

Bertani — Company Profile



— Company Profile

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**Headquarters,
branches
and showrooms**



— Franco Bertani

— Giorgio Bertani



— Silvia Bertani



— Andrea Bertani



— Paolo Bertani

Company information

STORES

13

INTERNATIONAL SHOWROOMS

3

DEPOTS AND OFFICES

26.000 mq

SHOWROOMS

7.000 mq

PERSONNEL EMPLOYED

165

VEHICLE FLEET

51

TYPES OF ITEMS AVAILABLE
IN THE DEPOT

60.000

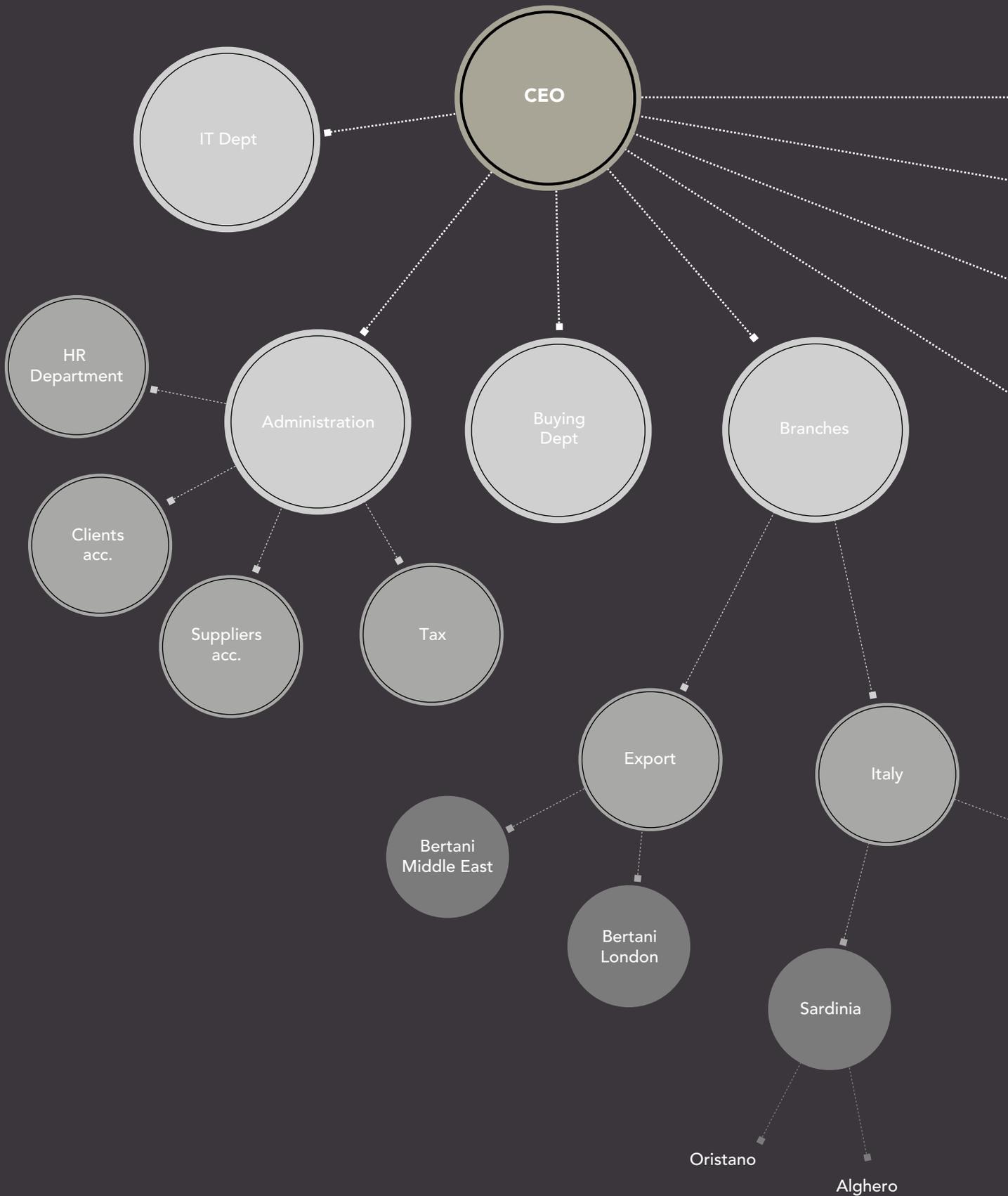
TURNOVER 2014 BERTANI SPA

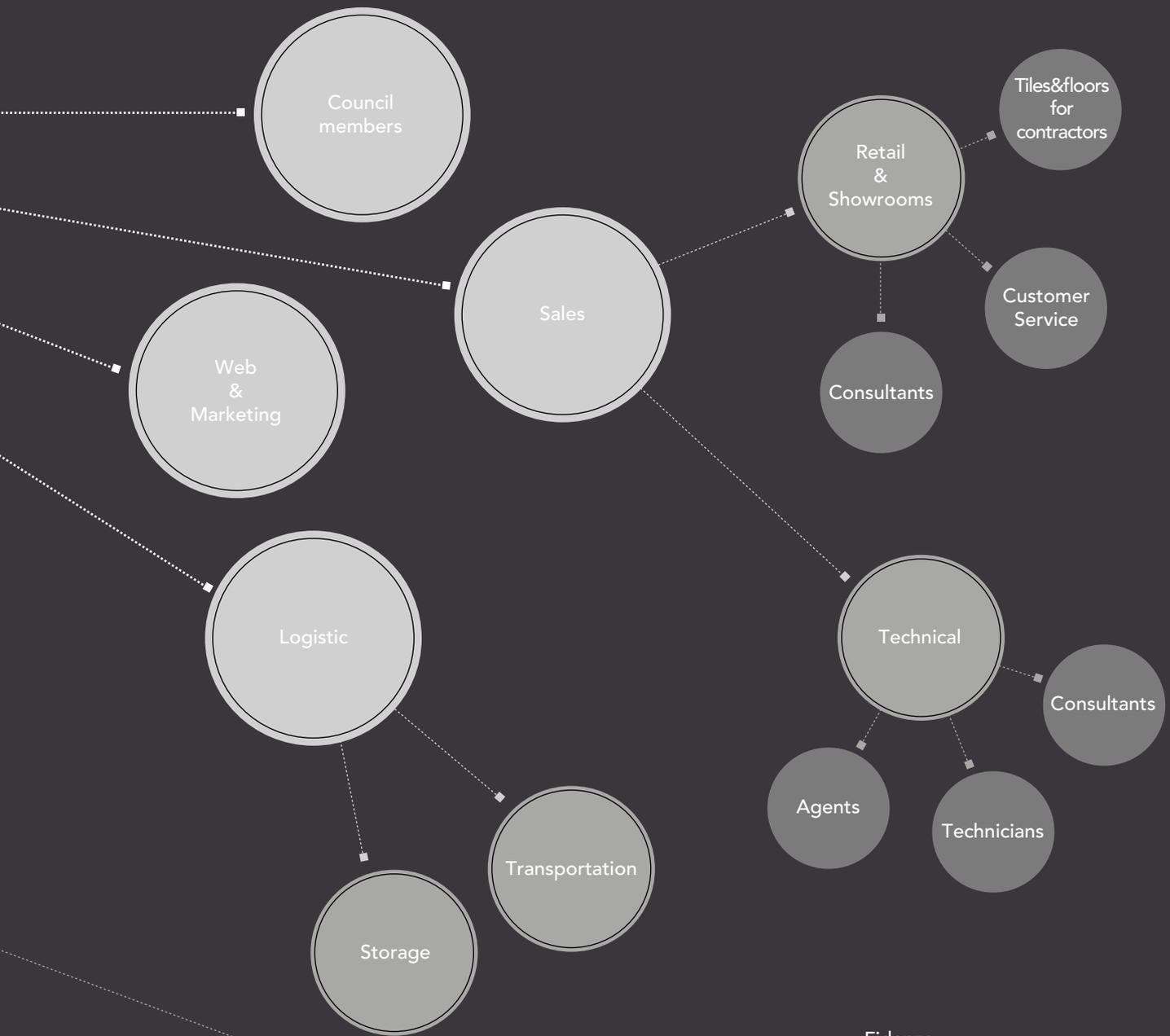
€ 50 mln

TURNOVER 2014 INTESA SCRL

€ 250 mln

COMPANY ORGANISATIONAL STRUCTURE





BERTANI WORLD WIDE





Bertani
London

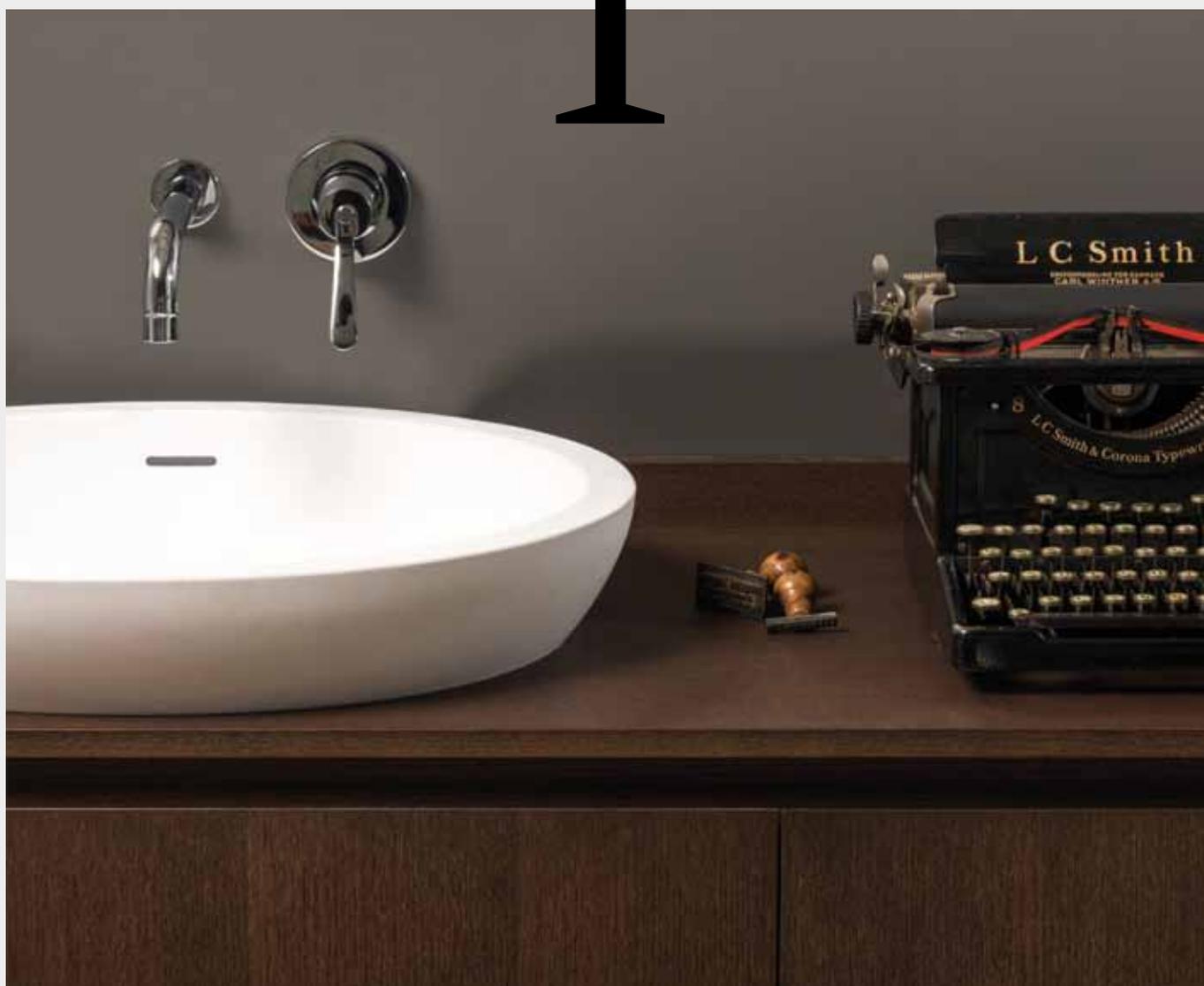
Northern
Italy

Sardinia

Bertani
Middle East

Roots in tradition, looking towards the future

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.





