

# THE C

THE COMELIT  
MAGAZINE

#02 | 2022

WITH  
YOU  
ALWAYS



# Change

DATA DRIVEN

& GREEN

GROWTH

COMELIT

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# THE CEO'S OPINION ON THE FUTURE

**EDOARDO BARZASI**  
CEO of Comelit Group



NOW MORE THAN EVER, IT SEEMS TO ME THAT THE FREQUENTLY USED ANALOGY BETWEEN AN ENTREPRENEUR AND THE CAPTAIN OF A SHIP IS A FITTING ONE. THE FOG BLURRING THE HORIZON IS GROWING THICKER, AND THE ROCKS MARKED ON NAUTICAL CHARTS ARE BECOMING AN INCREASINGLY DANGEROUS THREAT.

In order to proceed, utmost CAUTION is needed in following the course, knowing precisely where the destination of the voyage is and knowing that we can rely not so much on experience as on having a close-knit crew and a solid boat. Many factors come into play in this difficult situation of uncertainty, and there is so much more to it than just a story. Rising inflation and domestic interest rates, ongoing problems in sourcing components, spiralling energy costs, and growing transport costs: these are all factual data. And the fact that they go hand in hand leads to concerns and uncertainties in the markets, which are becoming increasingly nervous and prone to sharp swings. It is impossible to make medium to long-term forecasts. We need to keep a firm grip on the helm and carry on, constantly paying close attention. This means that we need to prepare quarterly plans and monitor how the situation evolves on a monthly basis. **So we must proceed, but we also need to be careful and cautious: it would be a mistake to linger, especially since we know what we want to achieve.**

Not even experience helps in situations like these. Look at what

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and I believe it is a first step towards going back to 'normality'. So we need to be cautious. But we must also be positively aware that we can overcome the fog and obstacles we encounter in this phase of our voyage. **Comelit can count on two elements that make it extremely reliable and strong.** First of all, the company's solidity: 2021 is now behind us and was marked by extraordinary achievements, while in 2022 it generated high revenue despite a smaller deviation between the sale price and purchase price due to the rising costs I mentioned earlier. Even if volumes were to decrease in the near future, we are confident that we will be able to recover our margins. But most of all **I am confident** in the organisation of Comelit and **in the people** that make up the company: their professionalism, their devotion to the company, their enthusiasm and their determination. On other occasions, even recently, we have shown remarkable resilience and the ability to adapt to ever-changing circumstances. Once again, although we are navigating by sight, we will hold the helm firmly to reach our landing place.

happened this year, for instance, when everything we were accustomed to was no longer an option, starting with the relationship with our suppliers: when did we ever have to chase our suppliers and be forced to accept unilaterally imposed prices and delivery terms? Demand has been growing exponentially for a long time, which has led to a bubble-like situation, and perhaps now inflation and rates can finally bring it back into balance. We are seeing slowdowns almost everywhere in the world today,

## 01 / THE CLOSE UP

# ‘With You. Always’: this is where sustainability starts for Comelit

For a business such as Comelit, which has made the concept of closeness - ‘With You. Always’ - its distinctive element on the market, applying it across the board to the various internal and external target groups it deals with, it was only natural to take a sustainable approach, since sustainability is strategically important for its existence and operations.



by **RENATO FERRARESI AND  
JACOPO BRAMBILLA**

Operations Manager  
and Regulatory Affair  
Manager at Comelit

‘The fact that the board reflected on the core values that make up our identity was the driving force behind our decision to embark on a structured sustainability project as a Group about a year ago,’ explains **Renato Ferraresi, Operations Manager at Comelit**, who together with **Jacopo Brambilla, Regulatory Affair Manager at Comelit**, co-ordinated each stage of the project, with the support of SCS Consulting, a management consulting firm established in Bologna in 2001,

and Ecoinnovazione, a research spin-off of ENEA (Italian National Agency for New Technologies, Energy and Sustainable Economic Development), specialising in the fields of ecological design, sustainability analysis and Circular Economy.

‘**A group like ours**, which focuses on people and their needs throughout its value delivery chain, **has an ethical commitment to sustainability that is ingrained in its corporate philosophy.**’ adds Ferraresi. ‘This commitment



**‘A GROUP LIKE OURS,  
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CORPORATE PHILOSOPHY.’**

cases a focus on product packaging.’  
**NINE MONTHS OF INTENSIVE  
WORK, FOUR GOALS SET**

And so, starting last March, the project team got down to work by following a step-by-step programme which, in **December 2022** will see Comelit present its **Sustainability Report**, which was prepared in accordance with the most stringent and widely accepted Global Reporting Initiative Standards (GRI Standards). ‘This process involved a lot of hard work on the part of the entire group, which also required a great deal of international coordination,’ comments Jacopo Brambilla. Specifically, the Comelit Group has identified four Sustainable Development Goals (SDGs) as priority commitments:

- **Quality education:** to ensure inclusive, equitable, quality education and promote lifelong learning opportunities for all.

is further strengthened by two factors, namely, the shared goals of the European Green Deal and the upcoming introduction of mandatory sustainability reporting. In addition to this, several major European customers we work for are becoming increasingly aware of the issue of sustainability, which in some cases translates into requests for Life Cycle Assessment certifications, that is, the assessment of a product’s environmental footprint, or in other

**SIX WORKING GROUPS WERE SET UP AND EACH OF THEM DEFINED A PLAN OF ACTION TO BE IMPLEMENTED IN THE SHORT TO MEDIUM TERM, WHICH WILL SERVE AS THE MAIN GUIDELINES THAT WE WILL FOLLOW GOING FORWARD.**



- **Decent work and economic growth:** to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- **Responsible consumption and production:** to substantially reduce waste generation through prevention, reduction, recycling and reuse.
- **Climate action:** to take urgent action to combat climate change and its impacts.

**FROM ASSESSMENT TO STAKEHOLDER ENGAGEMENT**

‘The starting point was a detailed external and internal assessment, which helped us to determine how Comelit should address the various relevant environmental, business and social governance issues,’ Brambilla adds.

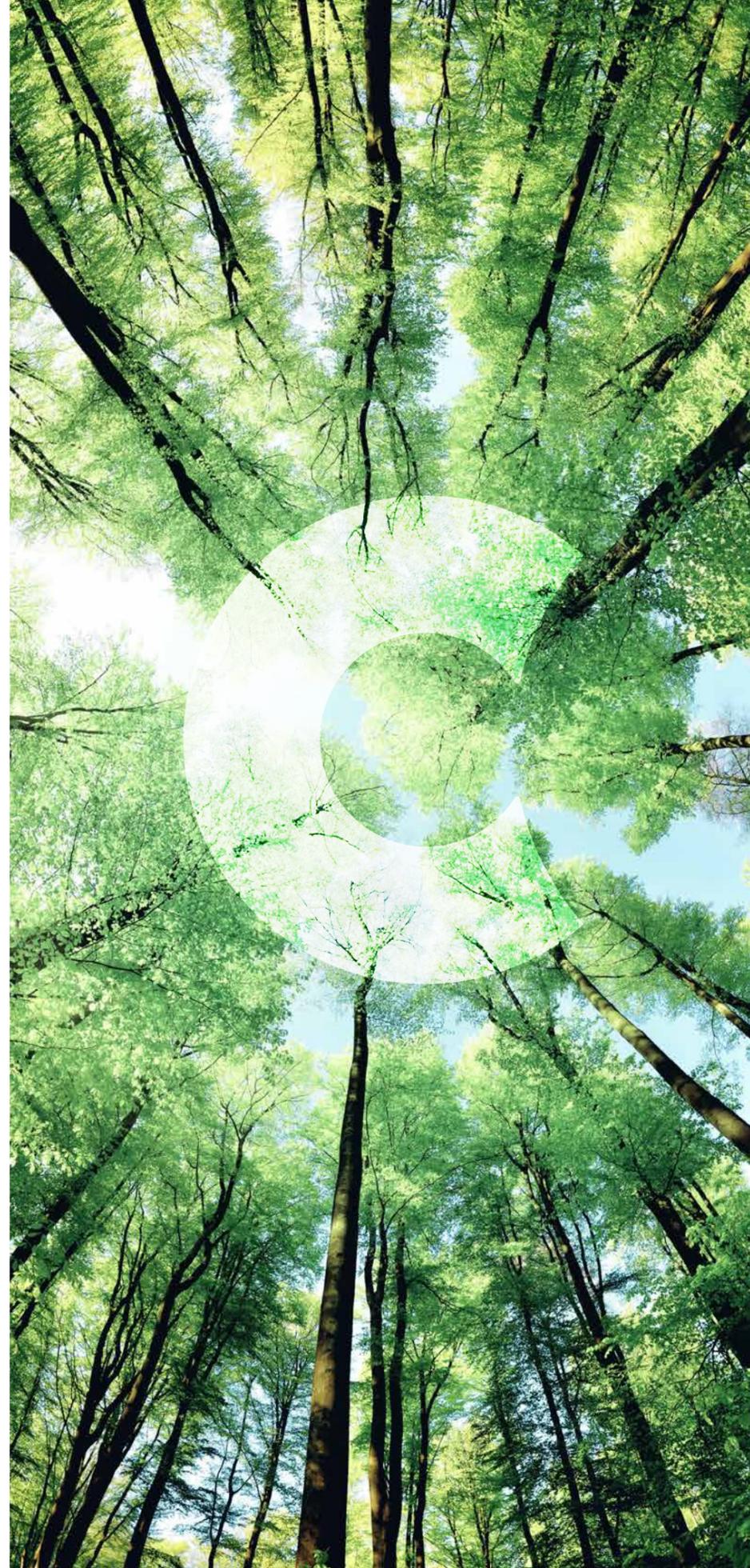
‘This analysis has allowed us to understand how the our industry distinguishes between major international groups, which are committed to sustainability, and their Italian competitors, which are less sensitive to the issue. In this scenario, Comelit can ideally be considered one of the leading players, also because it

already ranks above average when it comes to customer relations.’

