

**SUSTAINABILITY MEANS QUALITY:** technological innovation is for environment sustainability and quality of life

Innovation, research and eco-sustainability are the three parameters that lead Gruppo Ragaini to realization of two new models of radiators studied for building channel in foreign and Italian market, so the one of big numbers, without renouncing to the particular attention to materials and shapes that always distinguish production of the Marches Company.

“In a moment like this, we cannot ignore that a right pricing policy is an indispensable lever to ease diffusion of residential quality; to face economical crisis and contrast the downward tendency of Far East companies. Reducing prices should not mean renounce to quality, to efficiency and to aesthetic of our products that have a totally Italian DNA, in which taste and functionality match perfectly” Stefano Ragaini comments “this is possible only re-thinking and deeply innovating production processes and literally inventing new technologies and new products”.

But today another lever becomes strategic, environment and sustainability related responsibility.

“Sustainability means quality in wider sense of the word. To produce sustainable products sure means thinking about environment and this is the reason to use recycled and recyclable materials and that in projecting and disposal phase energy consumption is noted, but also formal sobriety and more clever uses: lighter materials improve installers' work; heating bodies able to improve performances make users' life better. Heating technology with these new heating bodies makes a big leap forward” points Giorgio Di Tullio, Gruppo Ragaini designer and consultant.

To reach all these targets, the company invested in research and gave life to 2 new radiators: Zero and Krom.

Let's see the in details.

### **ZERO**

A new concept of aluminium use was employed to realize Zero: optimizing thicknesses, it was possible to create a new *light* heating body that ensures the maximum output, thanks to thermal inertia. Zero, realized with recycled and recyclable aluminium; from this results a **lower environmental impact**, in fact it needs less energy consumption in production phase and similarly in disposal phase. It's a versatile heating body: it's possible to find it in many finishes and sizes; furthermore it's suitable for any wiring. Light in substance and in price that results to be lower than Far East competitors' one. Design is sober and easily insertable in any kind of interior decoration. Zero is the starting point of a new generation of heating bodies, intended for large distribution, based on a functionality focusing on each detail.

### **KROM**

Krom is the new towel rail, light and brilliant, decorative and (apparently) chromed. This finishing is the most appreciated throughout the world, but it increases selling but also environmental costs and reducing of 30% the output of heating bodies.

Total lack of welding and special finishing ensure a lower environmental impact in production and disposal phase and a save in production costs that reflects to end user, with an incredibly restrained price. Available in all the sizes provided from the catalogue, Krom is realized in round section, assuming so a sober and essential look easily insertable in any kind of bathroom.

## **Dimensions of the Gruppo**

GruppoRagaini has its main office in Loreto (AN) and counts 8 production plants in Italy, 2 in Romania and 1 expected in Russia. In total, they engage 780 employees.

Products of the Group are sold at global level in 40 countries, from which comes 84% of the turnover that in 2008 was up to €.....  
with a decrease of 30% respect to 2007 but with a forecast of +10% for 2009.

Each year GruppoRagaini invests 2, 1% of the revenue in research, quote that allowed during the years to obtain 21 international patents.

GruppoRagaini today counts inside 5 well differentiated marks – Ragall, Mectherm, Decoral, Hox and Ad Hoc – but each one in its way reflects the mission of this big family company.

Some of the most important international design awards are due to radiators owned by Ad Hoc mark:

Design Plus – 2007 Block  
Signalling Compasso D'Oro – 2008 Ciussai  
Wallpaper Awards – 2008 Ciussai

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