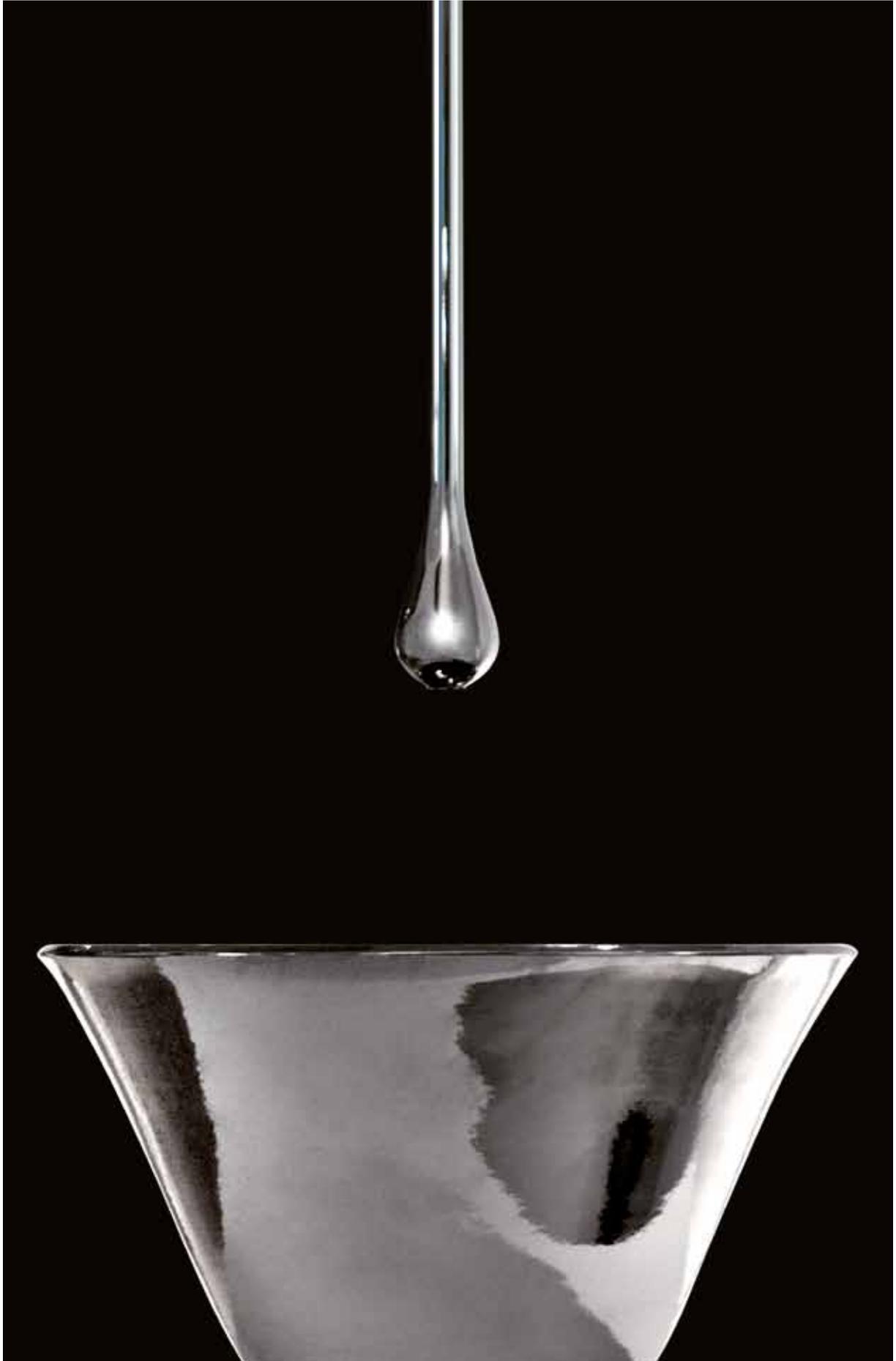
Alliances

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

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

3



DESIGN CONCEPT

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

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

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

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

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

Affirming the value of persons

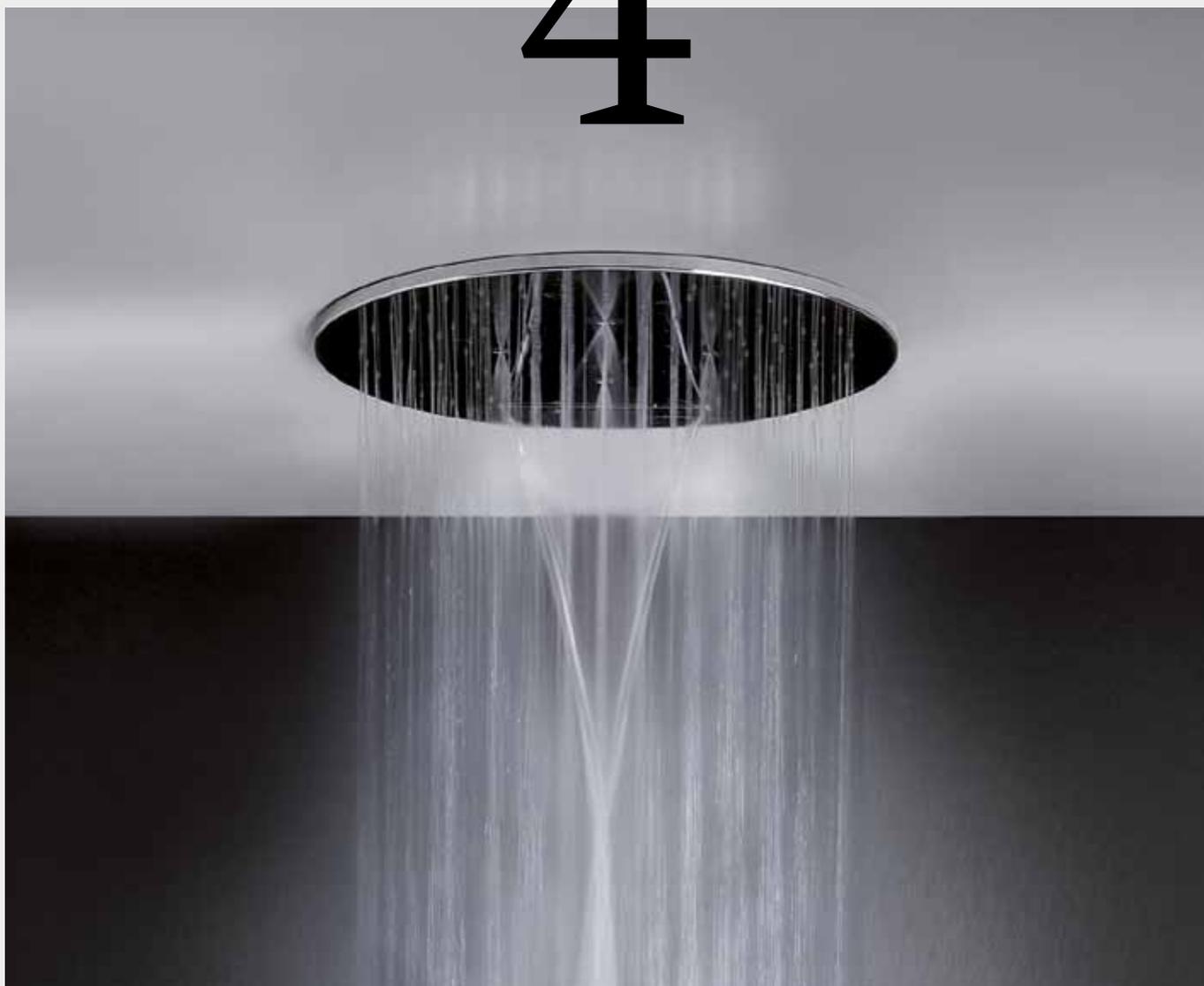
“Continuous training” is the principle which guides Bertani in its dealings with those working for it. Its staff benefit from the continuous development and optimisation of the various professional competences present, as do its outside partners for whom special refresher courses and study meetings are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

4



PRODUCT CHART

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

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

BATHROOM



AESTHETIC AREA

BATHROOM



AESTHETIC AREA

FURNITURE AND FURNISHING



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



BISAZZA

Devon&Devon

made
a
manocasamood
MADE IN FLORIM

FLORIM

LEA
CERAMICHE

LAMINAM®

industrie pavimenti in legno
GARBELOTTO

Ceramica Bardelli



appiani



SENIO



TECHNICAL AREA

tecno masters®

Dynergy

REHAU
Unlimited Polymer Solutions

DAIKIN

AERMEC

LG
Life's Good

GEBERIT

FRABO

BAXI

BOCCIOLONE ANTINCENDIO

KSB

GRUNDFOS

BWT
BEST WATER TECHNOLOGY

**Hermann
Saunier Duval**

IMMERGAS

**IDROTHERM
2000**

**MITSUBISHI
ELECTRIC**

aldes

CALEFFI
Hydronic Solutions

**RUBINETTERIE
BRESCIANE**

ferroli

Rbm

TVL
TECNOVIELLE S.p.A.