The second step, which played a pivotal role in the process, was listening to and involving both internal and external stakeholders: ‘The **stakeholder engagement** phase was developed by taking into account all our most relevant clusters: from management to employees, from suppliers and business partners to customers, from institutions to the media,’ explains Brambilla. ‘The general picture that emerged highlighted the fact that, for everyone, **the most important issues are customer centricity, data privacy and cyber security innovation, research and development.** Comelit ensures high standards when it comes to customer centricity and employee health, safety and welfare; however, the management of aspects relating to the environment, commitment to the community, and the sustainable management of supplies needs to be improved.’

**A ‘DOUBLE MATERIALITY’ ANALYSIS**

The next step was materiality analysis, a method for identifying the sustainability aspects that are most important to the company and its stakeholders, which is the very core of a sustainability report. ‘In accordance with the new reporting standards and the European Commission’s guidelines, our Group decided to



guide this process towards a more scientific assessment of impacts while incorporating the company’s LCA process. We also adopted the **‘double materiality’** criterion, which involves defining the two ways in which ESG (Environmental, Social, Governance) issues should be approached: **impacts suffered and impacts generated**’, points out Ferraresi. The materiality matrix that emerged by cross-checking the importance that stakeholders give to each issue with the significance of the impact identified by the management, after being subsequently integrated with the LCA analysis, led to some issues being given a different priority.

**FUTURE COMMITMENTS**

Six small **working groups** were therefore set up, which focused on tackling just as many sustainability issues that had been prioritised, such as sustainable product design, cyber security and data protection, customer centricity, reducing direct and indirect environmental impacts, developing and protecting human capital, and supporting the community. ‘Each working group,’ Brambilla explains, **‘defined a plan of action** to be implemented in the short to medium term, which will serve as the **main guidelines** that we will follow going forward.’

We just have to wait for the Comelit Sustainability Report to be fully revealed.



# IT IS TIME FOR SHARED VALUE

## A JOURNEY TO DISCOVER SUSTAINABLE INNOVATION IN ONE'S BUSINESS MODEL



by **ALBERTO BRUGNOLI**

Adjunct Professor of Business Administration at the Ca' Foscari University of Venice, and Elisa Gritti, PhD, Federal University of Pernambuco, Project Leader of Strategy Innovation

Sustainability seems to have become the most overused – and abused – word by politicians, entrepreneurs and investors. Despite the fact that experts have been talking about climate change and its threats since the 1970s, corporate sustainability practices have only recently been gaining support from financial markets.

In 2021, the issuance of sustainable debt exceeded \$1.6 trillion, more than twice as much as the previous year; along the same lines, EU legislative frameworks are urging markets and businesses to report and disclose their information, data and investments: for instance, following the implementation of the non-financial reporting directive, effective as of October 2022, the number of companies that will have to produce a compliant sustainability report is expected to increase from 11,000 to 49,000. The aim is therefore to achieve a cascading effect, meaning that the companies on the list will also prompt their own supply chains to take responsible actions.

Those who will have to adapt to the new standards will have two options: either to comply with obligations (an additional bureaucratic burden to be borne, possibly with minimal expenditure) or to **innovate their business model**. Choosing this second option involves strategically transforming the company's operations, since sustainability is both the means and the end goal.

But what does being sustainable actually mean?



**SUSTAINABLE MEANS ANYTHING THAT LASTS OVER TIME WITHOUT SYSTEMATICALLY INTERFERING WITH OR AFFECTING NATURAL RESOURCE CYCLES, WITHOUT CONSISTENTLY GETTING IN THE WAY OF MEETING PEOPLE'S NEEDS.**

Sustainable means anything that lasts over time without systematically interfering with or affecting the proper functioning of natural resource cycles, without consistently getting in the way of meeting people's needs. Therefore, a company is sustainable if it adopts a **business model that creates value (not just economic value) for all stakeholders, including employees, shareholders, supply chains, civil society and the planet.**

Naturally, there is no universal recipe: each company needs to evaluate, in relation to its own initial situation and the environmental and social risks of its market, which steps it should take in order to implement the most consistent and effective sustainable business model. Research conducted by the Ca' Foscari University of Venice has identified **five main models** based on the focal point of the model itself. For instance, if the key is the relationship with stakeholders and other players either inside or outside the value chain, we are talking about a **Society Intimacy business model**. This category includes all businesses that forge relationships (especially long-lasting ones) aimed at achieving progress in social welfare and in the cultural enrichment of the community.

The turning point can be recognising one's social impact, as with **Illycaffè** and its supply chain. Extremely poor farmers, child labour and precarious working conditions are like wounds that have left a mark in the history of an industry – and are still affecting it today – which, for a long time, was deprived of the symbolic and cultural value that coffee currently embodies all over the world. This

# 1.6

/TRILLION DOLLARS/  
SUSTAINABLE DEBTS  
ISSUED IN 2021

# 49,000

THE NUMBER OF COMPANIES THAT  
WILL HAVE TO PRODUCE A COMPLIANT  
SUSTAINABILITY REPORT IN 2022



### 2030 Agenda for Sustainable Development



### The Sustainable Development Goals Report 2022



company from Trieste has decided to **invest in valuing its suppliers** in order to develop, throughout the value chain, the sustainability strategy that sets it apart (**Fair Trade**), which combines ethical issues and the dignity of labour with quality, traceability and innovation. A system was set up in order to directly reinvest part of the profits in its raw material suppliers so that good results can be financially rewarded and stimulated upstream, thereby encouraging virtuous practices for both workers and crop ecosystems.

**Ferrero**, instead, decided to focus on the issue of **people's well-being** by adopting a strategy based on the concept of shared value. All actions and investments that are aimed at increasing the well-being of workers, both in the workplace and elsewhere, create a virtuous circle whereby working conditions (advanced welfare plan, targeted training, and specific career plans) become a **strategic lever for attracting and retaining talents**; the competencies and expertise being retained will simply enrich the company while continuing to improve the corporate climate (**Welfare & Wellbeing business model**).

A new sustainable development paradigm can be applied even when planning and designing a product. Despite being known for controversies such as the social impacts of its policies in the past, **Nike** appears to have taken a different approach by striving to incorporate sustainability into its innovation process. In 2012, it launched a product line worth over \$1 billion, **Flyknit**, which uses a specialised yarn system that requires minimal labour and generates high profit margins. Flyknit **reduces waste by 80%** compared to normal footwear: four years after its launch, Nike has reduced the amount of waste it produces by nearly 1,600 tonnes and has fully switched from yarn to recycled polyester, reusing 182 million bottles from landfills (**Green & Circular**).

**EACH COMPANY NEEDS TO EVALUATE, IN RELATION TO ITS OWN INITIAL SITUATION AND THE ENVIRONMENTAL AND SOCIAL RISKS OF ITS MARKET, WHICH STEPS IT SHOULD TAKE IN ORDER TO IMPLEMENT THE MOST CONSISTENT AND EFFECTIVE SUSTAINABLE BUSINESS MODEL.**

Businesses can also use sustainability as a competitive lever by developing a range of products or services that meet environmental and social needs. Given the fact that washing machine washes release approximately 0.5 million tonnes of plastic microfibres into the ocean each year, **Electrolux** has launched a new **microplastic** filter for **washing machines**. This accessory can effectively prevent up to 90% of microplastic fibres that are larger than 45 microns from being shed from synthetic garments when washed.

There are many more examples, but the bottom line remains the same. **A company that has a sustainability agenda avoids both greenwashing and compliance.** It is also well positioned to anticipate and react more proactively to economic, social, environmental and regulatory changes. It is an **exponential win-win strategy**: anyone who wants to be a key player in the markets in the next few decades will be wise to engage in regular dialogue with stakeholders and redesign their business model, ensure the well-being of employees, improve processes and extend product life, rethink products and markets, drive the progress of communities and regions, and envision new supply chain arrangements.

**A COMPANY THAT HAS A SUSTAINABILITY AGENDA AVOIDS BOTH GREENWASHING AND COMPLIANCE. IT IS ALSO WELL POSITIONED TO ANTICIPATE AND REACT MORE PROACTIVELY TO ECONOMIC, SOCIAL, ENVIRONMENTAL AND REGULATORY CHANGES.**



# Comelit-PAC: our customers are our main focus

One year after the acquisition of PAC GDx, Francesca Boeris, Managing Director of Comelit-PAC, takes stock of the integration experience, which was extremely positive. The brand's continued growth in the UK market has gone hand in hand with extensive managerial efforts and continuous product innovation. In order to achieve these goals, substantial investments were made in the development and training of human resources as well as in facilities, in particular the new offices in Luton, so as to meet customers' needs even more effectively, strengthen the brand's leadership and tackle new challenges.



by **FRANCESCA BOERIS**  
Managing Director  
of Comelit-PAC

## → Could you make a short presentation of yourself and your experience in Comelit-Pac?

It's been nearly a year since we announced the acquisition of PAC GDx. Now is a good time to reflect on the experience, and our own journey, alongside our vision for growth. To put this into perspective, when I joined in May 2009, there was less than 300 people in Comelit SPA. In 2022, we

have grown to a team of over 800 team members throughout the group. In my own journey to becoming Managing Director, this evolution of Comelit-PAC has epitomized how every day is a learning day.

We know Comelit as a company that doesn't stand still. We have constantly and proactively adapted to suit market conditions, whether it be in products, for which we are so grateful for the commitment to R&D; or services where we have embraced



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specification, introduced fire safety systems into our range and really raised awareness of the strength of our teams.

What I am particularly proud of in our team is our own dedication to strong leadership. All of our Managers have each invested time in leadership courses to continue to grow and embrace our development, ensuring our teams understand our culture. We were also fortunate to inherit new Managers and Leaders through the acquisition, headed up by **Steve Riley (Divisions Director for PAC)** who all bring new styles, ideas and experience.

