

ALLUMINIOAGNELLI 1907
FAMIGLIA DI IMPRESE

An example of a virtuous and ethical supply chain



A DREAM

began il 1907...

ALLUMINIOAGNELLI 1907

FAMILY OF VENTURES

TO MAKE DREAMS
COME TRUE
WE USED

A LIGHT METAL

because

DREAMS

ARE LIKE THAT.

A flexible METAL
THAT CAN BE SHAPED anyhow
THE METAL OF pots
TO REALIZE THE most delicious IDEAS
THE METAL OF windows
THROUGH WHICH we look
FORWARD SINCE OVER 100 years
IT'S A METAL
UNKNOWN IN THE PAST
IT'S A METAL
to build future.

1907

MAKE A
LIVING
THROUGH
ARTISAN
NOBILITY.



Baldissero Agnelli



Angelo Agnelli

Production Business timeline



Editorial Business timeline



A dream that continues today...



19
07

Baldassare Agnelli



Bergamo (Italy), Via Fantoni, 1907. The sign states: “Baldassare Agnelli Aluminium Factory”. Here starts the history of our company. The beginnings were not so easy. Just think that aluminum plants required equipment that no other factory had thought to build.

It was necessary to define the objects to be produced and then conceive the machines to make them. Aluminum was the metal born with modern times... potentialities to be discovered!

Looking back to the past we can state that genius and creativity have never lacked in our factories. If you do not believe us, come and visit our Museum where you will discover that Alluminio Agnelli since the First World War crossed all the fronts After all aluminium is the only material that can claim to have really started from the mess...



PENTOLE AGNELLI
PROFESSIONAL COOKWARE

MADE IN ITALY



WHAT IS DESIGN?

Most people think that design is about making things look pretty a kind of decoration art. But design is as much an art as it is a science.



designer

/dɪˈzʌɪnə/

noun

A person who plans the look or workings of something prior to it being made, by preparing drawings or plans.

Synonyms: **creator, deviser, producer, inventor, originator, planner, author, artificer, fabricator**



Industrial (functional design)

Art. 103



PENTOLA CILINDRICA

con maniglie
o manico ad arco
senza coperchio

Extrapesante

Diametro Cent.	8	10	12	14	16	18	20	22	24	26	28	30	32
Capacità Litri	0.5	0.8	1.10	1.70	2.60	3.70	5.—	6.70	8.70	11.—	13.50	17.—	20.—
Montata bronzo Prezzo L.	5.60	6.60	8.60	12.95	16.—	20.50	25.50	29.75	33.50	43.50	54.50	69.30	99.—
Montata alluminio Prezzo L.	5.05	5.95	7.75	11.65	14.40	18.45	22.95	26.75	30.15	39.15	49.05	62.35	89.—



Pentola alta con due maniglie inox

Stockpot, 2 stainless steel handles
Marmite traiteur, 2 anses en acier inox
Hoher Suppentopf 2 Edelstahlgriffe
Olla alta 2 asas inox

Code	Ø cm	H cm	lt	IVA esc.
ALMA10314	14	13	2	€ 21,12
ALMA10316	16	15	3	€ 26,80
ALMA10318	18	17	4,3	€ 29,84
ALMA10320	20	19	6	€ 32,88
ALMA10322	22	21	8,4	€ 38,56
ALMA10324	24	22	10	€ 43,40

Case History

Pentole Agnelli

**Piano di Heritage Marketing per l'Azienda e
Brand Strategy del Punto Vendita di Roma**



IED

Istituto Europeo di Design

Results with architects cooperation



Bath set



Shower



Sit Pot



Vases



Agnelli Metalli



Under the umbrella of Agnelli Metalli there is the richest assets of the group: the ability to offer high quality services as well as quality fabricating. In fact, thanks to potentialities deriving from a decadelong knowledge of problems linked to the different materials, Agnelli Metalli is able to offer, in particular to SME's, a wide range of raw materials and semi-finished products, by starting exactly from fabricating based on the design required by the customer. Among the kind of fabricating activities carried out in the Agnelli "departments", we have surely to mention the thermal break insulation, together with bending, flattening cut to measure and special productions.

The careful analysis of the different processing and saving opportunities, the operational reactivity, the flexibility in terms of numbers and on-time services are the most important qualitative parameters which characterizes the Agnelli Metalli offer, active across the board on metals defined by industry standards, both in Italy and Poland.