valsir
QUALITÀ PER L'IDRAULICA

TECHNICAL AREA

The logo for Siemens, consisting of the word "SIEMENS" in a bold, blue, sans-serif font.The logo for zehnder, featuring the word "zehnder" in a red, lowercase, sans-serif font, tilted upwards to the right.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 globe icon above the words "UNION" and "FOAM" stacked vertically in a bold, black, sans-serif font.The logo for ARISTON, featuring a red house icon above the word "ARISTON" in a white, uppercase, sans-serif font, all contained within a red rectangular box.The logo for TECE, featuring the word "TECE" in a blue, uppercase, sans-serif font, with a colon to its right. Below it, the words "Intelligente Haustechnik" are written in a smaller, black, sans-serif font.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 figure above the words "CAMINI" and "WIERER" stacked vertically in a bold, black, sans-serif font.The logo for JUNKERS Gruppo Bosch, featuring a blue and white stylized figure above the word "JUNKERS" in a bold, black, sans-serif font, with "Gruppo Bosch" written below it in a smaller, black, sans-serif font.The logo for Vaillant, featuring a stylized blue and white figure above the word "Vaillant" in a green, sans-serif font.The logo for Italkero, featuring a stylized orange and white figure above the word "Italkero" in a bold, black, sans-serif font.The logo for ROBUR, featuring a stylized orange and white figure above the word "ROBUR" in a bold, black, sans-serif font, with "coscienza ecologica" written below it in a smaller, black, sans-serif font.The logo for OLIMPIA SPLENDID, featuring a stylized blue and white figure above the words "OLIMPIA" and "SPLENDID" stacked vertically in a bold, black, sans-serif font, with "HOME OF COMFORT" written below it in a smaller, black, sans-serif font.The logo for aquatherm, featuring a stylized green and white figure above the word "aquatherm" in a bold, black, sans-serif font.The logo for PLASSON, featuring a stylized red and white figure above the word "PLASSON" in a bold, black, sans-serif font, with "italia" written below it in a smaller, black, sans-serif font.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 figure above the word "ROTHENBERGER" in a bold, black, sans-serif font, with "pipetool technologies at work" written below it in a smaller, black, sans-serif font.The logo for ZILMET, featuring the word "ZILMET" in a bold, black, sans-serif font, enclosed within a red and blue oval border.The logo for fischer, featuring the word "fischer" in a bold, black, sans-serif font, with a stylized red and white figure to its right, and "innovative solutions" written below it in a smaller, black, sans-serif font.The logo for gjo, featuring a stylized red and white figure above the word "gjo" in a bold, black, sans-serif font.The logo for RMI, featuring the word "RMI" in a bold, black, sans-serif font, with a stylized red and white figure to its right, and "RACCORDERIE METALLICHE" written below it in a smaller, black, sans-serif font.