Together we are all learning and growing as a team. And, one of my favorite parts of my role, is recognizing and promoting the shining stars within our business and supporting them on their own journey and career profession. It feels like only yesterday that **Edoardo, CEO of Comelit and**

**Marco, Export Sales Manager of Comelit** gave me the same opportunity.

In particular, over the last decade, I want to say thank you for the support of **Justin Hawkesford**, who I was able to promote to **Operations Director** when the acquisition was announced. Likewise, to **Joe Burns** who started in the Warehouse some 17 years ago and is now running the **procurement team** following the acquisition of PAC GDx. They have both been with me for the good days and the bad days. Yes, they tease me relentlessly but one thing is for sure, we all have the same passion for the growth of Comelit PAC.

## → Which are the main characteristics of Comelit-Pac?

When we say 'With You Always,' I believe the main characteristics of Comelit-PAC demonstrate how

**+800**  
COMELIT EMPLOYEES IN  
2022

# The



**ALL IN ALL, OUR FOCUS IS OUR CUSTOMERS, TO BE WITH THEM FROM START TO FINISH, AS MUCH OR AS LITTLE AS IS REQUIRED, WITH DEDICATED SALES AND TECHNICAL SUPPORT. COMELIT-PAC IS PROUD TO BE 'WITH YOU ALWAYS.'**



for us, this is so much more than a strapline. We can stand by our customers, every step of the way to deliver a project.

Right from being introduced to Comelit-PAC. Whether it be for fire safety or security (or both,) we invite our customers, new and existing, to experience our products in dedicated training sessions, held at our state-of-the-art facilities both in Manchester and Luton. These are run by both the sales and technical team as well as our dedicated trainers for Comelit & PAC GDx to ensure any questions can be answered. We embrace our Specification team who are able to work on initial design concepts with our customers.

For distribution, we are grateful to our Diamond and Gold partners, who work

with us, across the UK and Ireland on dedicated open days and present exclusive offers for our customers. Often promoting our latest products and services. We are always conscious of simplifying the installation process to enable more installers the chance to offer smart technology

All in all, our focus is our customers, to be with them from start to finish, as much or as little as is required, with dedicated sales and technical support. Comelit-PAC is proud to be 'with you always.'

**→ Which are the market goals and prospects in UK? And which are the main difficulties?**

When it comes to market goals and prospects, we believe we are in a strong position, especially since the

PAC & GDx acquisition. As a highly recognized UK company, it has been worth the wait to ensure we can offer the very best to our customers.

The access control portfolio was the missing piece to complete our portfolio and our mission to offer our customers, a comprehensive solution to suit all their security needs. It's something we have made no secret of wanting to achieve, combining to offer our broad customer base a 'one stop shop solution.' We held out for the right reasons in acquiring an historic industry leader that could benefit from an investment such as Comelit was willing and able to provide, including our commitment to R&D. By maintaining the existing team in place, we can now utilize our position to ensure we can grow as a business and become known as the number one security manufacturer in the UK. According to this vision, since the acquisition, we have combined all our shared skills and expertise and jointly focus on product development of access control, door entry and security, together with fire safety across our sector targets.

As just one example, we are excited

by the imminent launch of the single door controller, which really is a game changing addition to the PAC portfolio. It intends to rock the market and introduce a system that competes with the leading competition on every element, from technical specification, through to cost structure. We are all hugely grateful to the work of the PAC R & D team, Product Management & Marketing team, and Steve Riley who have all dedicated so much time to planning this product and preparing for the launch.

PAC GDx doesn't just offer us the extra arm in our product armour, but also opens up Comelit to wider sector specialisms, incorporating social housing, commercial and education. To lead the way, we have already promoted Jason Sullivan from the PAC GDx team, to present PAC Access Control to Police, Health and Fire Services across the UK.

Overall, we have a number of prospects and opportunities available to us through the acquisition, which is very exciting for the future of Comelit-PAC and the group as a whole.

# Connection

→ During Mental Health Awareness week you spoke about change and leadership. Which is your vision about these topics? And in your opinion how can the leader influence the change?

Something I speak about often with the team, is the focus on bringing our 'authentic' self to work, to feel comfortable with each other. And this starts right from the top. I believe the family feel of our culture is deepened as a team by doing this. Because although we may be able to hold back change for a short time, our hastily built mental blocks will eventually break down and it's important our team understands, shows support and is willing to accept. I understood quickly that you don't have to be an expert in mental health to talk about it. COVID taught many of us this. One key significant step forward in both our Manchester and Luton office is we have trained mental health first aiders. Recently, everyone at Comelit PAC attended a workshop where we learn how to manage stress and anxiety in the workplace. The feedback was outstanding and shows how we need to continue to offer this type of support. We don't have to do all of it alone and we have to recognise that letting out emotions, even in the workplace, is healthy. Keeping them locked up for fear of seeming ungrateful, too negative or

**IT INTENDS TO ROCK THE MARKET AND INTRODUCE A SYSTEM THAT COMPETES WITH THE LEADING COMPETITION ON EVERY ELEMENT, FROM TECHNICAL SPECIFICATION, THROUGH TO COST STRUCTURE.**

'un-gentle' is hugely problematic. Again, a key approach is to lead by example. Having honest conversations and being open with your team gives them permission to do the same. I remain immensely proud to be part of the Comelit-PAC team, and passionate about continuing to build on our strong culture, looking to protect our physical and mental health.

→ **In January 2022, Comelit launched its new brand identity. As CEO of Comelit Group, Edoardo Barzasi commented: Our new identity does not mark a real before and after in the history of Comelit. Instead, it better represents Comelit existing values that make us so competitive in the market: a trusted company that values**



**'WITH YOU ALWAYS,' SPEAKS OF TOGETHERNESS AND RELIABILITY, A COMPANY THAT VALUES ITS PEOPLE. IT SPEAKS OF COMMUNITY. A FOCUS ON PEOPLE FOR ME, HAS ALWAYS BEEN ONE OF THE MOST IMPORTANT FEATURES OF A SUCCESSFUL BUSINESS**

**its people, whether that's customers, employees, suppliers or distributors. What does this change mean to your organization?**

'With you always,' speaks of togetherness and reliability, a company that values its people. It speaks of community. A focus on people for me, has always been one of the most important features of a successful business. But now, a robust wellbeing strategy is going to be even more critical. And this must cover physical and mental wellbeing. Having a powerful mantra "with You Always" needs to be more than just a strapline. We have seen this most predominantly in our acquisition, where we have worked hard to bring together two organisations to seamlessly operate as one. We have been on a big learning curve and worked hard to integrate the teams across our Manchester and Luton offices, combining our talents for the benefit of our business and our customers. We have invested

heavily to continue to meet the needs of our customers, right from initial design through to installation, monitoring and maintenance of works programmes. We have and continue to invest in additional positions of marketing, technical, sales and warehouse to support our objectives to lead the sector with an all-encompassing product portfolio. Alongside personnel, we have invested in our Luton headquarters. Offering high-end training facilities, we have extended our warehouse to enable us to hold much larger quantities of Comelit and PAC GDX stock. By increasing our inventory, it will enable us to deliver goods quickly and efficiently. We are also thrilled with the availability of our Manchester office which has been fully refurbished to become our centre of excellence for Access Control. As the natural home for the PAC GDX division, this is our focus for research and development, alongside marketing and sales support together with dedicated PAC and GDX customer and technical support. Overall, we believe that anyone who speaks to Comelit-PAC, should have access as a first port of call to a product specialist, who can offer support for a standalone or integrated system, whether this be for security or fire safety systems. And this can be at any stage of their journey from initial design, installation, monitoring or



maintenance. We can go with them on their journey and offer advice on reliability, scalability, futureproof technology, and design. We are a company that continues to grow and deliver to meet industry requirements for innovative security and fire safety products. And as

Comelit-PAC continues to evolve, I am passionate about our investment in people, and this is an ethos that I feel the complete leadership team follows me with. Together, we can deliver a complete service and do so confidently, in business together, and 'with you always.



# The recipe for continuous growth

For a company, growth is never a foregone conclusion. All the more so if this trend has been consistent for several years and if this growth comes with another goal, which is to increase the market share.



by **DEMETRIO TRUSSARDI**

Managing Director and Commercial Director of Comelit Italia

As we approach the end of 2022, I think it would be useful and important to take stock of Comelit's performance in the domestic market. While data are not yet conclusive, they nonetheless provide us with a sufficiently exhaustive and detailed overview of a task that saw our company's entire commercial department involved at all levels, which also had to deal with a number of external factors that played a role in this too. For instance, a conflict - the one caused by the Russian invasion of Ukraine - that has had and continues to have very serious consequences in terms of rising energy

and raw material costs, difficulties in procuring electronic components, and ultimately psychological effects such as concerns about the future.

I would like to start with an objective contextual element: the data provided by the FME (the federation of electrical wholesalers) updated as of the end of September. What strikes us most of all is the overall **growth of the electricity market**, which is up by **+34% in value over the same period last year** and is expected to reach and exceed €8.2 billion in total value by the end of 2022. Nevertheless, if we examine this

**IN ITALY, THE COMELIT BRAND IS GROWING AND GAINING SHARE OVER ITS COMPETITORS, PROVING THAT IT IS BECOMING A LEADING PARTNER IN THE ELECTRICAL EQUIPMENT DISTRIBUTION CHANNEL.**

figure in detail, we will notice that it is mainly influenced by the boom in photovoltaic-related products and by the rising cost of a raw material, namely, copper. As a matter of fact, the electrical equipment sector alone - not including accessories for photovoltaic systems - estimates a much smaller growth

of approximately 8-10% at the end of the year. But if we then focus on the two segments that most directly affect the fields in which we operate, we will notice that **communication-related products** at the end of October recorded a **1.8% increase**, while **security-related products** have grown by **5.7%**.



