

# Bertani — Company Profile





— Company Profile





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**Headquarters,  
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— Franco Bertani

— Giorgio Bertani





— Silvia Bertani



— Andrea Bertani



— Paolo Bertani



## Company information

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STORES

13

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INTERNATIONAL SHOWROOMS

3

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DEPOTS AND OFFICES

26.000 mq

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SHOWROOMS

7.000 mq

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PERSONNEL EMPLOYED

165

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VEHICLE FLEET

51

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TYPES OF ITEMS AVAILABLE  
IN THE DEPOT

60.000

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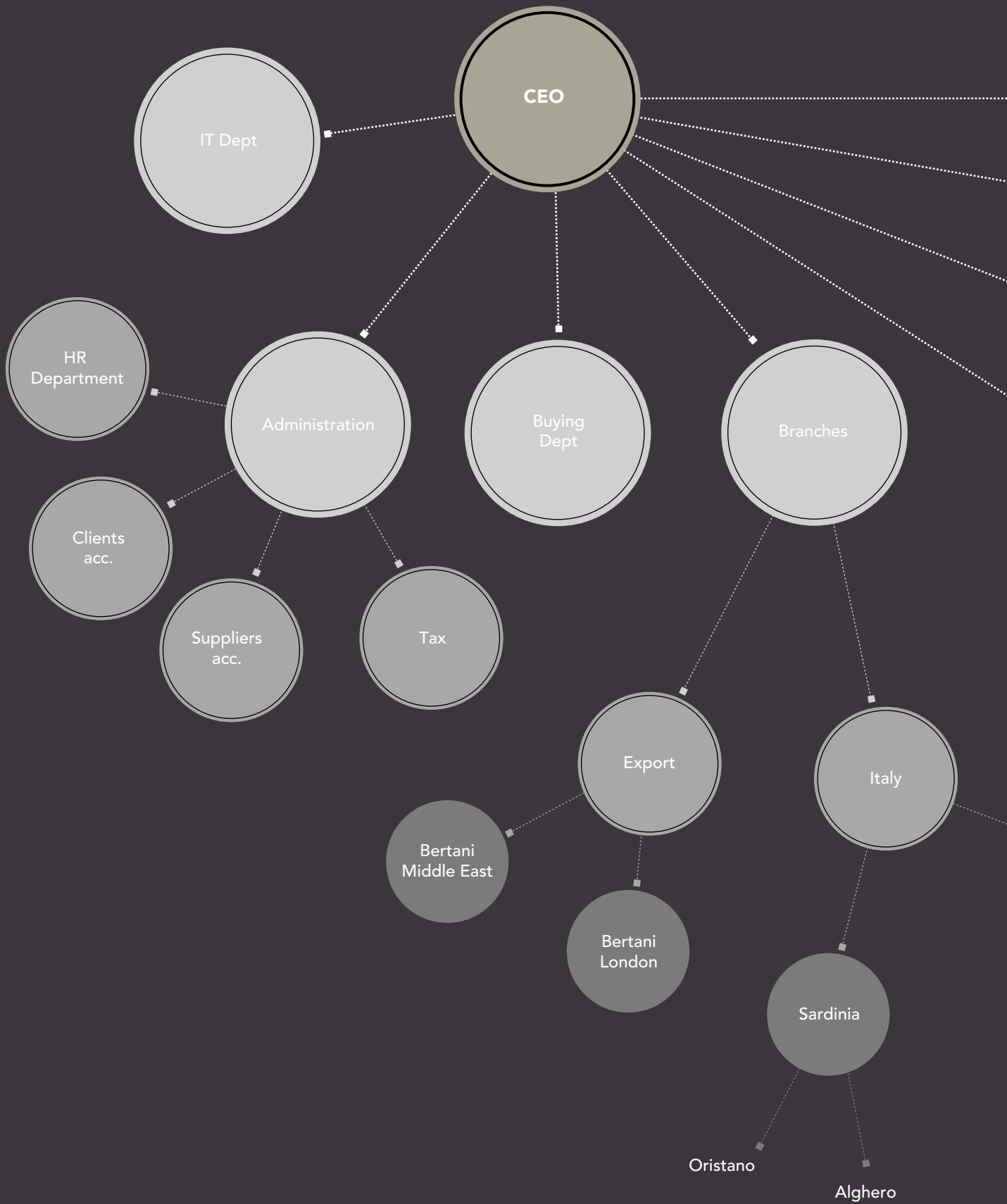
TURNOVER 2014 BERTANI SPA

