



POLITECNICO  
DI TORINO

PRIMA INDUSTRIE S.P.A.

ITALIAN STOCK EXCHANGE - STAR SEGMENT

**OPENING CEREMONY FOR THE PPP LAB  
NEW GENERATION LASERS ARE CREATED IN TURIN**

**THE INITIATIVE IS BORN FROM THE COOPERATION  
BETWEEN PRIMA INDUSTRIE AND POLITECNICO DI TORINO**

*Collegno (TO), October 19, 2011 - Prima Industrie S.p.A. and Politecnico di Torino, launch today the new advanced photonic Laboratory which is born from the cooperation between the company, worldwide leader in the sector of the machines and high-power laser for industrial applications, and the Turin polytechnic school, which in the "Cittadella Politecnica" has given birth to an important pole for the research activities in the sector.*

The Laboratory will develop research projects, training and transfer of the know-how within the field of new generation laser technologies. It has been called "PPP Lab"; the three "P"s stand for the cooperation among Prima Industrie (whose Division Prima Power is a leader in the laser machines sector), Prima Electro (the Group company destined to the activities relating to the laser generators segment) and Politecnico di Torino.

PPP is also an acronym for "*Public-Private-Partnership*", that is the tight cooperation between a public entity and the private entrepreneurship, which in this agreement, based on the joint presence of both research and education activities combined with the entrepreneurial ones, is fully achieved.

PPP Lab, which represents a unique case in Italy, will employ a highly specialized team of technicians belonging to Prima Electro, Prima Power and Politecnico di Torino.

Prima Industrie, which always carried on a research and innovation policy as an excellence mark and a competitive advantage (employing in average 6% of its turnover in research and development activities), will invest about 3 million Euros in the development of new generation laser sources; an important outcome is expected, in fact, on the Group products and applications.

Gianfranco Carbonato, Prima Industrie Chairman and C.E.O, commented the start-up of the Lab activities as follows: "*We are pleased to celebrate today the start-up the first lab for the study of new generation lasers, born from a tight cooperation between our Group and Politecnico di Torino. It is a great value opportunity, since research and innovation are fundamental in order to favor growth and to reach and maintain the entrepreneurial competitiveness, thanks to a constant process of innovation of both technologies and products*".

The rector Francesco Profumo said: "*The joint Laboratory aims at becoming a reference in the European research landscape for new generation photonics. Only optimizing competences and resources these results can be reached and I am convinced that through this opportunity we will achieve excellent results.*"

Per ulteriori informazioni:

**PRIMA INDUSTRIE S.p.A.**

Chiara Roncolini

Investor Relator

tel. 011 4103204

[ir@primaindustrie.com](mailto:ir@primaindustrie.com)

**Studio Mailander**

Ufficio Stampa

tel. 011 5527311

Bruno Caprioli

335 5901402 - [caprioli@mailander.it](mailto:caprioli@mailander.it)

Gianluca Dati

339 7346904 - [g.dati@mailander.it](mailto:g.dati@mailander.it)

**Relazioni con i Media**

Politecnico di Torino

Tel. 011 564 6183

Tiziana Vitrano

3351327344

[relazioni.media@polito.it](mailto:relazioni.media@polito.it)