As a result of this market trend, Comelit has seen its sales in the communications segment increase by 3.4% and by 17.5% in the security segment. **Altogether, in Italy, our brand has grown by 12.4% and is gaining share over its competitors, proving that it is becoming a leading partner in the electrical equipment distribution channel.**

Based on data analysis, there are at least two 'critical success factors' that I would like to point out. First of all, the fact that **relationships with leading distributors have been strengthened**, which is based on ongoing relationships, nurtured at all levels, between Comelit and industry players. This relationship involves all those in charge of the various corporate departments as well as our partners. It is based on a tried and tested method: defining a shared goal at the beginning of the year and a strategic plan that involves scheduling operational activities and measuring the results achieved on a monthly basis, taking corrective action in a timely manner when necessary.

## +12.4%

THE GROWTH OF THE COMELIT BRAND IN ITALY IN 2022



**Strategy, organisation and professionalism:** these are the win-win elements of a successful relationship that produces mutual benefits.

The second reason has to do with Comelit's vision, which is perfectly expressed in our claim 'With You. Always'. A philosophy that sets us apart and that motivates each member of our organisation to **make all the people who make up our value chain the focus of their daily activities:** from **installers to electrical designers**, from electrical equipment **retailers to building managers**, right up to the **end user**.

For us, being there for those who turn to us is about putting all our energy into more than just offering innovative products that combine technology and design, and that are reliable and user-friendly. It is also about making sure that everyone feels assisted and supported, whatever their needs are and in every part of their job. This is the assurance that makes a partnership with Comelit profitable and rewarding and which also builds loyalty.

## 04 / THE CORE

# The future belongs to data-driven companies

TRANSLATING DATA INTO VALUE TO SUPPORT AND IMPROVE THE DECISION-MAKING PROCESS

Data are the thing that makes - and will increasingly make - the difference in a company's business. Until a few years ago, lack of data was a huge shortcoming for any company, but today companies have an endless amount of data at their disposal: for instance, the number and type of customers, the type of goods sold, and the amount and quality of the technical support provided.

These data originate from the company's various interactions with the outside world and are intrinsically diverse: in terms of origin (sales, marketing activities, promotional campaigns), in terms of content (master data, types of products sold, market trends), and in terms of the tools with which they are collected (CRM, other databases, management software). Here is an adaptation of a quote by the renowned mathematician Henri Poincaré, which clearly states what the challenge facing all companies today is: *'Value comes from data, as a house is made from stones. But a collection of data is no more a value than a heap of stones is a house'*. In order to **obtain tangible**



by **LUCA PEDRETTI**  
Strategic Marketing  
Manager at Comelit



IN ORDER TO OBTAIN TANGIBLE VALUE FROM ALL THIS DATA, IT IS NECESSARY TO CARRY OUT EXTENSIVE RESEARCH, PROCESSING AND ANALYSIS, AND TEAMWORK AND CLOSE COLLABORATION BETWEEN TEAMS, IN MANY CASES ALSO BELONGING TO DIFFERENT CORPORATE DEPARTMENTS, IS EVEN MORE IMPORTANT.



# The core



value from all this data, it is necessary to carry out **extensive Research, Processing and Analysis**, and **teamwork and close collaboration between teams**, in many cases also belonging to different corporate departments, is even more important. The data-driven approach is a journey that Comelit has decided to embark on and is working towards it internally by raising **awareness of its importance** and emphasising the instrumental nature of data analysis. Once it had become clear to us just how important data are, we worked, step by step, on equipping ourselves with the tools and processes that would enable us to collect them. The **Strategic Marketing** department is tasked with conducting internal and external research activities, led by Market Researchers, along with activities such as collecting data from the digital world, which were enhanced in the **Marketing Communication** department in order to analyse the online behaviour of

**DATA DRIVEN**  
**MAKES STRATEGIC DECISIONS BASED ON DATA ANALYSIS AND INTERPRETATION.**

our users and how they use our apps, with a special focus on the MyComelit app. The quantitative data collected in the CRM by the **Sales department**, combined with the qualitative data from the Marketing department will enable us to get a detailed profile of our customers (type of products purchased, purchase recurrence, value generated) with the ultimate goal of getting to know them better so that we can always be there for them.

We are currently experiencing **the true value creation phase**: data processing and analysis takes up a lot of time and requires **specific skills**. This is why Comelit has decided to include a new figure in the Strategic Marketing team, the **'Data Analyst'** (Marco Moraschini) who is tasked with analysing data on specific inputs so as to provide an analytical overview of the data, and with monitoring the various KPIs to check progress made when it comes to the company's macro-objectives. The aim of all these activities is to provide the company with analyses that will support the decision-making process so that real value is generated for customers and their needs, whether they are unexpressed, partly expressed or expressed.

We still have a long way to go when it comes to optimising this approach, but it is clear that **our customers' journey is a multichannel one**, and intertwining and analysing data is the only way we can understand their behaviour, with the ultimate goal of **providing a customised experience, actively involving them and helping to build their loyalty**.

## HUNTING FOR DATA

**EXTRACTED, PRODUCED, PROTECTED IN SPECIAL BANKS, SOLD AND BOUGHT: DATA ARE QUITE CLEARLY THE OIL OF THE NEW MILLENNIUM.**



by **MANUEL BORSATO**

Adjunct Professor of Budget and Business Planning at the Ca' Foscari University of Venice and Project Leader of Strategy Innovation

Extracted, produced, protected in special banks, sold and bought: data are quite clearly the oil of the new millennium. Let it suffice to say that the Big Data Analytics market is expected to reach **\$105.08 billion by 2027** with a CAGR of 12.3% for the entire forecast period from 2019 to 2027.

However, the comparison with black gold can only be made if we consider the value of the data. Transport velocity, volume, variety and veracity (4Vs) are the characteristics that completely set them apart from any other commodity, particularly tangible ones. In addition, there are still no rules or markets with set pricing mechanisms.

This is exactly why those who fully understand their potentials and are able to prioritise them in their entrepreneurial endeavours can not only **streamline business operations**, but also – and most importantly – **increase their competitive advantage** and **tap into new markets**: this is how *data-driven business models* are born. Every day there are companies that centre their value proposition around exploiting data. Just think of Airbnb or Uber for instance, which have based their services on creating a digital environment since they were founded as a startup; but we can also look at some examples of more mature companies that are capable of seizing the many different opportunities that digitalisation has to offer. One such case is that of giants such as Apple and Amazon, which focus on innovating their business model that revolves around Big Data in order to reach out to their customers by offering new services and products, and to generate additional revenue streams.



**THOSE WHO FULLY UNDERSTAND THEIR POTENTIALS AND ARE ABLE TO PRIORITISE THEM IN THEIR ENTREPRENEURIAL ENDEAVOURS CAN NOT ONLY STREAMLINE BUSINESS OPERATIONS, BUT ALSO – AND MOST IMPORTANTLY – INCREASE THEIR COMPETITIVE ADVANTAGE AND TAP INTO NEW MARKETS.**



Having mentioned these names, it is only natural to wonder whether implementing a data-driven business model can be an opportunity for anyone to innovate, or whether it is only within the reach of a limited number of businesses, depending on their size or sector.

Luckily, the answer is not as straightforward as you might think. The essential prerequisite is that in order to create a *data-driven business model*, we must acknowledge the fact that the information capacity of data is greater than the one from which the data were generated. That is to say, when looking at virtually any data, we can find an interpretation that makes it a valuable source of knowledge, in particular when combined with other available data. Consequently, the amount of information is just as crucial as the quality of its interpretation: any business, even small ones, can and must hone their skills in both respects.

Not surprisingly, the first step towards a *data-driven* innovation of a business model generally coincides with the **digitalisation of processes** (both internal and external), **of products and relationships**, especially with customers, in order to increase the volume of business data, even irrespective of their immediate usefulness. This is why it is crucial to focus on five operations and how they are carried out:

- **data generation**, creating the largest possible amount of corporate data;
- **data collection**, effectively and efficiently collecting all potentially accessible data;
- **data integration**, linking the data collected so that they can be contextualised and transformed into information;
- **data visualisation**, representing information visually in order to select only what is

important;

- **data analysis**, processing selected information in order to turn it into knowledge that can be used to guide business decisions.

Once we have learnt how to turn downstream relationships into useful data, it is relatively easy to adapt the process to relationships with suppliers and, with a higher degree of complexity, to resources.

By doing this, we can actually establish a **data-driven business model**. **Scientific research has identified three of them, depending on what the focus is when using data: smart customer experience, direct monetisation and indirect monetisation.**

In the first case, data is used to **improve the customer experience** on a sensory, emotional,

# 105.08

*/BILLION DOLLARS/*  
**THE VALUE THAT, ACCORDING TO FORECASTS, THE BIG DATA ANALYTICS MARKET IS EXPECTED TO REACH BY 2027**



**EACH COMPANY MUST FIND AN EFFICIENT MODEL THAT WILL ALLOW IT TO TURN DATA FROM A MERE COST ITEM FOR ARCHIVING INTO A REAL STRATEGIC ASSET. IN FACT, THE STREAM OF INFORMATION BEING CREATED IS CONTINUOUS: YOU JUST HAVE TO FIGURE OUT HOW TO TURN IT TO YOUR ADVANTAGE.**

