



CEFLA'S INNOVATION PRESENTED IN A VIDEO

A fantastic and exciting journey through the most advanced solutions designed to improve the quality of our lives in a world that has already become reality

IMOLA, Italy. "The strength of working together": these are the words which end the exciting video called "Innovation" produced by Cefla to showcase the spirit with which the company continues in its unrelenting quest for truly innovative products and solutions, destined to represent real progress on the international market.

The video begins with the protagonist, a young woman with a cheerful smile, walking through the streets of a town centre surrounded by evidence of Italian culture and history. That history which is made up of genius, the ability to observe, creativity and courage. These are the basic ingredients at the root of the innovations that she meets along her journey where technology combines with tradition, becoming lightweight and imperceptible whilst remaining real. "Sometimes visible, sometimes invisible, the innovations that we develop contribute to the improvement of our quality of life, in very different fields," explains Eros Nanni, managing director of Cefla, "we decided to produce this video to show a world that is possible and improved, as we see it, where technology is friendly, simple, of great assistance and, why not, even exciting."

So our protagonist goes into a bookshop and, surrounded by the authentic smell of printed paper, receives various suggestions and discounts on her smartphone which lead her to find the right book for her. The way out of the bookshop becomes a door into a new dimension where the young woman can undergo high precision diagnostic tests with instant results, before moving on to experience a new concept of lighting thanks to the most recently developed LED systems. From the light, to the wonder of a refined house, furnished with perfect, customised surfaces that are a delight to touch and almost incredible as they take shape from the cloud of the imagination. All of this takes place, it transpires, within a completely automatised building, a kind of intelligence that is able to sense the people that come in and to serve them, welcoming them in a tender and comfortable embrace.

The protagonist concludes her journey surrounded by the aroma of grass lit up by the slant of a setting sun. And we discover that she, the beneficiary of the innovation as seen in her daily life, is a part of the Cefla team, so both an end-user and provider of the innovations shown. The end of the video is certainly exciting. A large red symbol which characterises the Cefla logo, comes to life on a lawn. It's made up of people who are getting organised and putting themselves in order, each in their proper place, all reaching together towards the sky which symbolises the future, with enthusiasm and trust. "We are Cefla" is the phrase which sums up this grand finale to perfection: team members full of pride and a sense of belonging to a great historic Italian company which has made innovation its lifeblood.