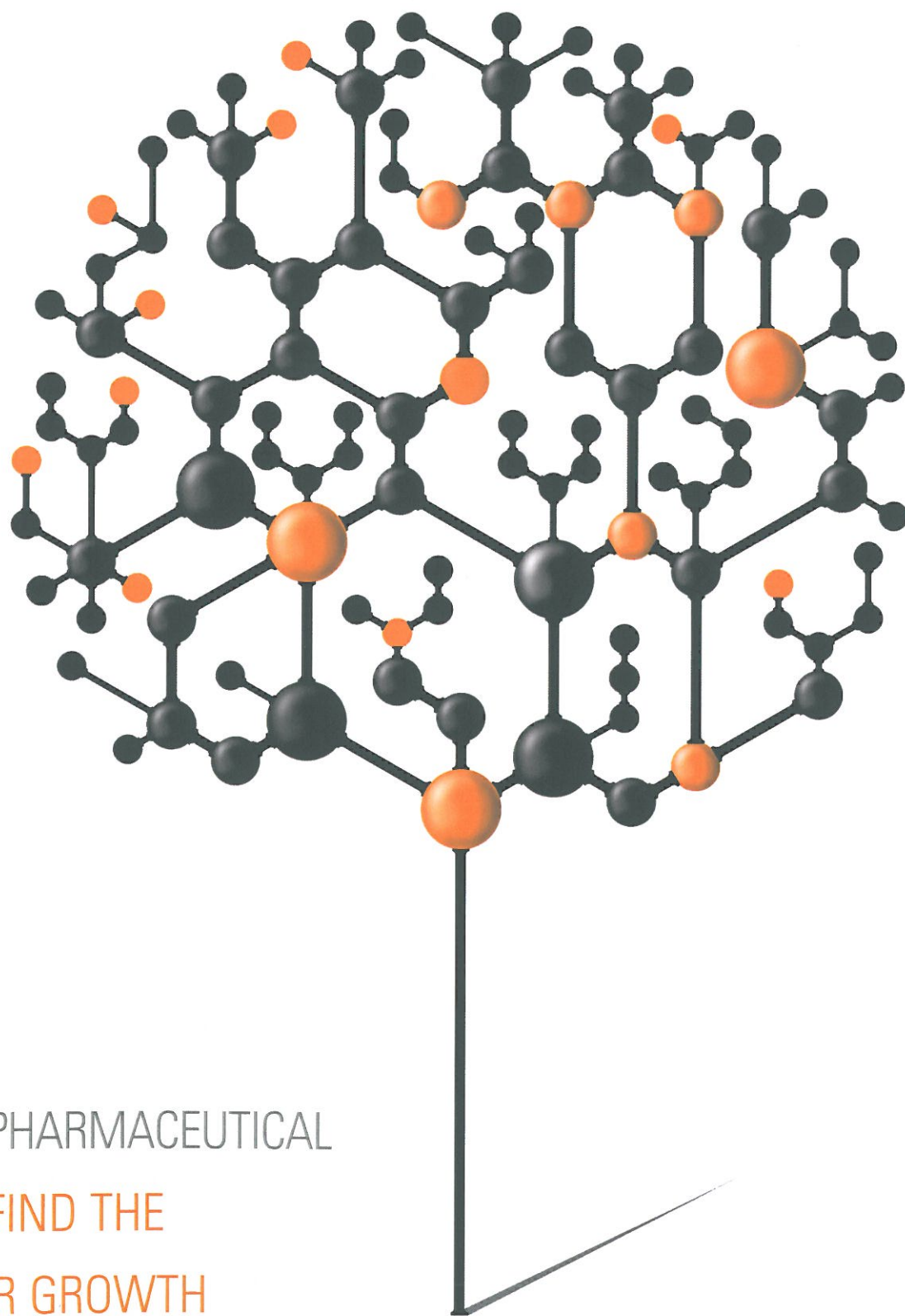


# (inside) industry



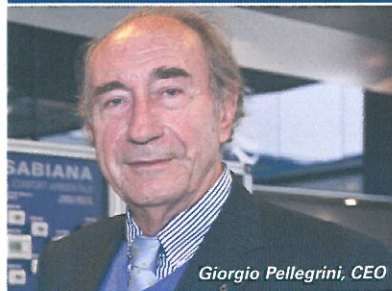
CHEMICAL & PHARMACEUTICAL  
INDUSTRIES **FIND THE**  
**FORMULA FOR GROWTH**

CHEMSPEC EUROPE  
**GIVES EXHIBITORS  
WHAT THEY WANT**

DOW EUROPE  
**AN EXAMPLE OF  
EXCELLENCE IN SCIENCE**

FERTIN PHARMA  
**STEPS OUT OF  
THE SHADOWS**





Giorgio Pellegrini, CEO



# HEATING THE NEST OF A GIANT AND KEEPING AN ICE RINK WARM....

*By combining constant product development with an endless focus on customer satisfaction, Sabiana, a leading Italian company in the field of innovative heating and air conditioning equipment, continues to achieve excellent results whilst challenging the crisis. Filomena Nardi interviewed CEO Giorgio Pellegrini to find out about the latest news.*