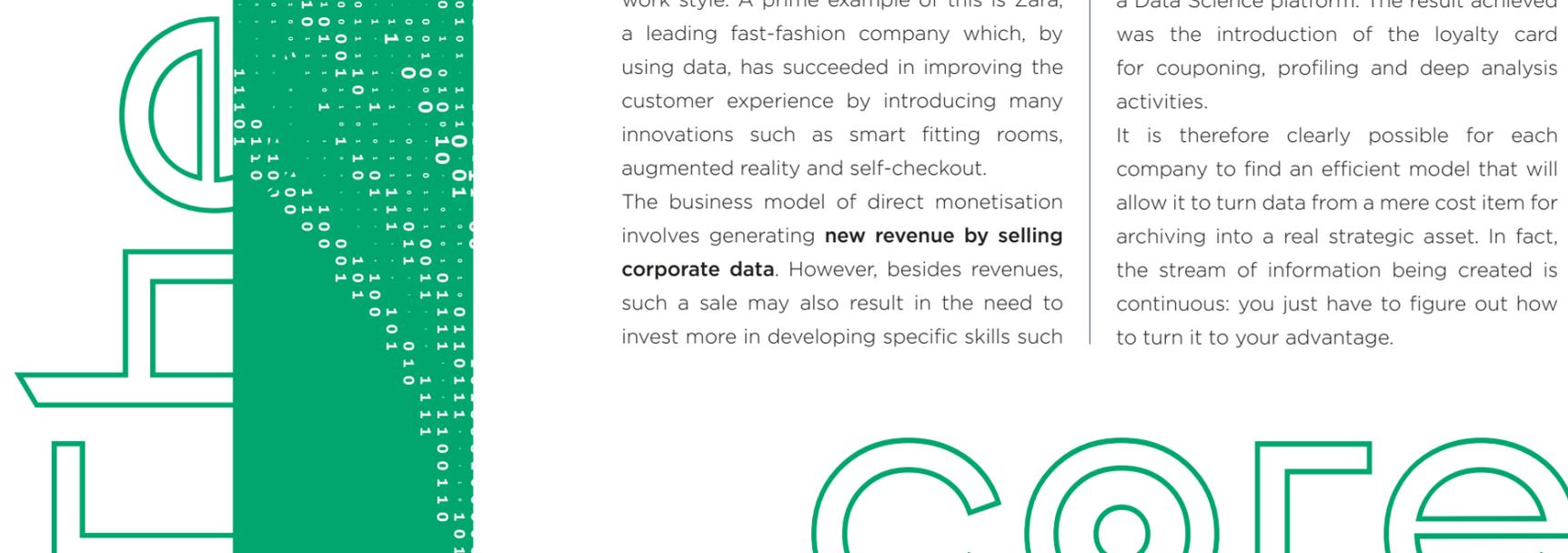
intellectual, social or spiritual level. The key point of this business model is the shift in the offering to the customer, whereby goods or services become an experience or even a transformation, when such repeated experiences result in a change of lifestyle or work style. A prime example of this is Zara, a leading fast-fashion company which, by using data, has succeeded in improving the customer experience by introducing many innovations such as smart fitting rooms, augmented reality and self-checkout.

The business model of direct monetisation involves generating **new revenue by selling corporate data**. However, besides revenues, such a sale may also result in the need to invest more in developing specific skills such

as data analysis, pre-sales and after-sales services. If data becomes the primary product, the company also becomes a **data provider**; nevertheless, we should also mention the fact that, in many cases, direct monetisation can be a secondary source of revenue, which can be used to pay off investments made in developing the indirect monetisation model. This diversification strategy is quite common in businesses that operate in fields such as telecommunications, finance and large-scale retail trade, since they are able to collect large amounts of data.

Ultimately, through indirect monetisation, the information that is collected, integrated and analysed by digital technologies can be used to improve products and the customer journey and to fine-tune business processes. Therefore, in this case, even more than in the previous cases, **data** become a **strategic asset** that can be exploited to improve the current business model or to redesign it. A shining example is that of PAM Group, a large retail company that wanted to map consumer behaviour in order to better target its commercial offers, which is why in 2008 it entered into a joint venture with Dunnhumby, a Data Science platform. The result achieved was the introduction of the loyalty card for couponing, profiling and deep analysis activities.

It is therefore clearly possible for each company to find an efficient model that will allow it to turn data from a mere cost item for archiving into a real strategic asset. In fact, the stream of information being created is continuous: you just have to figure out how to turn it to your advantage.



# Cyber security: the Italian commitment to national security

A NEW CHALLENGE FOR ITALY



At a time when cyber security is such a strategically important area, both nationally and internationally, Italy is facing some major challenges, and the gap to be bridged is also huge.



by **DANIELE NARDUZZI**

Strategy & HR Director  
at Cy4Gate Group

In fact, Italy is among the European countries that have the lowest rate of digitalisation and security, and for this reason not only companies but also, and especially, institutional players will need to invest substantial resources. Fortunately, the relevant decrees and measures enacted over the last few months are specifically aimed at providing full and sustained support to the cyber sector, which is also allowing the domestic industry to see daylight. Aside from the regulatory measures that the country is putting in place, it is clear that an effort is being made to allocate financial resources in order to meet specific requirements in the cyber sector. We can refer to the forecast of reserving a share percentage of the annual gross national investments (equal to 1.2%) to achieve **technological independence** and to **improve cyber security** for national information systems, along with funding from programmes such as 'Horizon Europe' (€95.5 billion from 2021 to 2027) and 'Digital Europe' (€7.5 billion for the same period), which the National Cybersecurity Alliance (NCA) will be required to oversee in its capacity as National Coordination Centre.

We should also mention the well-known strategic tool of the NRP,

which is set to allocate €623 million between 2021 and 2026 to the NPC (as implementing party) for the implementation of specific projects aimed at creating and developing cutting-edge products and services for managing cyber risk. These funds will certainly not be enough to bring Italy in line with European and global best practices in the short term, but they do mark a significant step forward in modernising and securing the country's IT and OT infrastructures. An additional indication of Italy's commitment to cyber security is the fact that, at the beginning of July, the National Assessment and Certification Centre (CVCN) was set up and became operational at the ACN (National Cybersecurity Agency): this is a crucial step towards accomplishing the

**ASIDE FROM THE REGULATORY MEASURES THAT THE COUNTRY IS PUTTING IN PLACE, IT IS CLEAR THAT AN EFFORT IS BEING MADE TO ALLOCATE FINANCIAL RESOURCES IN ORDER TO MEET SPECIFIC REQUIREMENTS IN THE CYBER SECTOR.**

# the customer



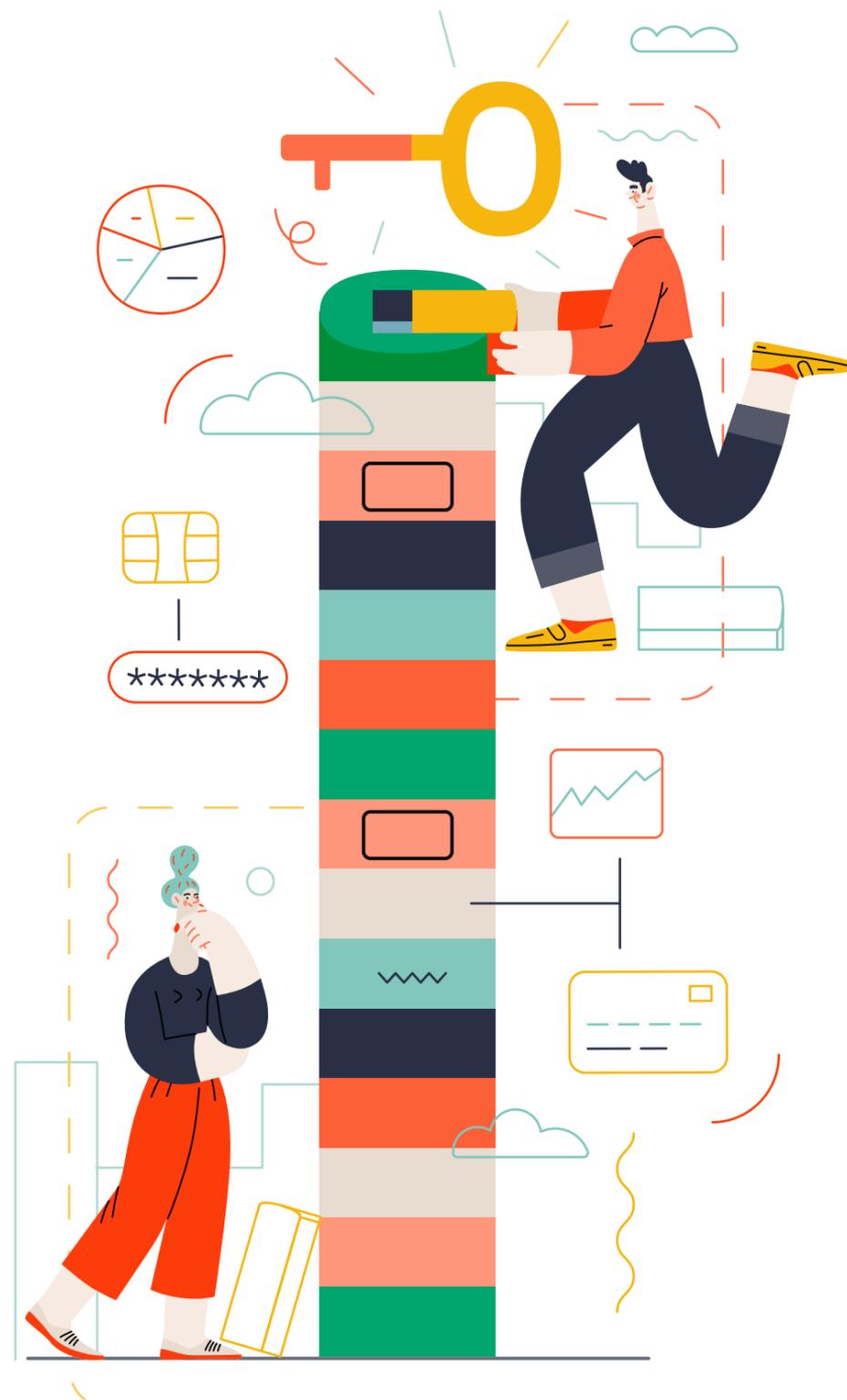
Agency's institutional mission, which is to increase the country's overall cyber resilience by strengthening its cyber defence capabilities.

