



CEFLA FAMILY DAY 2016: EXCELLENT ATTENDANCE AT THE TRADITIONAL OPEN DAY

The company's partners and employees took their families to discover the latest developments at Cefla, showing them round with the help of a new dedicated app on a tour that both adults and children found fascinating.

IMOLA, Italy. The traditional Cefla Family Day took place on Saturday 9 April 2016 – an open day for the families of partners and employees so they can get to know the workplace of their loved ones better, as well as finding out about the products and latest developments launched onto the market by the four business units.

The event was very popular, all day long hundreds of people of all ages attended and marvelled at the new Cefla Shopfitting display room in Via Selice where they could admire the innovative Smart Shelving System and the new range dedicated to the world of pharmacies. Afterwards, visitors went through the Via Bicocca plants. The route began at one of the enormous generators of Cefla Plant Solutions and continued into the display rooms of Cefla Medical Equipment where the dedicated diagnostic technologies took pride of place, particularly for the dentistry field.

The visit carried on through the assembly and equipment testing areas for the dental field and the innovative Cefla Finishing lab. Here the iGiotto robots were the stars of the show, together with the personalised surface finishes created using the latest and most sophisticated technologies which are attracting a lot of interest at trade exhibitions dedicated to the field. The visit then went through the finishing department and to the shopping trolley assembly area, ending up with a second walk through the Cefla Plant Solutions, Cefla Finishing and Cefla Medical Equipment departments to the large and welcoming cafeteria where there was a buffet waiting for them.

All through the visit, thanks to a dedicated app and a network of beacon transmitters that have been specially installed, visitors could benefit from a prompt guide on their smartphones. There were also members of staff present at each of the most significant points to provide explanations and answer the many questions that came particularly from the numerous children who could also enjoy simulations created for them in the exhibition room and in the labs.

The day began with a visit from an official delegation welcomed by Cefla's managers led by chairman Gianmaria Balducci and general manager Eros Nanni. The delegation was headed by the mayor of Imola, Daniele Manca, accompanied by councillors Elisabetta Marchetti and Pier Angelo Raffini. There were also a number of screens in various spots along the way, showing an exclusive première of the new, recently launched "Cefla Innovation" video which is now available nationally and internationally through our website.