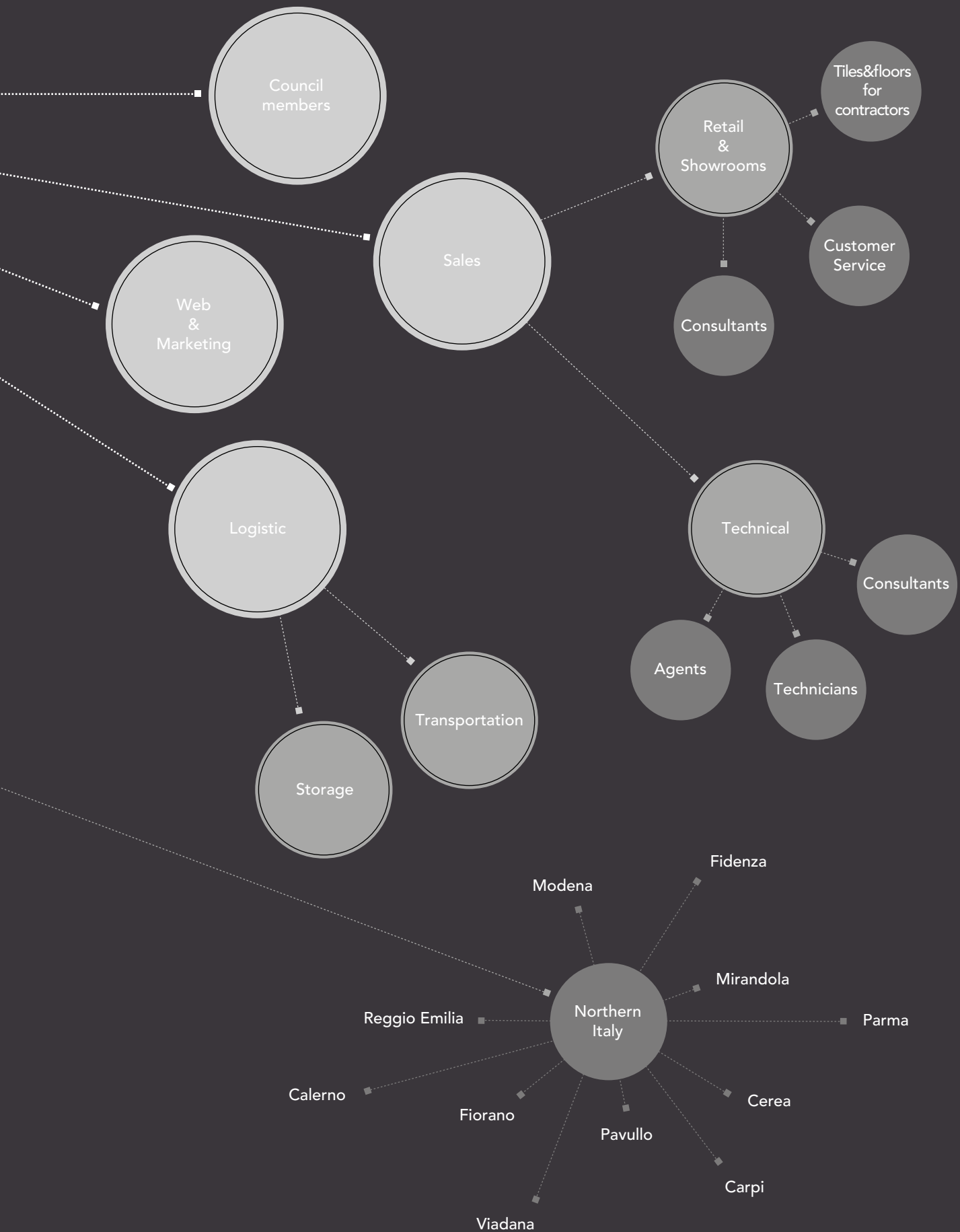
€ 50 mln

TURNOVER 2014 INTESA SCRL

€ 250 mln

## COMPANY ORGANISATIONAL STRUCTURE





BERTANI WORLD WIDE

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Bertani  
London

Northern  
Italy

Sardinia

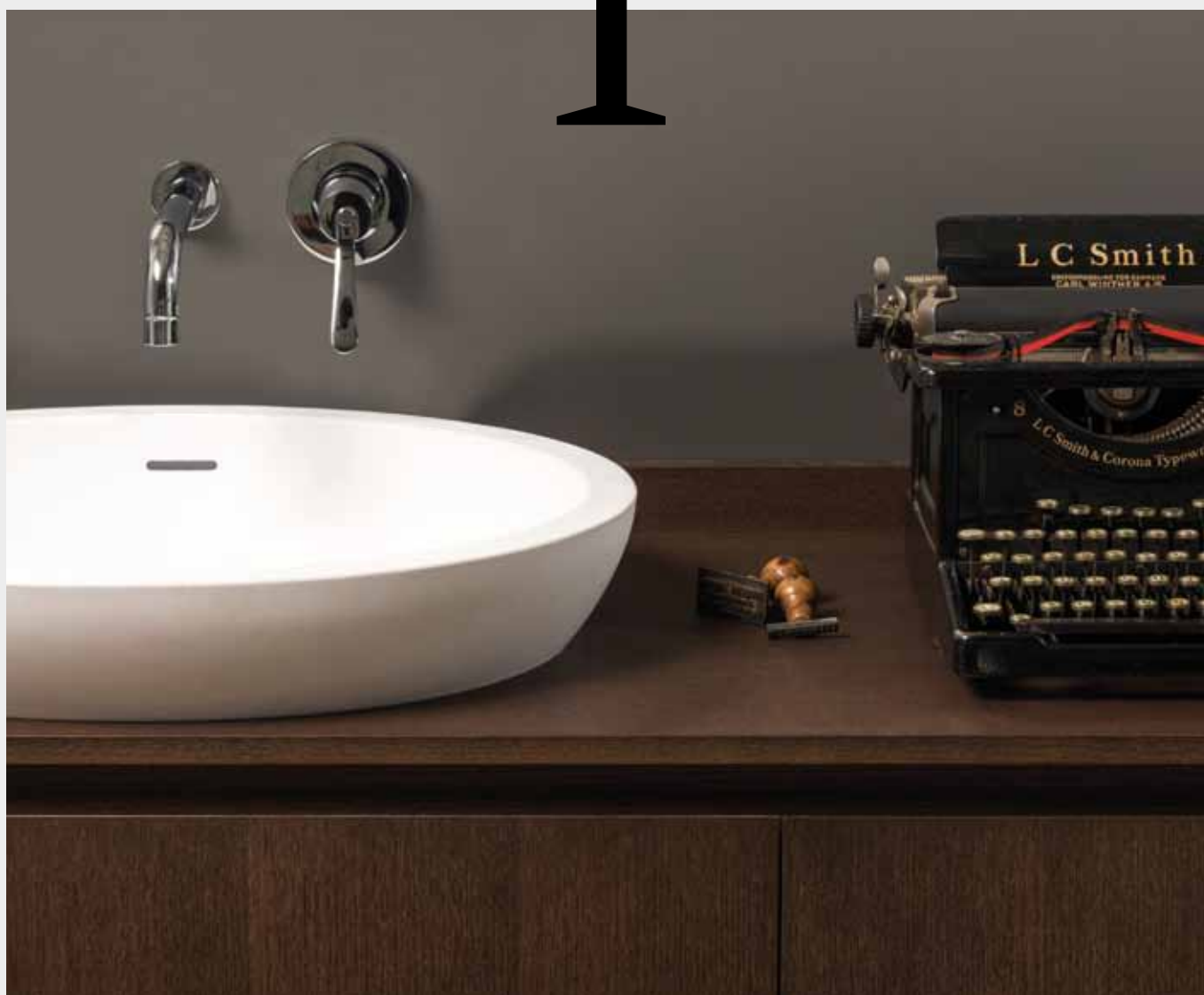
Bertani  
Middle East



# Roots in tradition, looking towards the future

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# 1



## The beginnings

In 1916, Amedeo Bertani opened a small shop of products and equipment for plumbers in Reggio Emilia, a town in northern Italy. Those were years of simplicity, practicality and craftsmanship. The man who sold a product was often the same one who had made it. It wasn't so important for the object to be beautiful or well-designed as it was for it to be functional and durable. Relations based on trust did the rest.



## Growth

Towards the end of the 1950s, artisan-based businesses positioned themselves towards industrial production. Manufacturing, distribution, design and sales gradually separated out and began to be managed by different roles. Thus began the process, which has continued down to this very day, whereby a product must not only be functional but also embody a lifestyle and come across as aesthetically relevant, gratifying its users and capable of influencing their emotional state.

