



## PRESS RELEASE

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Cefla, through two of its business units, Plant Solutions and Shopfitting Solutions, has played a major role in the making of EXPO Milan.

Cefla is starring at EXPO Milan 2015.

*Imola (BO) 23 April 2015* – For Expo Milan 2015, the largest international food and nutrition event ever, **Cefla has put together a series of important projects of great value** involving the entire company.

The year 2015 is of great importance to Cefla. It is a year of changes, innovations and new projects. Cefla, by its innate nature, has always been a company deeply rooted in its territory, a company that has grown in Imola and has become established while maintaining its territorial ties until becoming a multi-business group whose strength lies in its diversity.

A group that in recent years has fearlessly taken on new challenges and undergone changes, and that today is heading down an innovative path of renewal and pursuing a more responsible and shared vision.

These concepts were well expressed by Dr. Eros Nanni, the company's CEO:

*"WE ARE CEFLA is the inspiration behind our vision: **CREATING VALUE OVER TIME.** This is the spirit that drives the group every day heading towards the future, through product innovation and process evolution, giving a strategic direction to the four business units."*



Precisely because of its concrete goals and world-leading production units, **Cefla stands out as one of the top companies involved in EXPO Milan 2015.**

*"A role that has led the company to **build special areas and systems as well as provide supplies for the event.***

*The Cefla total orders amounted to 30 million Euro, involving operations over a total area of more than 32,000 square metres; we managed the construction of the electrical power network, air conditioning systems and furnishing and equipping the 2,500 sq.m. **Supermarket of the Future**, in addition to supplying 5,000 LED lamps,"* explains Gianmaria Balducci, Cefla Group President.

It has been a considerable undertaking, which Cefla chose to describe inside the Federalimentare **CIBUS Is ITALY** Pavilion, the ideal place for sharing and promoting the Italian food industry's marks of excellence.

In the area of sustainable production technologies, within a dedicated space, Cefla will have the opportunity to illustrate its own interpretation of the term *food*, perceived not as a consumer product but as a source of energy and nutrients for the industry.

Hence, the equation "ENERGY = FOOD FOR THE INDUSTRY" is the key to reading EXPO's central theme: "Feeding the Planet, Energy for Life".

But it is also the value that the company has shared in each of the multiple occasions in which it has taken part.

Two of Cefla's four business units are spokeschampions of this message: renewable energy obtained thanks to food industry cogeneration plants built by **Cefla Plant Solutions** and used for producing food that is later sold by efficient stores furnished by



**Cefla Shopfitting Solutions**, completing a perfect production cycle.

Cefla offers food producers a series of renewable energy power plants which by exploiting waste allow the generation of electric power and heat. Specifically, the cogeneration process illustrated by the **Agrifood industry** concept at EXPO Milan 2015 consists of anaerobic digestion of bio-gas by-products of the industries that produce meat, preserves and pulps.

Whereas within the **Supermarket of the Future** Cefla Shopfitting Solutions, together with **Zenith Shop Design**, a group company specialising in custom-made furniture, and in close collaboration with INRES, have created innovative solutions: furniture and equipment that anticipate and interpret the future of mass organised retail.

An undertaking that allowed the Imola-based company to conceive and build solutions for the future, with particular attention to sustainability, renewable sources and new market needs.

At EXPO Milan 2015 Cefla is offered an opportunity to promote ideas, messages and progress, making every collaboration a chance for growth and exchange with other types of companies.



## CEFLA AT EXPO MILAN 2015 IN DETAIL

### CEFLA PLANT SOLUTIONS FOR EXPO MILAN 2015

Cefla Plant Solutions was called upon to design and construct the **general Expo building system**: restaurants, bathrooms, trade areas, visitor services, participant services, warehouses and technical rooms. With an eye towards environmental and energy sustainability, towards offering visitors a wealth of services and a wide variety of experiences, Cefla Plant Solutions is responsible for all mechanical systems (air conditioning, ventilation, water, plumbing and fire protection); electrical systems (medium and low voltage supply, lighting and power lines); special electrical systems (fire detection, sound system including fire alarm and evacuation, intrusion detection, access control and CCTV, data network).

Cefla Plant Solutions has also installed the electrical and air-conditioning systems for the entire area of the Supermarket of the Future in the Future Food District.



## **CEFLA SHOPFITTING SOLUTIONS FOR EXPO MILAN 2015**

**Cefla** e Zenith Shop Design, a group company specialising in custom-made furniture, in close collaboration with INRES, have installed the systems and equipment in the innovative **Supermarket of the Future** which is part of the **FUTURE FOOD DISTRICT**, an EXPO 2015 Theme Area.

The project, conceived by **Carlo Ratti**, Director of the SENSEable City Lab at MIT, Boston, and developed together with Coop, an Official Food Distribution Partner, introduces at the Milan Exposition some of the latest Cefla innovations for the retail sector, such as LED illumination in Digital Shelf Systems; grocery display bins made of plexiglas; display stalls that host Kinect, the touchscreen that provides additional information beyond what is displayed on product labels; and the interactive showcases with LED sensors that narrate the story of the food of the future;.

### **ABOUT CEFLA**

*Cefla was founded in 1932 in Imola as a cooperative company specialising in electrical and thermohydraulic systems.*



*From 1950 to 1970 the company grew, adding two more business areas to the existing "civil and industrial technological systems": "Sales outlet equipment for modern retail distribution" and "wood painting and curing systems."*

*Starting in 1980 Cefla took its first steps abroad, and in 1990 it entered a new sector of interest and established a fourth business area, "dental equipment solutions."*

*Today Cefla is a multi-business group with a solid identity, consisting of four business units: **Plant Solutions, Shopfitting Solutions, Finishing Solutions, Dental Solutions.***

*It has consolidated worldwide operations, with production plants in Russia, China and the United States, and with 1,800 employees working in 22 different locations around the world, 13 of which engaged in production.*