
An investment of 15 M€ which confirms Turin the capital of innovation

Prima Industrie opens the new Headquarters & Technology Center

It consists of 5000 square meters, totally self-sufficient from an energy point of view, built with "green" materials and technology. The center does not only host the offices of the group led by Gianfranco Carbonato, but will be the hub of events and activities for customers, researchers, collaborators and guests from around the world. Carbonato "we are an international group but the heart and head are in Turin"

Collegno, 23 May 2016 - From today **Prima Industrie** has a new command deck from which it leads a group present in **80 countries**, with **1600 employees**, **8 manufacturing plants**, **8 research and development centers** in the world.

The **Chairman and founder Gianfranco Carbonato**, in the presence of the **President of the Piedmont Region Sergio Chiamparino**, of the **Mayor of Turin Piero Fassino** and of the **President of Confindustria Vincenzo Boccia** has inaugurated the new "**Headquarters & Technology Center**" in via Torino-Pianezza in Collegno. It will be the location of the central offices of the Group that with **365 million turnover in 2015** is leader in the development, manufacturing and marketing of laser systems for industrial applications and for sheet metal working machines, as well as industrial electronics and laser technologies.

As pointed out by Gianfranco Carbonato " *with the growth in size of these years we had the need to create a central hub capable of strongly coordinating the various companies of the Group. It is a project that we envisioned for many years. Today we finally have a home for the technologies of our group and in particular for the products of our Prima Power division. At this stage* - continues Carbonato - *having one of the largest machinery ranges in*



the world and supplying some of the main customers in the world in leading industries, such as Automotive, Aerospace & Energy, HVAC, Lift & Escalators, Yellow & Construction, it is increasingly important to have the possibility to welcome our customers at our site to explain our technologies. This is a basic requirement for a technologically advanced group like ours, which invests 6.5% of its turnover in research and development and offers highly innovative products".

The new center, in which Prima Industrie has invested **8.5 million Euro (further to about 6.5 million Euro for the exhibited machines)** and which was completed in less than a year after laying the cornerstone, is structured in a **total of 5000 square meters** of which **2,500 dedicated to corporate offices** of Prima Industrie and divisional offices of Prima Power and **2500 dedicated to the Demo room and customers' hospitality**. A structure that can easily accommodate **4 guests delegations simultaneously**, with an **80-seat training room**, a **demo room** dedicated to customers from all parts of the world, in which **11 of our machines are operating, including a whole production line**.

It is a building equipped with the **latest technologies for energy efficiency**, ranging from thermal isolation to energy production through photovoltaic panels, solar panels and a geothermal plant. Even lighting management is automated with a home automation system in order to reduce waste. In other words this will mean **reducing CO2 emissions by approximately 300 tons per year**. A philosophy closely linked to the "Green Means" technology that Prima Industrie applies to all product lines and that allows significant reduction in consumption compared to conventional technologies (Laser - 45%, Bending and Panelling Machines - 64%, Punching machines - 80%)

Prima Industrie Group, born in 1977 and thus working from almost **40 years**, adds another important element to the growth process in which it was a protagonist since its creation. Process that includes among the most important events, the entry and consolidation in the laser machines market, the listing in 1999 and enlargement on the international market, the acquisition in 2008 of one of the major world players, the Finnish company Finn-Power, and its arrival in China with the opening in March 2015 of the factory in Suzhou, which is not only a production hub, but also a radical change in the business strategy of the group in this country (from joint venture with importers to direct presence with majority stake).

A path that led Prima Industrie to the technological leadership thanks to strong investments in R&D, and that allowed the company to be among **the top 500 knowledge-based companies in Europe** and being perceived as innovators in the market. Only in the last 12 months, the Group has launched innovations in all major product ranges. Examples are the 2D laser machine - Laser Genius with linear motors and technology from F1 as the carbon carriage, the 3D laser system Laser Next, recognized to be the fastest and most productive in the world, and the high performance punch-laser combination machine Combi Genius. In addition, the group is the only manufacturer of laser machines in the world that has developed its own fiber laser source.



This also thanks to the strong link with Turin. According to the chairman Carbonato *“we are an international group but the heart and head are in Turin, Italian automation capital where many leading companies in this sector are operating, with a community made of schools and universities with a large specific know-how. A relationship between the company and the territory that support each other and of which we benefit. It is not by chance that we are pursuing partnerships with the University such as masters for developing young talents and advanced research centers working in partnership with the Polytechnic”*.

For more information:

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PRIMA INDUSTRIE heads a leading Group in the development, manufacturing and marketing of laser systems for industrial applications and sheet metal working machines, as well as industrial electronics and laser technologies. The parent company Prima Industrie S.p.A. is listed on the Italian Stock Exchange since 1999 (STAR segment). With over 35 years of experience the Group boasts over 12,000 machines installed in 80 countries and is among the first manufacturers in the world in its target market.

The group has over 1,600 employees and manufacturing sites in **Italy** (PRIMA INDUSTRIE S.p.A, PRIMA ELECTRO S.p.A, FINN-POWER Italia Srl), **Finland** (FINN-POWER Oy), **USA** (PRIMA ELECTRO North America Llc, PRIMA POWER LASERDYNE Llc.) and **China** (Prima Power Suzhou Co. Ltd.). Remarkable also the direct commercial and after-sales presence in the BRIC, NAFTA, European Union countries and in other emerging markets in Asia, serving a total of 80 countries.

Prima Industrie Group is structured in two *Business Units*:

Laser and sheet metal working machines (Prima Power): including design, production and marketing of:

- Laser machines for cutting, welding and drilling of three-dimensional (3D) and two-dimensional (2D) metal components;
- Machines for processing sheet metal using mechanical tools (punching machines, integrated punching and shearing systems, integrated punching and laser cutting systems, panelling machines, bending machines and automation systems).

Industrial Electronics and laser technologies (Prima Electro): which includes the development, manufacturing and marketing of electronic of power and control components and high power laser sources for industrial applications, intended for the machines of the Group and third-party customers.