**“a product does not only need to work, but also to embody values and lifestyles”**

Bertani was also involved in this general process of development, which is ongoing, and which has witnessed a succession of generations, beginning with Amedeo, passing to that of Bruno and Giuseppe, followed by the generation of Franco and Giorgio, who now direct the company with their children Paolo, Andrea and Silvia. This very continuity has enabled Bertani to expand its headquarters over time and to significantly extend its product offering.

## Bertani's roots in Italy

Bertani's presence in the Italian territory has gradually expanded over time. In 1981 Bertani opened a small showroom, one of the first in Italy, followed after 1990 by the opening of other premises, each with a trade store and a showroom - including one in Fiorano Modenese, designed by Giampaolo Benedini and reputed to be one of the most sophisticated and innovative exhibition spaces in Italy. The enterprise became a limited company in 1996, and today Bertani S.p.A. has 13 stores located in northern Italy and Sardinia.







## Alliances

Bertani founded Gruppo Intesa in 1996 along with five other companies from the sector: this commercial alliance was set up in order to optimise logistics and to ensure the optimal commercial conditions for producers. Subsequently, Gruppo Intesa would comprise eight companies and develop two trademarks for products intended for civil installations: Baden Masters for bathroom furnishings and Techno Masters for technical components. Franco Bertani is currently President of Intesa Group. The combined turnover of the participating companies is over 250 million euro.

## Expansion abroad

The spirit of expansion has traversed national borders, leading Bertani to expand its sales network throughout Europe, the Middle East, North and South America. Contacts with the Middle East were first initiated in 2009, the London showroom was inaugurated in 2010, the Doha and Abu Dhabi showrooms were opened in 2015. Online sales from 2011 onwards complemented the company's local presence in the territory, offering a wide range of products including bathroom furnishings, sanitary products, wellness spaces, surfaces, outdoor, mini-pools, products for living-room spaces and furnishing accessories.





## The vision

Continuous development has not prevented Bertani from a market approach based on the same one-to-one relationship that ordained the success of its early years, which is more than just clinching a sale and embraces a much wider concept of service in which there is a connection and continuity accompanying a product from its production to its end use.

A red thread of continuity, which begins with the selection of the right producers, continues to the stores with a display of products that promotes the design of architects, and encompasses pre-sales and post-sales support for operators at all stages.

This service philosophy was duly acknowledged when Bertani received the “Best Showroom Award 2009” for the class “better customer service”, beating more than 80 competing firms at Cersaie 2009.

**“maintain that line of continuity  
of an item from its production  
to its final utilization”**



## Towards the future

While maintaining a relationship with its partners clearly distinguished by tradition, Bertani has been continuously open to new market trends and requests for change coming from the communities in which it operates.

This has led to the creation of a division devoted entirely to developing sustainable solutions, defining commercial and strategic partnerships that can translate into competitive advantage for its customers, renewing the product offering on an ongoing basis, acquiring new sales territories and providing training including ongoing refresher training of personnel.

# **Bertani, the point of reference of the Made in Italy**

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# 2





Today Bertani collects products from more than 200 of the best Made in Italy brands in the areas of technology, design and eco-sustainability. Each of them is accompanied by an absolutely professional service capable of guaranteeing the best market solutions in terms of design and support.

As well as safeguarding the passion and attention to detail that has been handed down intact for three generations, the management rests safely in the family hands of its owners, thus guaranteeing the reliability and flexibility which are indispensable to meet customer requirements and confront continuous market changes.

This approach enables Bertani to offer a dynamic concept of the Made in Italy focused on the values of craftsmanship, innovation and formal perfection, while being open at the same time to dialogue with a variety of aesthetic concepts which, in turn, enrich the concept of Italian design itself.

**"a dynamic idea of the Made in Italy label,  
focused on values of craftsmanship, innovation  
and formal perfection"**

# Founding principles

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3



## DESIGN CONCEPT

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### Recreating space

The real difference between a simple object and a designed object lies in the latter's ability to be in dialogue with what surrounds it. Those who use it participate in this dialogue by adding to it and drawing something from it each time: memories, emotions, desires, rediscovered harmonies. This very idea of design as a continuous creative force inspires Bertani to select the best furniture offerings from the most exclusive brands in Italy and Europe.



## INNOVATION

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### Looking anew

Innovation constitutes an idea before it becomes a physical object. For instance, the new spatial concept that removes the traditional dichotomy between indoor and outdoor, the advanced use of glass and aluminium which has the effect of creating dematerialised spaces, the novel working processes applied to natural stone inspired by the great masters of the Italian Renaissance, looking ahead to the continuous improvement of thermo-hydraulic installations and the application of eco-sustainable solutions.