Specifically, the CVCN is intended to strengthen and implement the so-called **National Cybersecurity Perimeter**, a 'perimeter' made up of all the institutions and companies which, by decree of the Presidency of the Council of Ministers, have been included in the list of national 'critical infrastructures': these are bodies on which the provision of a service or the performance of a task that is vital for the State depends. In fact, the CVPC will be in charge of ensuring that the institutions included in the perimeter equip themselves with **technologies and products that meet specific cyber security criteria**, ensuring standards are met such as being highly resilient to attacks. In addition, the Centre itself will be entrusted with the task of issuing cyber security certifications, based on the best existing standards or drafting its own if the existing ones should prove inadequate. The CVCN will provide valuable support for **strengthening the 'cyber shield'** along the perimeter and it will also play a key role in enhancing national expertise on the capability of assessing technologies in this specialised domain.

The latest official findings from the Annual report on information

**PUBLIC ADMINISTRATION IS A PRIME TARGET OF BOTH NATIONAL AND INTERNATIONAL THREAT ACTORS AND, UNFORTUNATELY, PUBLIC INSTITUTIONS DO NOT YET HAVE THE EXPERTISE AND TECHNOLOGY REQUIRED TO BE ABLE TO PROPERLY DEAL WITH THESE THREATS.**

security policy show that, in 2021, cyber attacks also continued to mainly target the IT infrastructures of Public Administration (69% in total, although they have decreased by 14 percentage points compared to 2020). Malicious activities targeting Public Administration mainly involved government institutions (as many as 56%, up by 18% over 2020), the IT infrastructures of local authorities, and healthcare facilities (the latter amounting to 30% out of a total of 69%). The remaining 31% of the attacks involved private individuals. Consequently, it is clear that **Public Administration is the preferred target of national and international threat actors**. Unfortunately, at present, public institutions are not yet equipped with the expertise and technologies required to be able to appropriately deal with such threats – especially new-generation threats – which are becoming increasingly frequent and sophisticated, and particularly devious too. In order to tackle these critical issues, one of the most promising strategies is to **develop cyber intelligence modules**, which can be integrated in a single suite using state-of-the-art technologies and **supported by dedicated artificial intelligence algorithms**. The system developed by *Cy4Gate*, for instance, is the brainchild of a collaboration with industrial



partners and academic and research institutions. Its aim is to provide structured decision intelligence to the buyer administration for big data analysis by using the AI algorithms required to turn data into valuable insights. These will enable operators to obtain information for the purpose of providing – among other things – a detailed overview of emerging threats and how we can respond to them so that we can avoid a potential cyber attack and limit its scope if it is carried out successfully.

Basically, the challenges facing Italy in the field of cyber security are numerous and considerable; these certainly include national strategic autonomy, which is one of the pillars of the **'National Cybersecurity Strategy 2022-2026'**. In fact, the previously mentioned strategy document identified three **key goals to be pursued: protection, response and development**. It is precisely with the 'development' goal that Italy seeks to respond to the emerging need, both nationally and across Europe, to develop the ability to create appropriate digital technologies, implement advanced research activities, and boost industrial competitiveness, so that businesses can address the new demands of an ever-changing and dynamic market.



# CYBER SECURITY: A PRIORITY AND AN ONGOING CHALLENGE

**IN ORDER TO WIN IT, WE CREATED OUR PROPRIETARY  
COMELIT CLOUD AND OUR SERVERS TO FRANKFURT**



**by MIRKO BONADEI  
and GIOVANNI DI  
CAIRANO**

Chief Architect at  
Comelit and Product  
Manager and Marketing  
Researcher at Comelit

'For Comelit, **cyber security is a priority**,' says **Mirko Bonadei, Chief Architect of Comelit**. 'We put a lot of effort into making sure our systems are increasingly secure through strict protocols.' When it comes to data security, one area that is particularly sensitive is CCTV. 'The video surveillance sector used to be very much a Closed Circuit, as implied by the two CCs of the acronym,' says **Giovanni di Cairano, Product Manager and Marketing Researcher at Comelit**. 'This is no longer the case now, since the "circuit" is no longer closed, data is transferred to the Cloud via the network, and the network frequently risks being an "open door" for anyone who has malicious motives. **Now more than ever, IT security has become a necessity.**'

In order to offer increasingly secure products, Comelit has **invested resources and expertise** and put in place a number of measures to **implement the best possible solution**: 'First of all, we have imposed limitations on operations carried out by third parties - product suppliers - by requiring higher standards than those normally applied,' Bonadei explains. We have created a **new Comelit Cloud platform which is located in Europe, in Frankfurt**, with extremely secure protocols and, most importantly, fully owned by Comelit, an Italian company that has no obligations or advantages in sharing data

**IN ORDER TO OFFER  
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IMPLEMENT THE BEST  
POSSIBLE SOLUTION.**



with third parties. Moreover, **multi-regional back-up and disaster recovery systems** have been implemented: in fact, the redundancy of the systems allows us to improve data availability also in case of unforeseen events. But we did not stop there and have started **monitoring activities on the platform through Artificial Intelligence systems** that monitor access and account activity on the platform itself and which are able to detect **not only intrusions**, that is, attempted unauthorised access, but **also behaviour that is not in line with individual account authorisations**. This means that if someone were to use an account to do things that type of account does not normally do, the event will be detected and reported.' Not only are operators/accounts constantly monitored, but the infrastructure itself also regularly undergoes **vulnerability tests** to check whether adequate security is in place to deal with new potential threats.

The three principles of cyber security are **confidentiality**, in the sense that only those who are authorised should be able to access data, **integrity**, i.e. data must be stored without being manipulated, and **availability**: data must be accessible and available as soon as possible. 'Should the Comelit infrastructure, for any reason, fail or be damaged, 99% of it will be rebuilt automatically, minimising human intervention and human error,' Bonadei explains.

**CHOOSING COMELIT MEANS CHOOSING A COMPANY THAT HAS MADE IT A PRIORITY  
TO KEEP ITS CUSTOMERS' DATA SECURE AND PROTECTED BY INVESTING RESOURCES  
TO MANAGE AND PROTECT SUCH DATA IN A RESPONSIBLE AND TRANSPARENT WAY,  
WITHOUT GOVERNMENT-MANDATED SHARING.**



**Find out more  
about Comelit  
CCTV & cyber  
security**

# Trade fairs in a word? *Relations*

LIGHT + BUILDING IS BACK AS AN IN-PERSON EVENT: THE WORLD'S LEADING TRADE FAIR FOR LIGHTING AND BUILDING SERVICES TECHNOLOGY

**'With trade fairs, the *real work* begins once they end: when entering the new contacts we made into the CRM or updating notes on long-standing customers and reflecting on the impressions we got from the event.'**



by **PIERLUIGI MONTICELLI**  
Export Area Manager  
Comelit

Pierluigi Monticelli, Export Area Manager of Comelit, has just got back from Light + Building: the world's leading trade fair for lighting and building services technology, which was held in Frankfurt at the beginning of October, after being postponed several times due to the pandemic. 'We had been waiting for it to be back as an in-person event for such a long time,' Monticelli says. 'During the Covid pandemic, only a few virtual trade fairs were held: there is nothing better than being able to physically attend an event such as this one. Maybe sometime in the distant future, as the metaverse continues to develop, but not now. **Trade fairs are all about**

**THE MOST IMPORTANT THING IS TO ALWAYS BE ENTHUSIASTIC ENTHUSIASTIC, AND TO BE WILLING TO TALK TO PEOPLE ABOUT OUR COMPANY AND LISTEN.**



**relations: with existing and potential customers and with the staff of local branch offices.'**

The trade fair sector is very diverse, which is why it is best to **choose trade fairs carefully**: 'To find the "right" trade fair, the one that will maximise goals,' Monticelli explains, 'you can rely on your experience, data or whether competitors and partners will be attending, but I always recommend **going in person**. The climate and the tone of the relationships that you can establish can be sensed right away, and this information is very useful as it can help you decide whether you should participate as an exhibitor in the next edition.'

Besides being a means, trade fairs, however, are not just a promotional activity that is part of a company's strategy, but are so much more: 'The fact that participation in a trade fair was successful can be interpreted in a number of ways, since it is a means that lends itself to **different ends and different goals** in relation to the product and relationships, both internal and external. As for the product, the goal is intuitive: **to showcase new products**, highlight the comprehensive nature and integration between the various product families, explain how to use and programme it, and the appropriate price-performance ratio. But trade fairs are **also essential for internal relations**: for example, to team up with local branch offices and

get to know them better. Moreover, they are of paramount importance for maintaining **relations with customers**, both longstanding ones, to renew their loyalty, and potential ones. Trade fairs also prove useful for **monitoring the competition**.'

While trade fairs are mainly about relations, it is also useful to plan side events to cement them. Customers tend to fondly remember side events, since they are an opportunity for them to get to know each other better and they are also highly successful. It is important to pay special attention to detail when planning participation in a trade fair, and scheduling meetings and activities is also essential. The most important thing is to **always be enthusiastic enthusiastic, and to be willing to talk to people about our company and listen**. We should also bear in mind that a trade fair is just like sowing seeds: if we want to reap the fruits, we will then need to work hard.