Inspiration

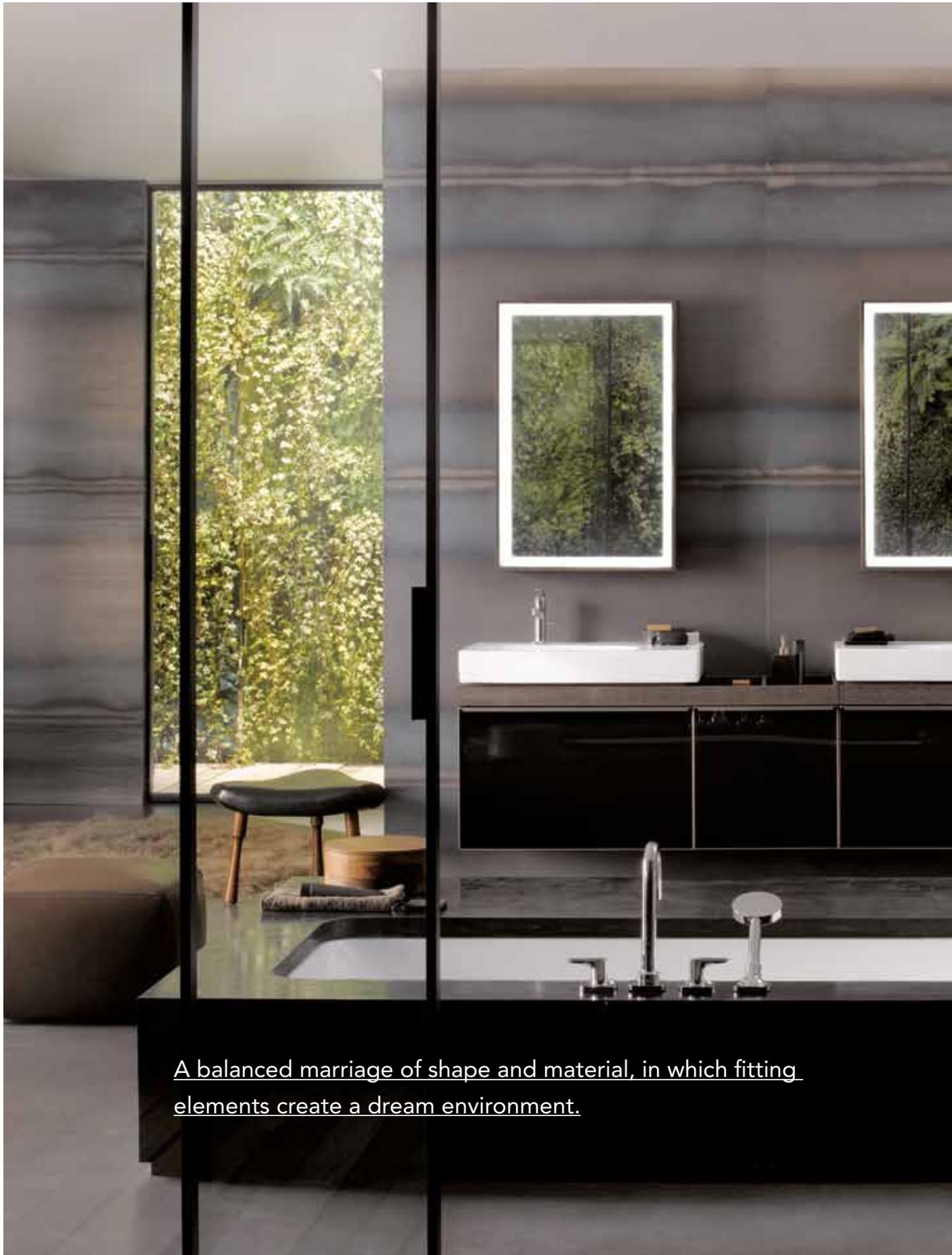


The bathroom is the place of self-discovery,
where we can seek the harmony that has been lost
or even just momentarily mislaid.









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.