Aesthetic inspiration, new materials and avant garde technologies are what guide Bertani in its catalogue choices.



## DESIGN

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### Combining aesthetics and functionality

Selecting the various fittings. Lending form to each space by identifying its intimate harmonies every time. Ensuring that exclusive design parameters are matched by a high level of functionality. Ensuring that each element is fully consistent with the space which hosts it and can be enjoyed by the person who is to use it. To this design concept Bertani devotes its dedicated showroom exhibition spaces, as well as its committed, specialised personnel: their task is to accompany the customer at every stage, from initial selection of components to final installation.

## ECO-SUSTAINABILITY

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### Protecting the environment

For Bertani, safeguarding the environment is a multifaceted imperative which permeates its whole business *modus operandi*. For this reason, a division within the company has been assigned to the design of installations based on the use of alternative and renewable energy. Its task is to provide installers, heating engineers and end customers with personalised advice in realising systems that can enhance living comfort, while minimising negative environmental impacts.

This objective inspires Bertani to continuously analyse manufacturing enterprises in the search for technologies that meet the highest standards of quality, innovation and functionality to be found on the market.







## TECHNICAL DIVISION

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### Designing functionality

Bertani has a complete range of all product types required in any civil and industrial complex for water supply, heating and air conditioning installations.

At the same time, its staff are ready to support customers at all stages of the installation process. Constantly in touch and familiar with new techniques, relevant certifications and applicable legislative provisions, Bertani personnel are available to support installers in the selection of materials, in bureaucratic procedures and in the solutions that are most appropriate to the installations to be realised, offering full assistance at the design as well as installation stage.

## PERSONNEL

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### Affirming the value of persons

“Continuous training” is the principle which guides Bertani in its dealings with those working for it. Its staff benefit from the continuous development and optimisation of the various professional competences present, as do its outside partners for whom special refresher courses and study meetings are held dealing with applicable legislative and regulatory provisions, new products and associated installation methods.

This constant investment in knowledge and human capital over time have enabled Bertani to develop a pool of personnel whose high levels of specialisation are duly recognised, making it a preferred point of contact for architects, designers, business operators, installers, builders, heating engineers, plumbers and anyone operating in the building and interior design sectors.





# Products

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4



## PRODUCT CHART

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### Aesthetic Area

Bathroom fixtures | Sanitary fixtures | Tubs and showers  
Saunas and Hammams | Mini-Pools | Designer radiators  
Kitchens | Fireplaces | Living areas | Wallpaper  
Outdoor furniture | Floors | Wall coverings | Resin  
Wooden flooring | Doors | Lighting | Furnishing accessories

## PRODUCT CHART

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### Technical Division

Pipes, connections and valves | Fire protection  
Circulators and pumps | Boilers  
Underfloor radiant heating systems, walls and ceilings  
Integrated temperature control systems  
Air conditioning | Thermal insulation | Water treatment  
Rainwater retrieval | Renewable energies:  
Solar thermal, Photovoltaic, Heat pumps, Biomass boilers,  
Cogeneration, Ventilation and heat recovery

## AESTHETIC AREA

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### BATHROOM

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## AESTHETIC AREA

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BATHROOM

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## AESTHETIC AREA

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### FURNITURE AND FURNISHING