**Comelit at Light + Building 2022**

# The Card



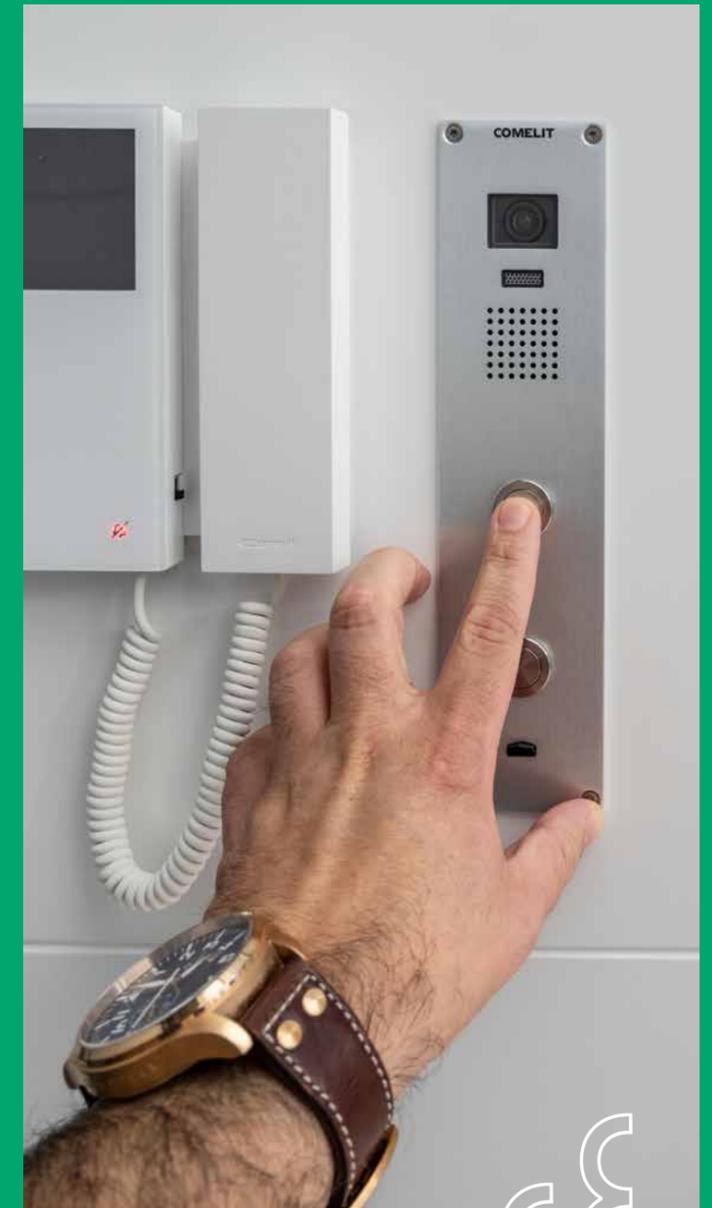
# Comelit at Light&Building



#Comelitandyou  
#Comelitrelation



#Wearrelation  
#Peoplesource



#ComelitWithYouAlways  
#standtogether



# COMELIT MAIN PARTNER OF THE TEDXBERGAMO 2022 EVENT — OXYGEN

“IDEAS WORTH SPREADING”



Comelit joined **TEDxBergamo** for the 2022 edition. The seventh edition of the multidisciplinary conference, organised by the cultural association X Bergamo ETS and featuring various speakers and performers, was held on 25 September at the Donizetti Theatre, and had OXYGEN as its theme. ‘Comelit decided to associate its brand with the TedxBergamo event, since it **perfectly reflects the brand’s philosophy** and strongly believes in

the value of its formula: **‘ideas worth spreading’**. What is more, there is a desire to **support local initiatives** that make our area more appealing and create an environment that attracts **new talents**. We want to help disseminate new trends and lead the way in **encouraging discussions on new opportunities** that can improve the quality of life,’ explains **Silvia Brasi, President and HR Director of Comelit Group**.



‘The theme of this edition, OXYGEN, is particularly important to us,’ continues Silvia Brasi. **‘We are aware of what ‘oxygenates’ us** and it is truly vital for us: it is **all the people revolving around our company**: our **employees** who play a major part in the growth process that our company has undertaken, our **customers** who decide to place their trust in our company, and our **partners** who constantly support us. But there is more, since for Comelit OXYGEN also embodies the need to **make sure sustainability is at the heart of a company’s strategy** - in all its aspects, i.e. economic, social and environmental. This commitment is reflected in the choices we make on a daily basis, and is a tangible and original interpretation of the concept of closeness expressed in the claim ‘With You. Always’. Therefore, supporting TEDxBergamo OXYGEN is an opportunity for Comelit to share ideas, get a change of scenery, engage in dialogue with other companies and explore together new insights and possible ways of tackling present and future challenges. ‘So we managed to **get our employees involved** in a summer contest, and they won **10 exclusive tickets** for the event, which normally sell out within a couple of days. We asked them to take a picture related to the theme of sustainability and to send it to us along with a brief motivation. The winners, who were in the spotlight at TEDx Bergamo, were chosen by an open vote. Once again, ‘With You. Always,’ Silvia points out.

# A Comelit smoke detection system in the Nike store at the Orio Center

SECURITY, RELIABILITY AND EXPERTISE WERE THE KEY REASONS FOR CHOOSING OPRANDI SRL, WHICH TOOK CARE OF THE INSTALLATION

‘Just do it!’: so goes the slogan of Nike, a company that knows a lot about branding, and ‘With You. Always’ is the slogan of Comelit, which supplied Oprandi srl with a smoke detection system for the Nike shop at the Orio Center. The company chose to rely on Comelit and its 30 years of experience in researching and developing fire detection systems.

The main purpose of these systems is to ensure that people and property are kept safe, and Comelit makes its most advanced and innovative technologies available to installers in order to always ensure **safety and comprehensive support**, from the design stage right through to putting the system into operation.

The flagship shop at the Orio Center was restyled, including the systems and, in particular, the smoke detection system. ‘The company that was in charge of the restyling, Oprandi S.r.l.,

got in touch with us,’ explains **Stefano Ranica, Product Specialist at Comelit**. We immediately got down to business to evaluate which kind of system could ensure **the best possible efficiency and effectiveness**’.

The system consists of several point alarms anchored to the ceiling, manual detection buttons, optical and acoustic signs, and a fire detection control panel from the **LogiFire** series, certified to **EN 54-2** and **EN 54-4** and, most importantly, compliant with **EN54-13**. This last certification in



## EN54-13

CERTIFICATION THAT SPECIFIES AND CERTIFIES THE REQUIREMENTS FOR COMPATIBILITY AND THE OPTIONS FOR CONNECTING THE COMPONENTS OF A FIRE DETECTION AND ALARM SYSTEM

CERTAIN VIDEO SURVEILLANCE CAMERAS HAVE A VIDEO ANALYSIS FUNCTION, WHICH IS A SMART SYSTEM THAT MAKES IT POSSIBLE TO ANALYSE THE RECORDING IN REAL TIME.

particular is extremely important and distinctive, in that not many producers are offering it. **What is the advantage for installers?** Standard EN54-13 specifies and certifies the requirements for compatibility and the options for connecting the components of a fire detection and alarm system. **As a result, system integrity and functionality are guaranteed** by the certification, with no need for professionals to perform additional checks. **The LogiFire range received** this very important certification, which is also mentioned in the Fire Prevention Code, Chapter S.7.5 IRAI Systems (Fire detection and alarm



systems), as a **mandatory** requirement for the solution to be considered compliant in terms of proper design, installation and operation of the fire detection system.

'The devices are connected in a single loop, but each device has a mechanism which, in the event of a fault, makes it possible to isolate the faulty element without compromising system operation,' explains Ranica. 'Similarly, the device that caused the problem can also be identified in order to locate the source of the problem and promptly take action.'

**All-round safety:** if smoke is detected, the system not only triggers the alarm, but also shuts off the air conditioner in order to prevent a fire from starting.

**Optimising resources and ensuring safety:** these issues are at the heart of Comelit's projects: 'By implementing such a system, we were able to use fewer metres of cable than would be required for a conventional system, and this also increased safety in the shop,' adds Ranica. 'Of course, the system's implementation method was agreed with the **Scandella Giancarlo**



**'THE OPPORTUNITY TO WORK WITH AN EXPERIENCED PRODUCT MANAGER AND TO DEVISE AN INNOVATIVE SOLUTION TOGETHER THAT WOULD MEET BUDGETARY CONSTRAINTS AND PROVIDE A BETTER SERVICE WAS A WIN-WIN FOR US.'**

**Mattia Oprandi, Owner of Oprandi S.r.l.**

partner studio, which took care of designing the system.'

It is also worth mentioning the fact that the materials used by Comelit are extremely ductile: 'the sensitivity of the point alarms can also be set up differently so that even more stringent parameters can be set when the shop is unattended,' explains Ranica, 'which is a huge

advantage of this range.'

**Mattia Oprandi, owner of Oprandi S.r.l.** is also pleased to have had the chance to work with Comelit: 'The opportunity to work with an experienced product manager and to **devise an innovative solution together that would meet budgetary constraints and provide a better service** was a win-win for us.' Originally derived from an earlier company, Oprandi S.r.l. is not a typical startup, but despite being only one year old, it is able to rely on experienced, skilled staff and has many long-standing relationships. 'We are very pleased with the system that was installed,' Oprandi concludes, 'and I also think it is worth pointing out that **the materials were delivered on time**. No difficulties were encountered with supplies, which is crucial as this enables us to honour our commitments to the customer and to better organise work in the shop.'

# In Bangkok, luxury chooses Comelit

A VIDEO DOOR ENTRY SYSTEM FOR THE NARASIRI KRUNGTHAP KREETHA RESIDENTIAL COMPLEX

Think of a residential complex consisting of 86 single-family villas in 'Renaissance Revival' style, as seen in New York in the late 19th-century, which is built on an area of more than 9 hectares, with a 16,000-square-metre park, swimming pools, a clubhouse, and an Alice in Wonderland-inspired playground. Just picture this in your mind: the metropolitan area of Bangkok, Thailand's most populous city and one of the most economically dynamic cities in South East Asia.

You are picturing **Narasiri Krungthep Kreetha**, a residential complex designed and built by the **Sansiri Group**, Thailand's leading luxury and super-luxury property developer. In over 38 years of experience, the Sansiri Group has worked on more than **300 real estate projects** in all segments, totalling 15 million square metres, providing not only housing by building homes for more than **300,000 families**, but also experiences, comfort and well-being.