AM
agnelli metalli



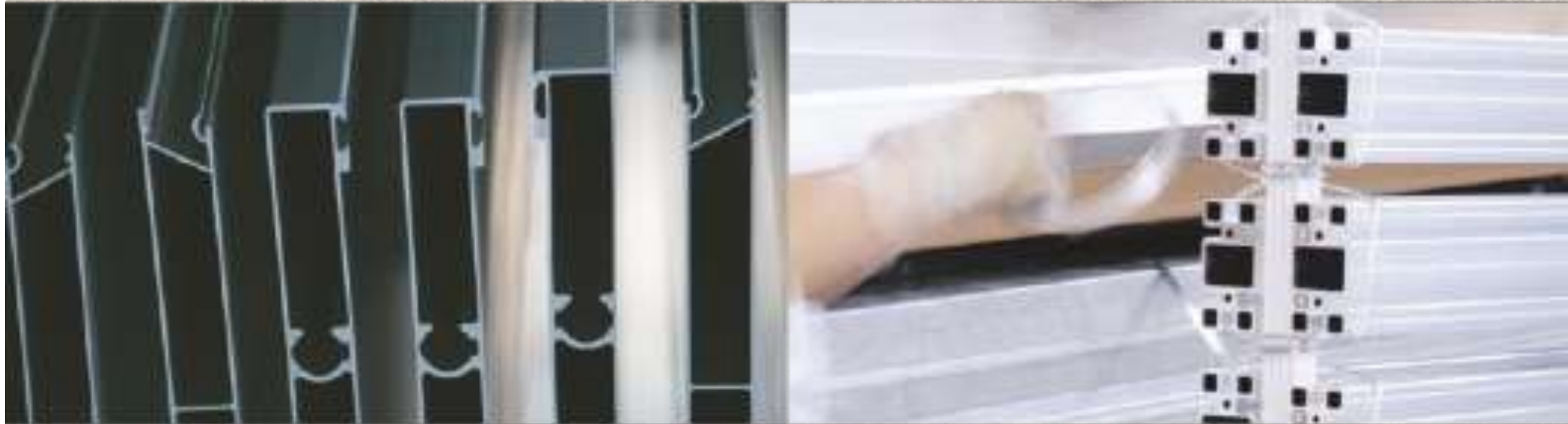


Alucolor



Alucolor operates in the finishing of semi-finished products made in aluminum. The control of production cycles and the quality of raw materials employed in the selection of colors ensure a finished product that satisfies the highest expectations. Although the working processes follow international standards, anodizing and painting employs high tech systems that guarantee a perfect pre-treatment and full control of all production phases. All this allows for to enhance the duration, shine and color uniformity the semi-finished product. Alucolor pays particular attention to every critical aspect; there are a variety of controls carried out in the modern quality laboratory, such as the drop and surface checks. Alucolor operates according to most recent Qualanod certification directives and the ISO 9002 norms

ALUCOLOR
OX





Fasa



We do not only offer pots with important professional thicknesses or exceptional creations. With Fasa, another historical Made in Italy brand, the Agnelli group offers perfect cookware made of aluminum (even here with maximum purity and manufacturing quality) useful for daily use. Fasa also offers a cheaper option, fit for family use, but also convenient for small communities. The range offered by Fasa covers a huge variety of needs and is extraordinarily broad and competitive on all fronts, from typical cuisine to innovative gastronomy.