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Rimadesio

**DESALTO**



**davide groppi**

**Wall & decò**  
*Contemporary Wallpaper*



**Atipico**

**HAY**



house doctor

**SOCIETY**

rina menardi

**BEST BEFORE**



Diamantini & Domeniconi

**essēnt'ial**



Millefiori  
M I L A N O

## AESTHETIC AREA

## FLOOR AND TILES



## TECHNICAL AREA

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**tecno** masters®



## TECHNICAL AREA

The logo for Siemens, featuring the word "SIEMENS" in a bold, teal, sans-serif font.The logo for zehnder, with the word "zehnder" in a red, lowercase, sans-serif font, tilted at an angle.The logo for ZETAESSE, featuring the word "ZETAESSE" in a red, uppercase, sans-serif font, enclosed within a red oval border.The logo for UNION FOAM, featuring a stylized "U" with a red and blue gradient, above the words "UNION FOAM" in a bold, black, sans-serif font.The logo for ARISTON, featuring a red square with a white house icon and the word "ARISTON" in a white, uppercase, sans-serif font.The logo for TECE, featuring the word "TECE" in a blue, uppercase, sans-serif font, with a red colon-like symbol to its right, and the tagline "Intelligente Haustechnik" in a smaller font below.The logo for Haier, featuring the word "Haier" in a blue, sans-serif font.The logo for CAMINI WIERER, featuring a stylized blue and orange graphic above the words "CAMINI WIERER" in a bold, orange, sans-serif font.The logo for JUNKERS Gruppo Bosch, featuring a blue triangle with a white "J" inside, followed by the word "JUNKERS" in a bold, black, sans-serif font, and "Gruppo Bosch" in a smaller font below.The logo for Vaillant, featuring a stylized "V" with a green and blue gradient, followed by the word "Vaillant" in a green, sans-serif font.The logo