When installing the video door entry system in the new complex, Sansiri turned to the system integrator Virasa Corporation, which chose Comelit as its partner for this prestigious project.

This luxury complex posed quite a challenge, since the individual residential units are far away from the main entrance where the porter's lodge is located, and features a massive 12-metre gate from which herringbone brick-paved driveways branch out to the housing units and all the main services. The solution offered by Comelit was to **install a wireless system** that not only made it possible to **avoid the need for kilometres of cabling**, but also to **speed up the installation process**.

In the porter's lodge, the **316 touch IP entrance panel** and a porter switchboard, connected to the multi-user gateway, and a broadband



155,230

/SQUARE METRES/  
THE SIZE OF THE NARASIRI  
RESIDENTIAL COMPLEX

314

FLATS MANAGED BY INSTALLING  
THE COMELIT WIRELESS SYSTEM

**THE SANSIRI GROUP, THAILAND'S LEADING LUXURY AND SUPER-LUXURY PROPERTY DEVELOPER, HAS CHOSEN COMELIT AS ITS PARTNER TO INSTALL A VIDEO DOOR ENTRY SYSTEM IN ITS NEW COMPLEX, NARASIRI KRUNGTHAP KREETHA.**

router were installed, which allow the residents' internal units and Comelit apps to connect via the IP network. Each villa was equipped with a **Visto IP**: a smart, wall-mounted doorbell with a call button, wide-angle camera, speaker and microphone, and a **Maxi ViP Wi-Fi** internal unit was installed on each floor, which makes it easier to communicate with the porter.

**A smart video door entry system that keeps residents safe:** visitors can ring the bell on the external unit located at the entrance gate and the call is transmitted, via the gateway, from the porter switchboard both to the Maxi internal unit on the floor in question and to the Comelit app on the resident's smartphone, which is alerted that a visitor has arrived. After entering the complex, visitors can contact their host directly thanks to the **Visto doorbell** that each single-

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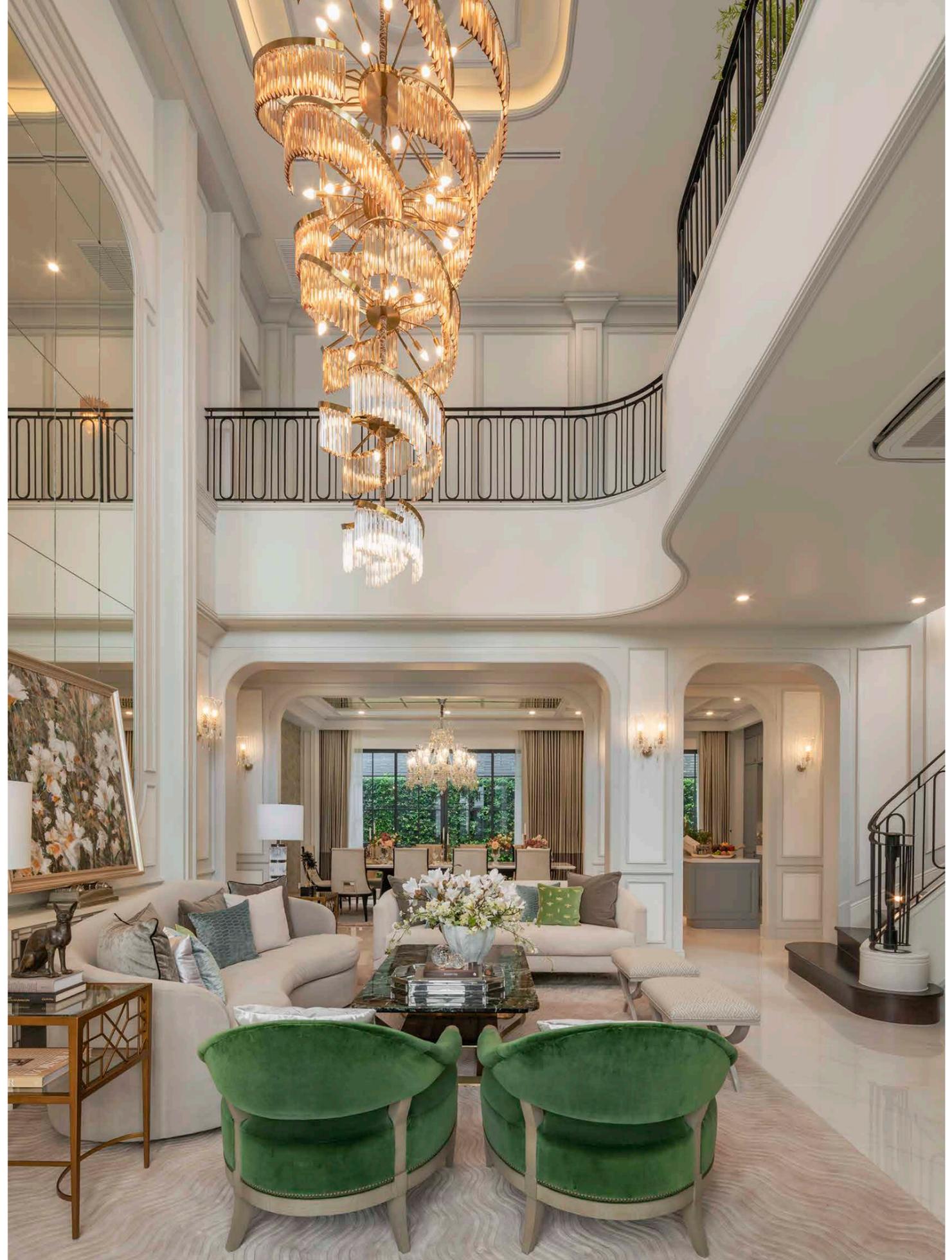


family villa is provided with. Naturally, communication also works the other way round: residents can contact the porter switchboard from their Comelit app or from the Maxi internal unit located on their floor.

Visara Corporation and Sansiri Group Thailand will continue their collaboration in **2023** for other residential complexes, including the **Narasiri Phaholyotin**, for which Visara has once again suggested installing Comelit video door entry systems.

Reliable partnerships are crucial to achieving ambitious goals: Comelit is well aware of this, which is why every day it supports its customers not only by providing cutting-edge solutions, but also – and especially – dedicated quality services.

‘We have been working with Virasa for quite a few years now,’ comments **Gianluca Ferretti, APAC Regional Manager at Comelit**, ‘and I have to say that they have always been extremely professional and capable of providing their customers with innovative solutions. We also installed several systems for the Sansiri Group in the past, including The Line @ Chatuchak, an 841-unit vertical apartment building. However, **the wireless video door entry solution used in Narasiri Krungthep Kreetha marks a new frontier for horizontal residential villages**, which can often be found not only in Thailand but also in Malaysia and Indonesia.’ Moreover, with **the system management platform**, which is available in a mobile version in the MyComelit app and in a web version in the private area of the website dedicated to professionals, Comelit offers Virasa and all installers an extremely useful tool for monitoring and servicing installed systems remotely.



# The evolution of Comelit video surveillance

INFINITE SOLUTIONS CAN BE MANAGED FROM A SINGLE PLATFORM

A proprietary cloud based in Frankfurt and a new entry-level video surveillance range, the Next series, fully compatible with the Advance professional range.

Comelit has launched **Next**, its new video surveillance series, in all markets: a range of products specifically designed for small and medium-sized systems, such as residential users, offering **ease of use and simple installation and connection** as well as **professional Deep Video Analysis functions**.

Therefore, **Flexibility, integration and security** are the main features of the new range, which is natively connected to **Comelit Cloud**: the new proprietary platform located in Frankfurt that enables data to be managed in a fully autonomous manner, with no obligation or interest in sharing data, ensuring **secure connections, increased protection of sensitive data** and, on the whole, a **very high standard of protection**.

With resolutions up to 4K, several camera models, housings and recording machines up to 32 channels, the Next series brings with it another new key feature: its perfect **integration with the Advance series**, Comelit's high-end product range, which is suitable to be installed in large facilities such as hospitals or airports.

NEXT, THE NEW VIDEO SURVEILLANCE SERIES OFFERS A RANGE OF PRODUCTS SPECIFICALLY DESIGNED FOR SMALL AND MEDIUM-SIZED SYSTEMS, SUCH AS RESIDENTIAL USERS, OFFERING EASE OF USE AND SIMPLE INSTALLATION AND CONNECTION AS WELL AS PROFESSIONAL DEEP VIDEO ANALYSIS FUNCTIONS.



4K — THE RESOLUTION OF RECORDINGS

32 — RECORDING MACHINE CHANNELS



by GIOVANNI DI CAIRANO

Product Manager and Market Research at Comelit

# Champion



Discover all  
the products in  
the Next range

Giovanni Di Cairano, Product Manager and Market Research at **Comelit** - 'Now that the Next series has been introduced to replace the previous entry-level range, **integration and communication between the two ranges is extremely simple**, not only from a technological perspective but also in terms of design, which means that we are able to offer customised, high-performance, cutting-edge solutions.'

**Advance and Next, directly from a single platform, a single App and a single VMS.** It will therefore be possible to combine the series in any number of ways, partly due to the fact that the two ranges are very similar in appearance, since they have the same housing and accessories. This major innovation will allow all kinds of professionals to meet **all their customers' requirements**, whether technological or economic, since the systems that Comelit supplies are **highly customisable**.

Another new feature is the option of managing the Comelit video surveillance systems, both Next and Advance, via **Comelit App** too. This app is dedicated to end users and can be used to **manage all Comelit product families**: video door entry, anti-intrusion and home automation systems, and now even video surveillance systems.

Secure, compatible, flexible and easy to use: the Next series is yet another step towards effectively meeting customer requirements and, most importantly, **ensuring security for people, environments and even the most sensitive data**.

**ADVANCE AND NEXT,**

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Advance  
Next

WITH  
YOU  
ALWAYS

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