

SABIANA SPA | PROFILE

CHANGE is in the Air

Sabiana SpA, a leading manufacturer of top-class heating, ventilation and air-conditioning systems, was acquired by Swiss international giant Arbonia-Forster-Holding AG (AFG) in 2014. The resulting change in direction has already proven to be a successful decision for the former Italian family-run business. Company Advisor, Mr Giorgio Pellegrini, explained to Filomena Nardi how Sabiana has increased its growth potential and continues to attract prestigious customers through continuous investment into new and innovative products and system solutions.



The famous George Bernard Shaw quote states, 'Progress is impossible without change, and those who cannot change their minds cannot change anything'. The Irish playwright and co-founder of the London School of Economics, died in 1950; at that time, Sabiana was already approaching its 30th anniversary.

Almost 90 years after its establishment, the second and third generations of the two original founding families of Sabiana SpA, have decided to move on and let their company take new direction by entrusting its fate in the hands of Swiss leading international construction materials suppliers, AFG – Arbonia-Forster-Holding AG.

Delegates of both companies sealed the deal with a firm handshake at the end of June 2014 and today Sabiana SpA, a globally active and leading company in the heating, air-conditioning and ventilation industry from Corbetta, Milan, is on its way to being fully integrated into AFG's Building Technology Division whilst being further developed as an independent business unit.

"Although Sabiana has always been very successful since its foundation, we are convinced that being part of a globally present corporation like AFG will help our business grow faster by leveraging from the group global customer network," claimed Sabiana Advisor, Mr Giorgio Pellegrini, who has dedicated his professional life to Sabiana, representing the second generation of the original founders. "Furthermore, the financial strength of AFG will ensure our ability for future investments, so that Sabiana can continue building momentum through innovation."

With 11 main production sites located in nearly every corner of the globe, 40 distribution companies, three divisions and staff numbers of around 6,300 globally, AFG seems to be the perfect springboard to launch Sabiana towards exponential growth, making it an even stronger competitor on the world market stage. But of course, Sabiana is not the only one of the two parties that will benefit from this new alliance.

Thanks to the addition of the Sabiana product range, the AFG Building Technology Division will in future offer a complete programme, from individual components to integral system solutions in the areas of heating, air conditioning and ventilation technology as well as sanitary equipment through the brands Kerma, Arbonia, Prolux, PZP and Sabiana.

Choose Only the Best

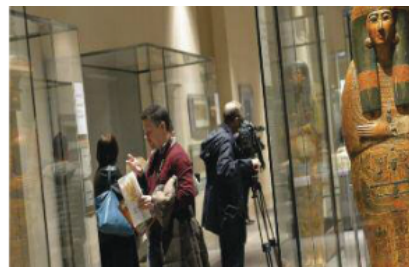
Without doubt the completion of this acquisition has marked the beginning of a new and exciting era for Sabiana, but let's not forget that this Northern Italian company has been achieving greatness throughout its lifespan.

Considered by many as a unique master of innovative heating and air conditioning equipment, Sabiana's ground-breaking products continue to be the preferred choice of many leading brands in all kind of industries.

The latest example is Prada. This iconic name in the fashion world recently opened a new premises, Fondazione Prada, in Milan. This vast 19,000sqm venue – originally an old distillery dating from 1910 – has been designed by OMA, the studio of renowned Dutch architect Rem Koolhaas. The project involved the renovation of seven existing buildings, in addition to the design of three new ones: a cinema, a gallery, and a tower. One of the buildings, known as the 'Haunted House', has also been covered in 24-karat gold leaves for confirmation, if it was needed, of the prestigiousness associated with this project.

Clearly, this is an ambitious project that oozes class. The famous fashion house demanded the best throughout; the conditioning system of the entire premises has the Sabiana signature all over it.

"The fact that Fondazione Prada has selected our Uta and Fan Coils reinforces our beliefs that our products not only have an aesthetically pleasing design but provide superior technology and top quality performance," exclaimed Mr Pellegrini. ▀



More Prestigious References

Fondazione Prada is only one of the many esteemed projects for which Sabiana has been selected as a preferred supplier of heating and air conditioning systems. The company has also provided over 1,000 fan coils and flues to Bosco Verticale – a project billed as 'Europe's first vertical forest' which won the lucrative 2014 International Highrise Award.

In awarding Bosco Verticale the accolade, the jury described it as a 'marvellous project, an expression of the extensive human need for green; a striking example of a symbiosis of architecture and nature'.

Designed by Stefano Boeri and developed by Hines Italia SGR SpA, this vertical forest is formed by two lushly-planted residential towers, stretching 80 and 112 metres into the sky respectively. Each of the 113 apartments is equipped with at least one balcony, which resembles a small garden or forest: several hundred trees, along with bushes and shrubs cover the facade. The plants ensure a natural climate in the apartments and provide outstanding residential conditions.

"This is a cutting-edge project with an unconventional design strongly aimed to promote sustainability showing how modern architecture can reduce its impact on the environment," said Mr Pellegrini. "This is why the designers chose to entrust Sabiana and use our air conditioning systems throughout both residential towers."

Other important projects that have seen Sabiana's products centre stage are the MIR – a residential complex in Turkmenistan consisting of residential apartments, a sports centre, shopping centre, recreation building and technical facilities equipped with 1,316 Carisma CRC fan coils; the Egyptian Museum of Turin in Italy which features Sabiana's fan coils after undergoing a renovation and expansion project doubling the museum in size; and the Florence Opera House (l'Opera di Firenze) which now hosts the Florentine Musical May (Maggio Musicale Fiorentino), which has chosen Sabiana's products for the comfort of those flocking to see the live opera.

The Innovation Game

Depicted by Mr Pellegrini as "the perfect match between advanced technology and attractive design," thanks to a wide and appealing portfolio, Sabiana's products always provide the

perfect comfort while ensuring highest energy efficiency and indoor air quality for any kind of application.

"Continuous innovation has always been the name of our game," he affirmed. "As markets become increasingly competitive, product differentiation through energy efficiency, sound level, air quality and attractive design is compulsory to protect our position at the forefront of the air conditioning market."

In line with its innovative DNA, Sabiana has recently launched the new Meltemi Door Curtain which offers maximum flexibility in the protection of doors and open access compartments; and Carisma Breeze, a new wall-mounted built-in fan coil unit recently unveiled at the annual Sales Convention in Italy.

"We pursue a dedicated product development roadmap which ensures to launch new solutions every year," added Mr Pellegrini. "Innovation has always been and will remain one of the most important driving forces for Sabiana's growth."

From Great to Excellent

Historically, the company has always been strong in Italy, France and other northern European countries, but in the last two years the demand from Turkey, Russia (including former CIS countries) and the Middle East has emerged strongly. Even the troubled Spanish market has been showing recent signs of recovery through a growing number of projects.

"We have further enhanced our international distribution network and 50 per cent of our annual revenue is already generated outside of Italy," revealed Mr Pellegrini. "Over the past two years, the increasing demand for indoor air quality has boosted our sales of products equipped with our patented Crystall filter technology. This is a filter which is able to eliminate air pollutants, such as cigarette smoke, dust, pollen and most biological organisms."

Sabiana's mid-term plan reflects a continuous revenue growth with sustained profitability. Supported by AFG, the company will continue to invest in new products, machinery and people to fuel plans for future growth. This Italian company appreciates its future depends on innovation in every single aspect of its business. Recent events show that businesses like Sabiana do not fear changes but embrace every opportunity to excel and make that sustainable leap from being great to excellent. ■