for Italkero, featuring a stylized orange and white graphic above the word "Italkero" in a bold, black, sans-serif font.The logo for ROBUR, featuring a stylized orange and white graphic above the word "ROBUR" in a bold, orange, sans-serif font, with the tagline "coscienza ecologica" in a smaller font below.The logo for OLIMPIA SPLENDID, featuring a stylized "O" with a blue and white gradient, followed by the words "OLIMPIA SPLENDID" in a bold, blue, sans-serif font, and "HOME OF COMFORT" in a smaller font below.The logo for aquatherm, featuring a stylized green and white graphic above the word "aquatherm" in a bold, black, sans-serif font.The logo for PLASSON italia, featuring a stylized red and white graphic above the word "PLASSON" in a bold, red, sans-serif font, and "italia" in a smaller font below.The logo for +GF+, featuring the text "+GF+" in a bold, blue, sans-serif font.The logo for ROTHENBERGER, featuring a stylized red and white graphic above the word "ROTHENBERGER" in a bold, red, sans-serif font, and "pipetool technologies at work" in a smaller font below.The logo for ZILMET, featuring a stylized red and white graphic above the word "ZILMET" in a bold, red, sans-serif font.The logo for fischer, featuring the word "fischer" in a bold, red, sans-serif font, followed by a small red and white graphic and the tagline "innovative solutions" in a smaller font below.The logo for gi, featuring a stylized red and white graphic above the word "gi" in a bold, red, sans-serif font.The logo for RMI, featuring a stylized red and white graphic above the word "RMI" in a bold, red, sans-serif font, and "RACCORDERIE METALLICHE" in a smaller font below.



# Inspiration

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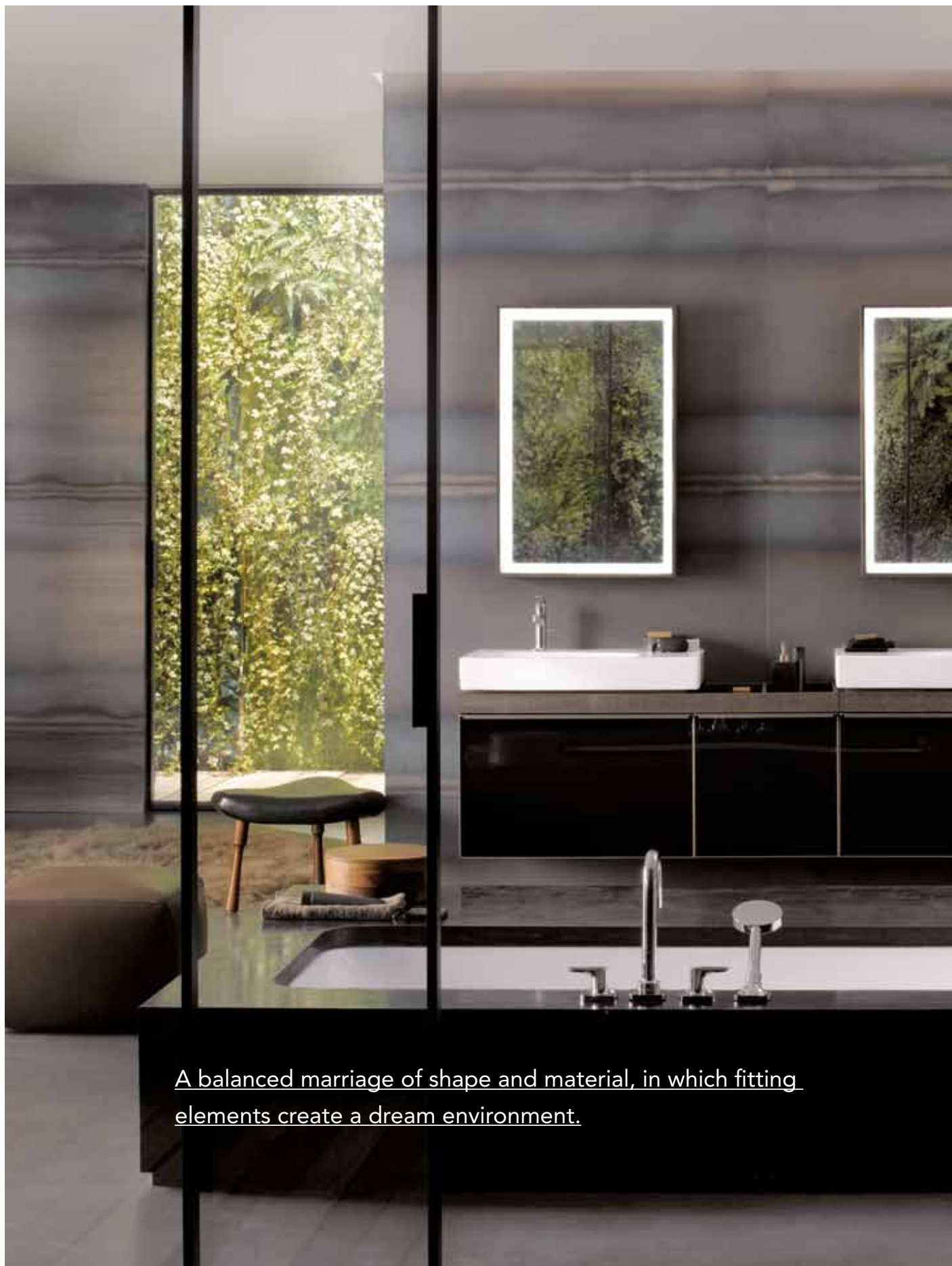