 **FASA**
since 1964





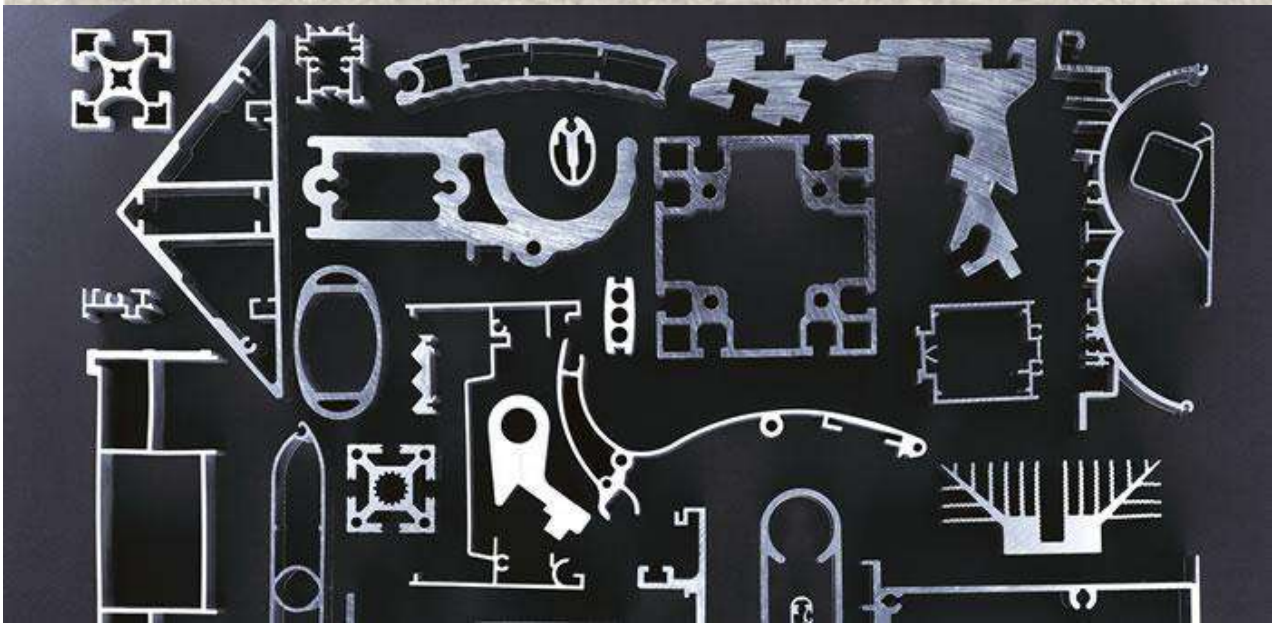
Trafilerie Alexia



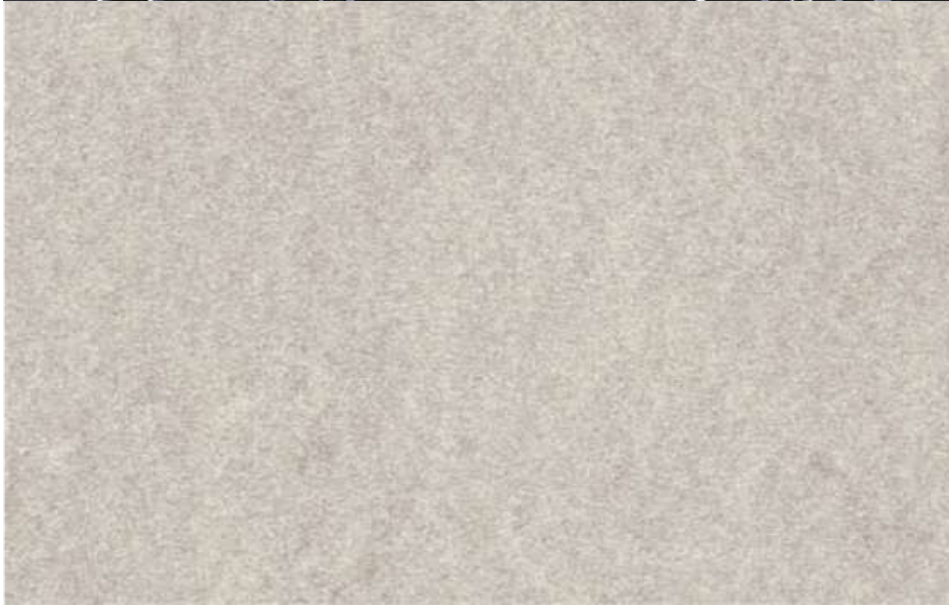
Trafilerie Alluminio Alexia, equipped with highly automated systems, is able to provide a quite perfect semi-finished product, in conformity to all European standards. Accessories, hospital equipment, furniture, geodesic products, elevators, anodic bars, road signs, prefabricated houses, electrical cables, building, electronics, lighting fittings, machine tools, blinds and shutters, automatic doors, structural profiles and tensile structures... To Alexia you can ask quite everything: thanks to the internal correction and maintenance of the dies and to its highly automated systems, the company is able to produce any shape, to fabricate it and to supply finished products in large and small batches. Through the extrusion process, the raw material, a cylindrical aluminium bar, can take any shape and size. Through the same process Alexia produces the modern windows and doors series Alexia Sistemi.

