



RED: Cefla's new brand for retail design

IMOLA, 15th January 2018. **RED Retail Design** is the new Cefla brand operating as a **design studio** focussed on the **retail and hospitality** sector, both **food and non-food**. RED operates independently from the Cefla Business Units and provides the customer with a team of experts, who have been active in the sector for a long time. These professionals are able to interpret and anticipate trends and to design solutions in harmony with the growth strategies adopted by large-scale retail companies. With the new RED Retail Design brand, Cefla aims to confirm its leadership in the retail world earned over previous decades by the Shopfitting Business Unit.

“We present ourselves to the market as a brand that deals directly with the retailer,” explains **Paolo Rustignoli**, General Manager of RED Retail Design, “to whom we offer a direct consulting relationship. Our service ranges from concept development to design and comprehensive supervision of all stages of the project and its implementation, in order to ensure consistency between the initial idea and the final result”. “Naturally,” adds the General Manager, “whenever the client relies on Cefla for supply of the display equipment and the work required by the project, our team can provide added value, thanks to a group synergy that allows us to have direct control along the entire production chain, right up to final installation: a turnkey service.”

“The aim of RED - concludes **Rustignoli** - is to combine a capacity of listening to the customer with the creativity and functionality of the ideas. Our design work will be always geared towards creation of a concept and, above all, to total customer satisfaction with regard to identification, practicality and hospitality, as well as in economic and budget control terms”.

It is retail design seen as “a refined summary of the values that represent the retailer’s image”. At the same time, it also creates the ideal environment to give the consumer the best purchase experience, through the integration of design and innovative technologies that improve in-store and visual marketing communications.

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Cefla is a multi-business Italian group, founded in 1932 in Imola (Bologna) where it has its head offices and several manufacturing facilities. The Group does business all over the world and has some thirty facilities (of which about half engage in manufacturing) in numerous countries. Cefla operates in specific business areas as: **Cefla Plant Solutions** (plant engineering in the civil, industrial and energy sectors); **Cefla Shopfitting** (shop equipment and personalised solutions for retail outlets); **Cefla Finishing** (machines and complete plants for coating and finishing); **Cefla Medical Equipment** (for the dental and medical sectors); **C-LED** (company specialising in the development of LED technology). Cefla's strength stems from its founding principles: strategic vision, long-term planning, investment in technology and innovation, equity-related and financial solidity. Corporate website: cefla.com

Cefla Shopfitting is a leading manufacturer of shelving, checkouts, and shopping trolleys and provider of display unit design and proximity marketing solutions. It's an ideal partner for interpreting and anticipating market trends in the small and large-scale retail trade thanks to continuous research and a combination of innovation, the highest quality, ergonomics, practicality and technology.