The bathroom is the place of self-discovery,  
where we can seek the harmony that has been lost  
or even just momentarily mislaid.









A balanced marriage of shape and material, in which fitting elements create a dream environment.













A refined style, reminiscent of times past,  
yet with an eye on the decidedly contemporary  
requirements of comfort and functionality.











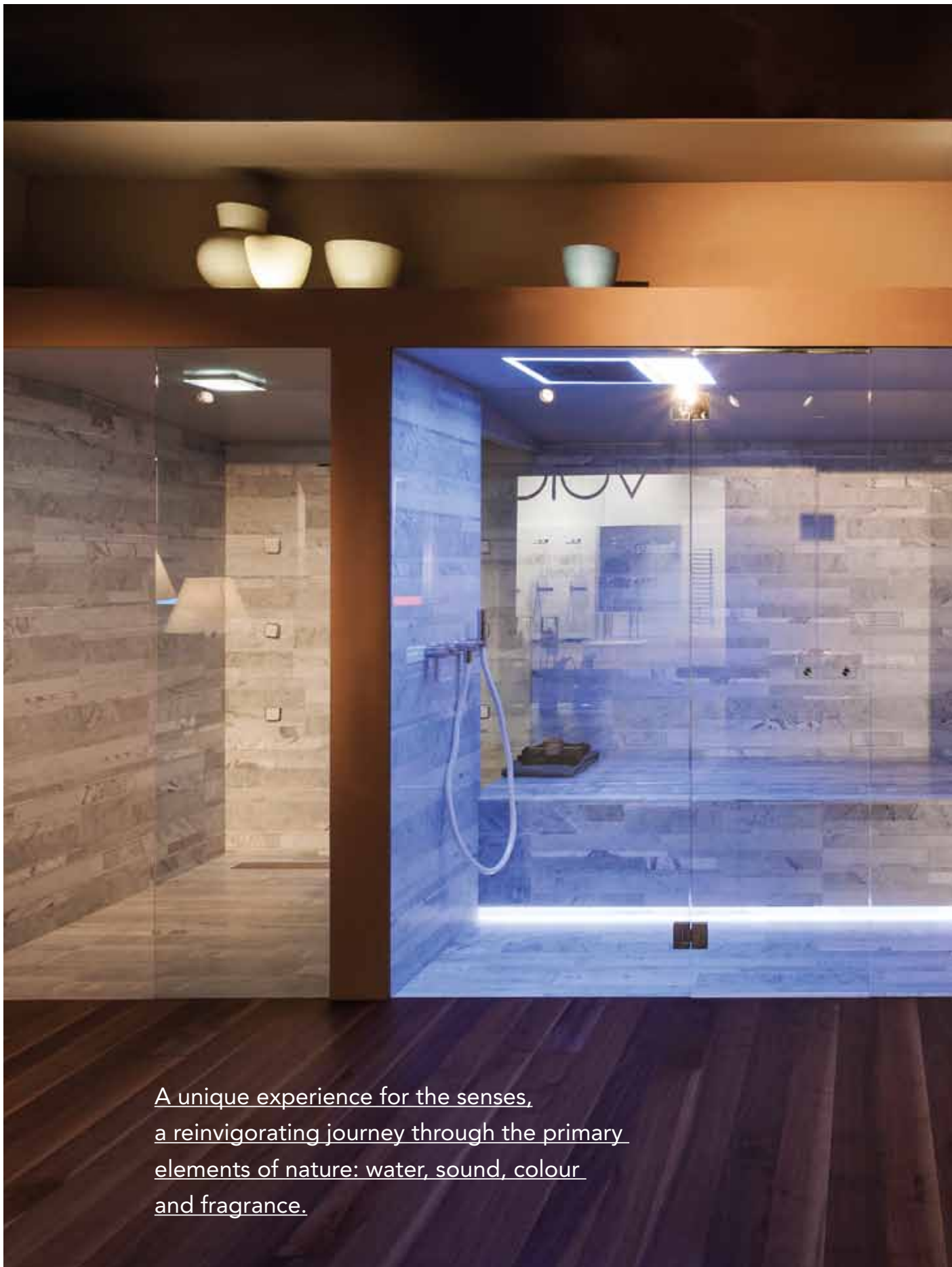


Innovation, research, superbly developed materials  
and flexible design.





The bathroom stretches out  
towards the living environment,  
creating a pertinent dialogue with  
the fittings throughout the home.



A unique experience for the senses,  
a reinvigorating journey through the primary  
elements of nature: water, sound, colour  
and fragrance.















The contours of a basin, the roar of the water produced by a geyser or the hot embrace of a hammam can produce effects able to transcend the simple functions they were designed for, shaping a relaxing environment able to place the user in touch with their own emotions and desires.

Delve into the emotions created by water as it vibrates,  
runs and reflects, unleashing its regenerating power.





## HEADQUARTERS, BRANCHES AND SHOWROOMS

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### REGGIO EMILIA

#### Headquarters

Via D. da Torricella 40

T +39 0522 355511

F +39 0522 556880

#### Showroom

Via Terezin 26

T +39 0522 355611

F +39 0522 558805

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### CALERNO (RE)

#### Branch

Via G. Rossa 7

T +39 0522 474016

F +39 0522 671034

### MODENA

#### Branch with Showroom

Via L. Nobili 375

T +39 059 332561

F +39 059 335555

### CARPI (MO)

#### Branch

Via Moncenisio 1

T +39 059 644180

F +39 059 692306

### PAVULLO (MO)

#### Branch with Showroom

Via M. Ricci 26

T +39 0536 22882

F +39 0536 324677

### FIORANO (MO)

#### Branch with Showroom

Via S. Giovanni Ev. 2° Tr. 9

T +39 0536 843046

F +39 0536 843367

### MIRANDOLA (MO)

#### Branch with Showroom

Via E. Toti 109

T +39 0535 23127

F +39 0535 26215



## PARMA

Branch with Showroom  
Strada Naviglia 1  
T +39 0521 798182  
F +39 0521 798096

## FIDENZA (PR)

Branch with Showroom  
Via G.B. Della Chiesa 4  
T +39 0524 84086  
F +39 0524 533495

## VIADANA (MN)

Branch  
Via M. Biagi 11  
T +39 0375 780930  
F +39 0375 780109

## CEREA (VR)

Branch with Showroom  
Via Calcara 101  
T +39 0442 329172  
F +39 0442 321289

## ORISTANO

Branch with Showroom  
Via Stoccolma 6 - Z.I. Nord  
T +39 0783 354811  
F +39 0783 354871

## ALGHERO

Branch with Showroom  
Via P. Enrico 35  
T +39 079 9738373  
F +39 079 9738378

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## DUBAI

Marketing Office  
Arjaan Tower - Office 805  
Dubai Media City  
P.O. Box 502396 Dubai - UAE  
T +971 4 4347172  
F +971 4 4343040

## ABU DHABI

Showroom  
Arabian Gulf Tower - Tourist Club St  
P.O. Box 30428 Abu Dhabi - UAE  
T +971 2 6778803  
F +971 2 6778834

## DOHA

Showroom  
D-Ring Road - Villa 180  
Nuaija 41  
Doha - Qatar

## LONDON

Showroom  
Goswell Rd 151  
London, EC1V 7ET  
T +44 20 8617 3212  
F +44 20 8617 3213

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