**TRAFILERIE
ALLUMINIO
ALEXIA**





**TRAFILERIE
ALLUMINIO
ALEXIA**





Bergamo Economia



AGNELLI
COMPLEMENTS
PARTNER IN CUCINA

Is aluminum capable of writing? Let's say yes! Given that the Agnelli family has been committed to local publishing since the mid-nineties. Currently, the online daily giornaledibergamo.com and the monthly Bergamo Economia magazine are part of the group. The purpose is that of expressing an entrepreneurial point of view and a free, independent voice close to business and the headlines, capable of telling what happens around the loved and desired city of Bergamo, headquarter of the Agnelli Group. It is also a cutting-edge publisher and a pioneer in new experiments including the tabloid format, the free&pay format and from paper to web.

bergamo[®]
economia
M A G A Z I N E



20
03

Aluproject



aluproject

In the evolution of the markets, like in OEM supplies, a particular added value is given by the ability to conceive an excellent design product. Aluproject works in a niche of excellence: it works with aluminum with extraordinary results. Thanks to the support of more evolved technologies, it has given life to a modern and efficient production department able to realize every object from aluminum. It is particularly active in the contract, furnishing and industrial design fields, which are sectors that have produced a wide range of projects by designers of international fame. Aluproject can take advantage of the absolute “domain” of the extruded form, which allows the project to grow infinitely in shape, materiality and innovation.

Aluproject



20
13

Agnelli USA

AGNELLI  **USA** 1967
ITALIAN TRADITION

Aluminum, the most prestigious lines of pots but also traditional noble materials (including tin copper); and furthermore all our effort to transfer in the product our cooking knowledge. Where could we export our century old experience of good Italian manufacturing? New York, New York! An idea for long time advocated that fits perfectly with our vocation. On the other side of the Atlantic, there is a new address: 126 - 5th Avenue, in the heart of Manhattan, between Union Square and Madison Square Park, few blocks away from EATALY, a symbol of made in Italy flavour, and from the FLATIRON BUILDING, the historical skyscraper designed by D. Burnham and one of the symbols of the city. Over 120 square meters that tell our story and give room to all our creative impulse. It is the new Baldassare Agnelli show room that combines taste with elegance, proposed techniques with experience on the field dedicated to professional use and lovers of good food.

AGNELLI  **USA** **1907**
ITALIAN TRADITION





Alugreen

alu



green

Aluminum is a noble raw material. Even if it is enclosed in one of the most diffused rocks on the Earth's crust, bauxite, it still requires a lot of energy for its extraction in a pure state. The Agnelli group, which is sensitive to the themes of energy saving and sustainable development, wanted to give a tangible "green" breakthrough with the foundation of a new company. Its name is Alugreen, located in Brescia, and is a virtuous factory that produces aluminum ingots and billets, in other words the raw material for the extrusion of the Alexia profiles and the production of many other technical products of the group. The specialty of this company, which has a production capacity of 30,000 tons/year, is to produce new alloys by using a high percentage (about 60%) of aluminum from recycling. Therefore, Alugreen has triggered a formidable virtuous cycle that the Agnelli group is happy to offer for the benefit of the environment and the community.

