remarkable heating qualities that express themselves thanks also to sinuosity of shapes that guarantees an uniform distribution of heat and reduces dispersions.

**TuttoTondo** radiators are guaranteed 10 years with certified quality system **ISO 9001/2000**, in total respect of requirements of **Dir. 89/106/CEE**. But let's see the five models in details:

#### **TuttoTondo ON. Warmth with wings**

Wrapping up design for **Tuttotondo ON**, characterized by particular fins placed on the superior part of the section that allow an optimal heat coming out. Extreme smoothness of the lines gives to the radiator an aspect of great aesthetic comfort.

#### **Tuttotondo OFF. New heat in domestic scenery.**

Its rigorous lines don't leave space to affectedness and mannerisms; make it particularly suitable to modern rooms fitted by sober pieces. **Tuttotondo OFF** is the radiator that best expresses Innovative qualities of the new series. Minimal in the look but not in performances, this radiator results to be a nice presence in the new domestic scenery

#### **Tuttotondo BRICK. Pure roundness.**

Nicely rounded shapes, pleasant but at same time sober look make easier the insertion of **TuttoTondo Brick** in any room of the house both modern or classical. As all radiators of this collection, heating power is very high and well responding to the many requirements of domestic heat.

#### **Tuttotondo PLAY. Aerodynamic design.**

**Play** is a perfect combination between aesthetic and thermal power. Rounded lines give to the section smoothness and use practicality for a heating comfort out of ordinary.

#### **Tuttotondo STRA. A cut with the past.**

It does not look like a radiator, but as a fittings complement including design and technology: **TuttoTondo Stra** is characterized by rounded shapes designed by horizontal cuts, giving it a strong personality that will not pass unnoticed in any room it will be located. Breaking the schemes with the past is its second vocation, its first one is distributing in a uniform way and without dispersion heat in the room.

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