



**COMUNICATO STAMPA**

**BORSA ITALIANA - segmento STAR**

**PRIMA INDUSTRIE**

**NEW ORGANISATION OF THE GROUP,  
AS A CONSEQUENCE OF THE  
ALMOST FULFILLED INTEGRATION WITH FINN-POWER**

**Group organized in two Divisions: Machinery & Electronics**

**The Machinery Division split in two functional units:**

- **Operations and**
- **Sales, Marketing & Service**

*Collegno (TO), 23 April 2010* – Gianfranco Carbonato, Chairman and CEO of PRIMA INDUSTRIE S.p.A, leader in high technology laser systems, sheet metal working systems and electronic components for industrial applications, according to the Board of Directors' guidelines has announced, on today's date, the new functional organization of the Group.

The Group will be structured in two Divisions, Machinery and Electronics. The Electronics division will take care of the electronic products, while the Machinery division will include laser systems and sheet metal working machines.

The Electronic division is managed by Domenico Peiretti, Executive Director of PRIMA INDUSTRIE and CEO of PRIMA ELECTRONICS S.p.A., while Gianfranco Carbonato will take charge *ad interim* of the Machinery division.

The Machinery division will be structured in two functional units:

- Operations, managed by Ezio Basso, Executive Director and General Manager Director of PRIMA INDUSTRIE S.p.A.;
- Sales, Marketing & Service, managed by Tomas Hedenborg, CEO of FINN-POWER Oy.

Operations unit includes, inter alia, the functions of R&D, Production, Purchasing, Quality, Project and Product Management and is organized in five Product Units specialized in product lines:

- 2D laser systems (Collegno, To);
- 3 D laser systems (Collegno and Champlin, USA);
- punching and automation systems (Kauhava, Finland);
- bending units (Cologna Veneta, VR);
- laser generators (Chicopee, USA)



The product distribution, exhibitions organization and other marketing activities, as well as spare parts supply and after sales assistance, are committed to the Sales, Marketing & Service unit.

The Unit is organized in three Regions (Europe and South America/North America/Asia & Rest of the World) and two Functions (Marketing/Service Business).

In particular, the sales network is formed by subsidiaries and branch offices in Italy, Finland, Spain, France, Belgium, Germany, United Kingdom, Switzerland, Poland, Czech Republic, Hungary, United States, Canada, United Arab Emirates, China, as well as a vast distributors network which is present on the other main markets.

The coordination functions such as Finance, Human Resources, ICT, Business Development and Strategic Marketing will be managed at Corporate level.

The new organization comes side by side with the current legal entity structure, which keeps on managing the legal, accounting and fiscal matters of the Group.

Gianfranco Carbonato commented: *"The new organization essentially fulfills the process of integration and reorganization started in 2008 after FINN-POWER acquisition.*

*The new structure will allow us to strengthen the productive efficiency, to focus more strongly on market potential in terms of volumes and margins and to increase the after sales business, deriving from over 10.000 machines installed.*

*The new organization will moreover contribute to further organizational actions required by the market contest"*

PRIMA INDUSTRIE leads today a Group with about 1,400 employees and manufacturing sites in **Italy** (PRIMA INDUSTRIE S.p.A, PRIMA ELECTRONICS S.p.A, FINN-POWER Italia Srl), **Finland** (FINN-POWER Oy), **USA** (PRIMA North America Inc.) and **China** (Shanghai Unity Prima Ltd. and Wuhan OVL Convergent Laser Co. Ltd.).

Prima Industrie Group operations are based on three business segments:

**Laser Machines and Sources:** including design, production and sale of Laser Machines and Laser Sources for cutting, welding and drilling of 3D and 2D components.

2D Laser Machines are used for application in very different industries, while 3D machines are mainly used for the production of components in the automotive, aerospace and energy sectors. Laser Sources, instead, are one of the most highest technological and value-added components of the Laser Machine.

**Machines for sheet metal treatment:** it includes design, production and sale of Machines destined to the Sheet metal treatment using mechanical tools. The Group has a wide range of machines for the cutting and bending of sheet metal: Punching machines, Combined punching/shearing systems, Combined punching/laser cutting systems, Panel Benders and automation systems.

**Industrial Electronics:** it includes development and design of power and control electronics, with relevant software. Furthermore the Group designs and produces internally the Numeric Controls to be installed on its own Laser Machines.

With over 30 year years of experience the Group can count on thousands of machines installed in more than 60 countries worldwide, is present with property commercial and assistance units in over 15 countries and it is among the main worldwide constructors in its own reference market.

For further information:

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