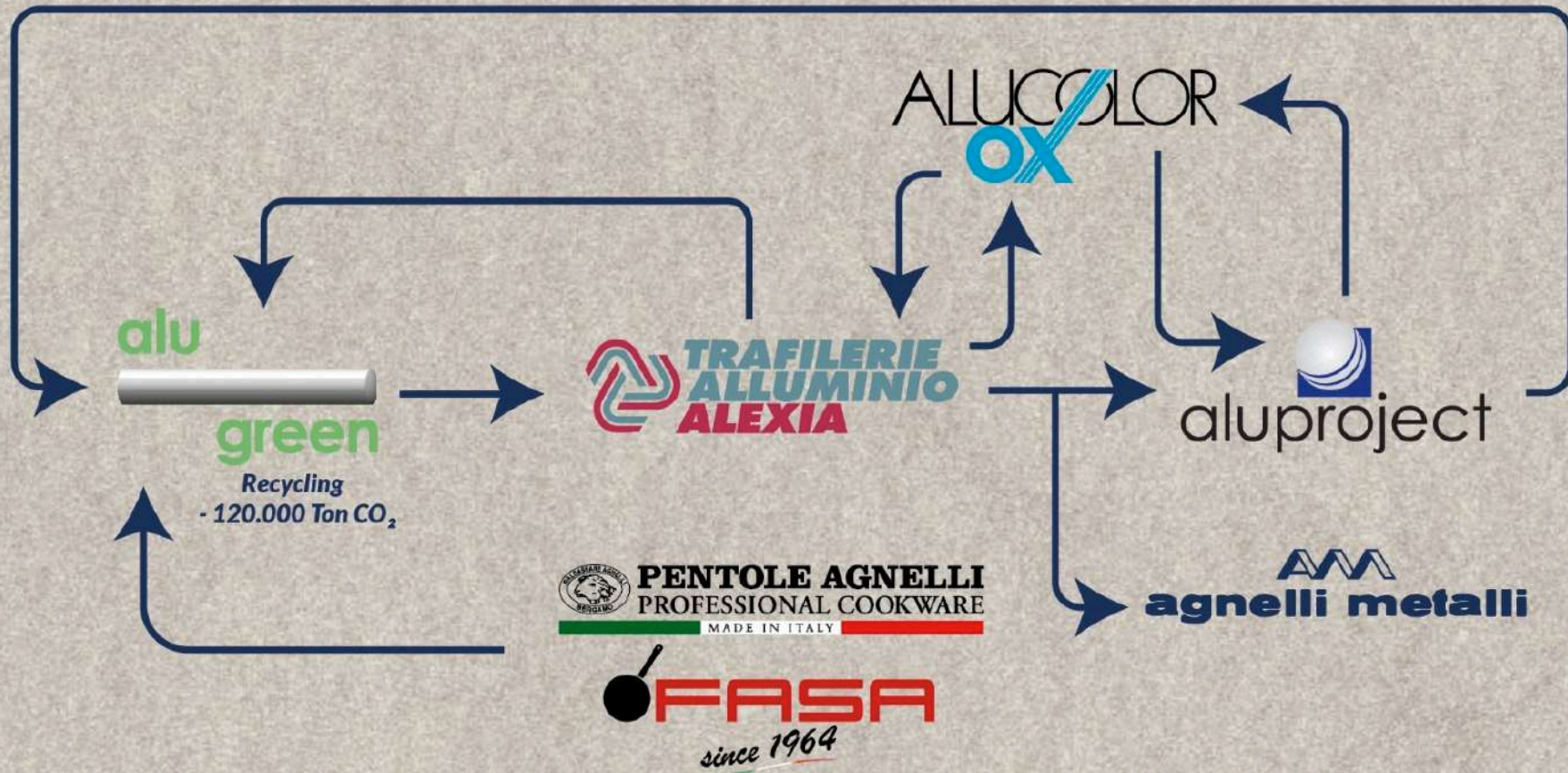
alu



green



The virtuous circle of recycling



20
13

Agnelli Complements



AGNELLI
COMPLEMENTS
PARTNER IN CUCINA

The ability to offer advice, products and high service is a value that goes across the whole Agnelli group. On one side, there are our factories producing aluminum sections and extrusions capable of attracting the most varied market sectors, and on the other there are the specific skills acquired in sectors such as food and catering, so critical and fundamental for our health, pleasure and conviviality. With the creation of Agnelli Complements, the group proposes a specific core business to the service of food professionals with supplies for entertaining, event organisation, catering and preparation in important kitchens. Agnelli Complements is in continuous expansion with a portfolio of innovative products, with specialized services, that has also expanded thanks to the synergy with the more complex Baldassare Agnelli Spa



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COMPLEMENTS
PARTNER IN CUCINA



ALLUMINIO AGNELLI

1907

FAMIGLIA DI IMPRESE

An ethical supply chain
founded on human capital



ALLUMINIO AGNELLI

1907

FAMIGLIA DI IMPRESE

400 Workers
150 Millions € turnover



ALLUMINIOAGNELLI

1907

FAMIGLIA DI IMPRESE

Grazie



Thank you



Спасибо



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