

PRESS RELEASE

PRIMA INDUSTRIE WINS THE "2010 ITALIAN AWARD IN MECHATRONICS"

5th July 2010- PRIMA INDUSTRIE has been awarded with the Italian Prize in Mechatronics, organized and promoted by the Employers' Association of Reggio Emilia, Italy. The aim of the Award, now at its fourth edition, is to promote the national companies able to develop innovative products that can give a contribution to the technological evolution in their field, thanks to mechatronic solutions.

Quoting the official reason for the prize, PRIMA INDUSTRIE has been awarded *"for the development of innovative technical solutions, which allowed Prima Industrie to become a world leader in the field of high performances laser systems; and particularly for having designed some of the fastest and most innovative laser machines in the world, giving an exceptional contribution to the technological evolution of laser cutting systems."*

The Prize was awarded yesterday during the General Meeting of the Employers' Association in Reggio Emilia, in the suggestive scenery of the Municipal Theatre "R. Valli", in the presence of Emma Marcegaglia, the President of Confindustria (Italian Employers' Federation).

The president of the Jury of the Prize was Gianni Borghi, President of the Employers' Association of Reggio Emilia, and the Jury was composed by Alberto Bombassei, Vice-President of Confindustria and President of Brembo Spa, Luca De Biase of Nòva24, Cesare Fantuzzi, Professor at Modena and Reggio Emilia Universities, Aimone Storchi, President of the Mechatronics Club and Auro Palomba, President of "Community", as secretary.

Gianfranco Carbonato, President and CEO of the Group, and Domenico Appendino, Business Development Manager received the Prize.

"We are particularly proud of receiving this Award - says Gianfranco Carbonato – because it is based on values such as innovation, research and technological evolution, that have always guided our choices and actions and have allowed us to become a reference in the field. We are further honoured to receive this acknowledgement from an Italian region sharing with Turin, the city where we are based, the leadership in the field of mechatronics."



For further information:

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