**W**hen Sabiana found out that its heating system designed with Duck Strip radiant panels for an ice rink in South Korea had received an award from the local authorities at the beginning of this year, Mr Giorgio Pellegrini, declared, "I can't deny that I was very pleased, but not surprised." This accolade is the latest of many achievements Sabiana has received in its proud 84 year history. The CEO proceeded to explain the challenges faced, and accomplished on a project of such magnitude. "South Korea is getting ready to host the 2018 Winter Olympics and this includes the construction of a series of ice rinks," he said. "One of the technical problems in these types of buildings is to heat the environment

without melting the ice. Thanks to our Duck Strip radiant panels we have managed to overcome this issue and the excellent solution has been rewarded with a commemorative plaque which was handed during the opening ceremony of the entire structure." But how is it possible to heat the atmosphere without melting the ice? "Sabiana's radiant panels are based on the direct radiation theory," explained Mr Pellegrini. "In the same way as the sun works, our radiant panel emits the radiation towards the exact direction that it is pointing at. This specific feature allows it to determine, with great accuracy, which areas must be heated whilst leaving out those that must remain cold."

### Keeping the Nest Warm

Away from conquering ice rinks, Sabiana has recently warmed the nest of a giant. 'Le nid du géant' (the nest of a giant) is not a mythical creature, but how French author Jean-Christophe Nothias describes the assembly site of the new aircraft Airbus A380 in Toulouse. "We have also used the Duck Strip for the heating system of the hangar where the Airbus 380 is assembled, which is known as the giant of the skies and is the world's biggest and heaviest airliner ever built," continued Mr Pellegrini. "Here, in this building, which is specifically designed with the most advanced construction techniques, our panels were installed at a height of over 40 metres. Instead of unnecessarily heating all of the million







cubic metres of air present in the hangar, our system simply warms up the layer of air overhanging just above the people assembling the plane. Therefore, the difference in temperature between ground level and under-the-roof level will be of a maximum of 2°C, compared with a difference of 15°C and more produced by warm air heating systems." Thanks to its diathermic quality, the air can be crossed by infrared radiations without absorbing them. Therefore the radiation emitted by Sabiana's Duck Strip

passes through the air by traveling in a straight line until it hits the object or the pocket of air that needs to be heated. This method significantly reduces emissions in comparison to traditional air heating methods. "Our company always searches for new environmentally friendly solutions," declared Mr Pellegrini. "I am convinced that one of our biggest strengths is the ability to deliver highly innovative products which work towards making the world a better and healthier place."

### The Right Values

The attention to technological innovation has allowed Sabiana to achieve excellent financial results." We have ended the financial year 2012 with an increased turnover of five per cent compared to the previous year," said Mr Pellegrini. "We now expect a further five per cent increase by the end of 2013."

Being innovative is not the only winning feature of Sabiana. "We have always given a great importance to the human factor ▀





whilst trying to add quality to the lives of our customers," added the CEO. "This is the reason why we have just started the production of Fly, a high wall fan coil unit designed in order to save space within your home, without affecting the performance of the fan. Most importantly this will be the first European device of this kind entirely designed and built with materials coming from the old continent." This is definitely a great result for European manufacturers in a market now witnessing the rise of Middle Eastern multinational companies.

Considering the latest results achieved by Sabiana, the company is not scared of competition. "Our philosophy is based on certain fundamental values, such as excellence and innovation, respect for people and the environment, integrity in relationships, and this has always paid off in terms of appreciation from clients all over the world," acknowledged Mr Pellegrini. "Our clientele not only commends our products but they also praise our customer-oriented behavior. In fact it is not a pure coincidence that our products

are featured in the new Istanbul Airport, in a helicopter field in Manchuria, in the stadium where Sweden's national football team plays (which was inaugurated by Zlatan Ibrahimovic's infamous over-head kick for Sweden against England in November 2012) or in the new Porsche offices in Germany. We always put people at the centre of our interest, an attribute that distinguishes the Italian traditional way of doing business, which is appreciated on many levels."

So how will Sabiana keep up the good work in the future? "By investing of course," declared Mr Pellegrini. "We

have recently opened Sabiana Three which with Sabiana Two makes this one of the biggest manufacturing areas dedicated to the production of fan coil units in Europe. In the meantime, we will continue investing in our research and development department so that we can introduce into the market the best possible solutions in the heating and air conditioning industry." According to Giorgio Pellegrini, Sabiana's main commitment for the future is to keep delivering low-cost and eco-friendly products not only for people but also for the good of the environment itself. ■