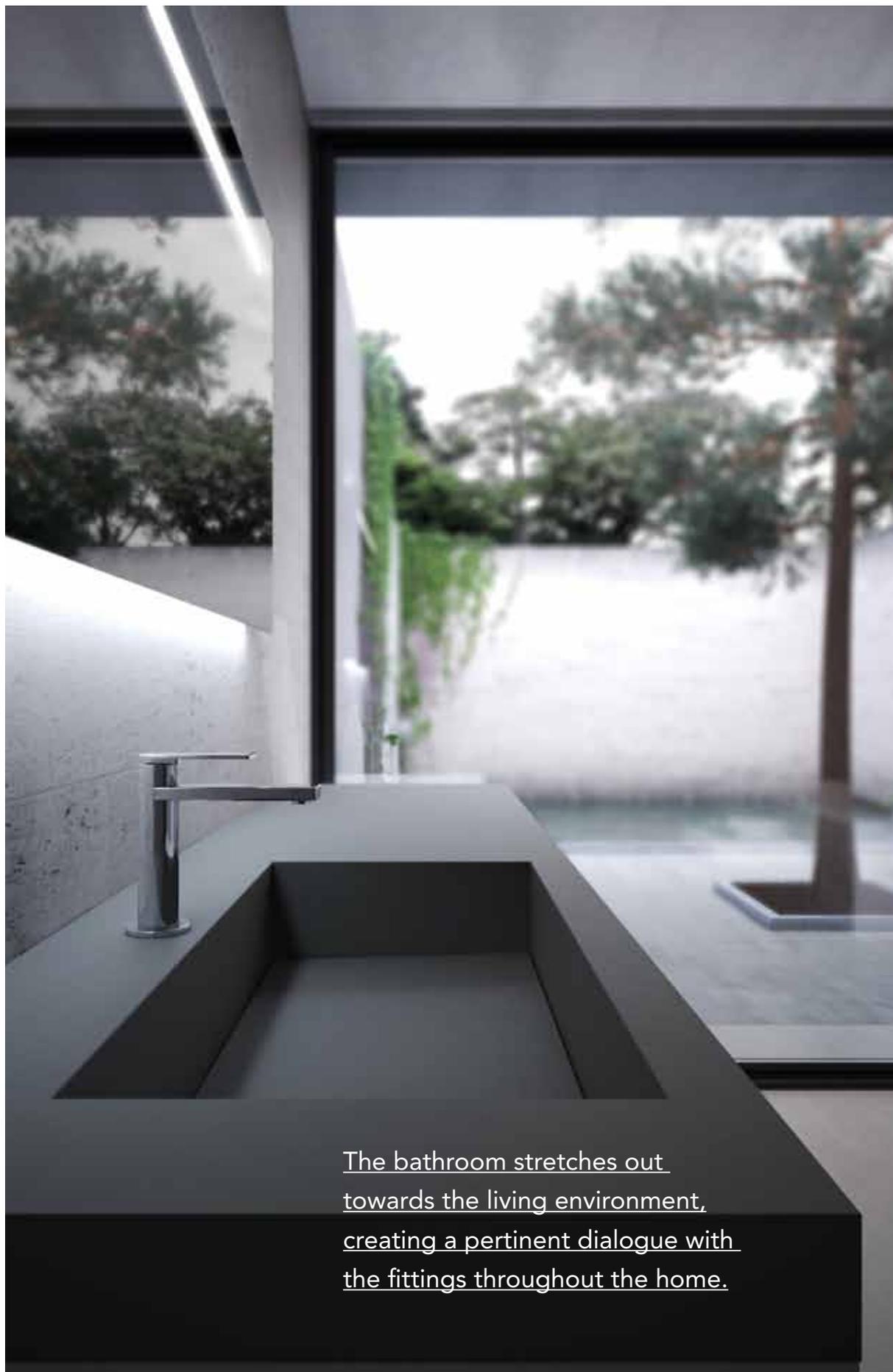




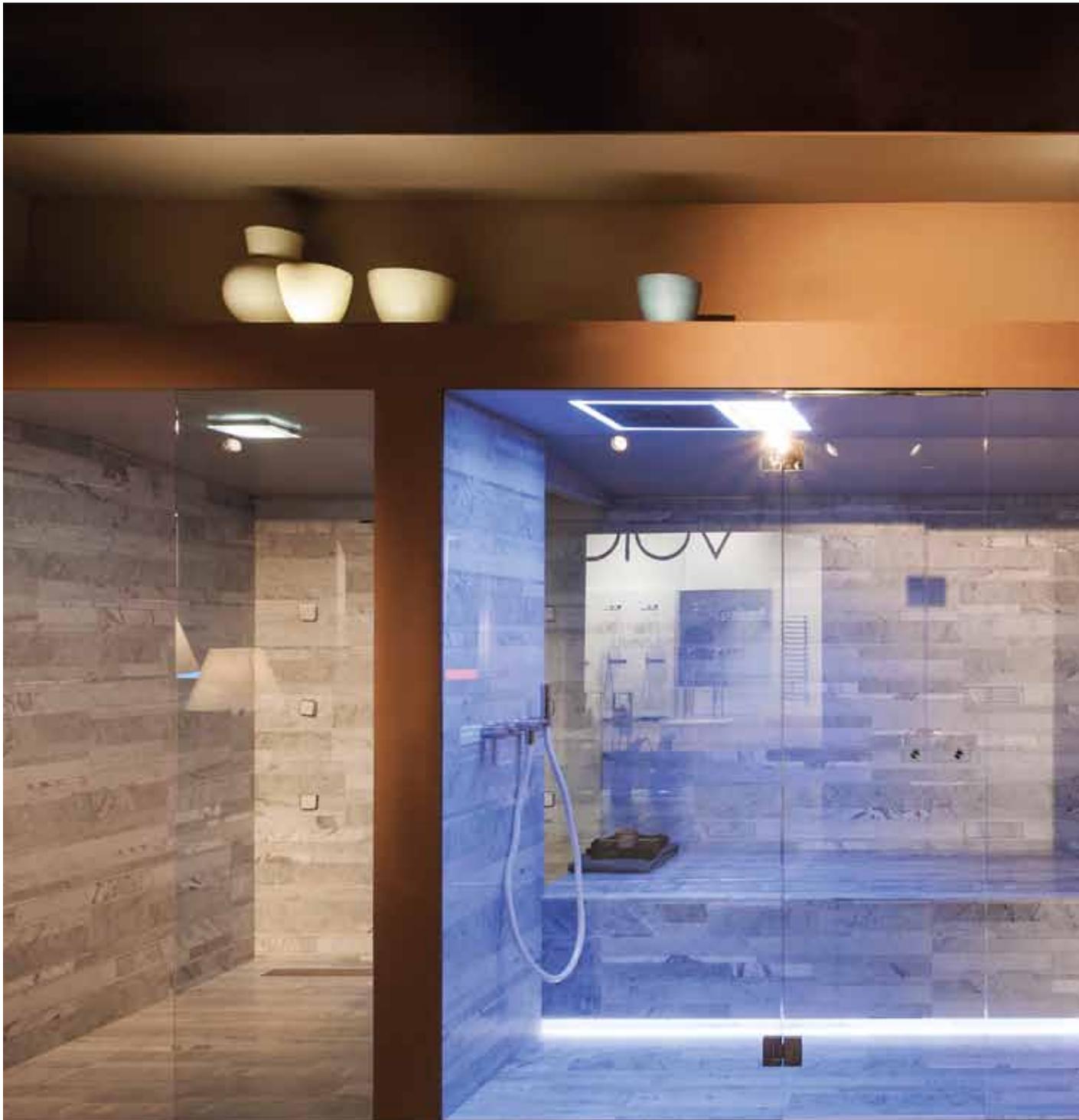


Innovation, research, superbly developed materials
and flexible design.





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

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

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

DUBAI

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P.O. Box 502396 Dubai - UAE
T +971 4 4347172
F +971 4 4343040

ABU DHABI

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F +971 2 6778834

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D-Ring Road - Villa 180
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Doha - Qatar

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F +44 20 8617 3213

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