

# Corporate Identity



## Letter from the Chairman

Following the huge success in 2014 of the company, 2015 was to be a year full of expectations. In light of what has been achieved, we can definitely say that these expectations have been met.

In fact, many projects have taken shape, in a year that could be defined as difficult, yet at the same time stimulating and full of new challenges.

After a period of intensive work, at Host we presented for the first time ever our BlueDot, the latest fully automatic machine, a product that we strongly believe in. In developing this, we wanted to create a completely new philosophy, combining the excellence of the HORECA sector with the convenience that distinguishes the automated OCS.

2015 also saw the establishment of a new company, Carimali Solutions Italia, an 'offshoot' of our head office, with the aim of increasing the market share of Carimali throughout Italy.

The company is also still focusing on its in-house nursery, Carimali Children; during the year it has also expanded the space provided in order to accommodate a larger number of children, therefore satisfying all requirements.

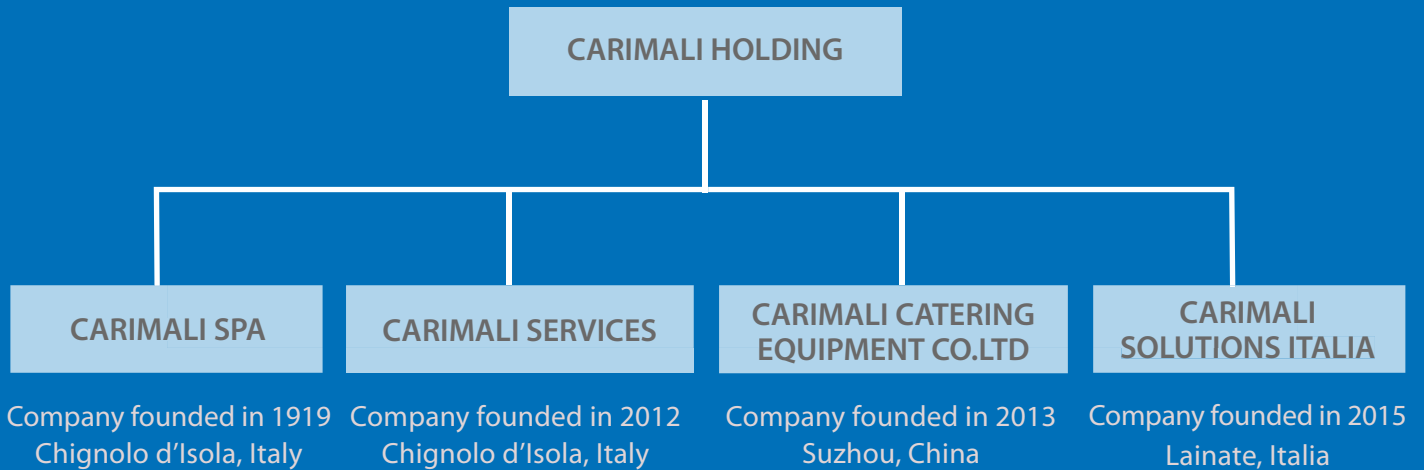
Through our Social Report, which is now in its third edition, we want to convey and share with the outside world the values that our company believes in. Carimali today is a company in continuous evolution and expansion. However, it does not want to give up the familiar appearance that has distinguished it since its early days, something that has always been one of its strengths.

Ing. Andrea Doglioni Majer  
Chairman & CEO of Carimali S.p.A.

# Carimali SpA

<b>Board of directors</b>	⋮	<b>Board of Statutory Auditors</b>
<b>Chairman</b> Andrea Doglioni Majer	⋮	<b>Chairman</b> Massimo Salvi
<b>Directors</b> Francesca De Giorgi Maurizio Boffelli	⋮	<b>Statutory auditors</b> Roberto Frigerio Tommaso Zambetti

## Composition of the Group





## Company



*Carimali Catering Equipment*



*Carimali Solutions Italia*

Carimali S.p.A. has been devoted for almost a century to manufacturing and exporting professional coffee machines all over the world. It is one of the few companies worldwide that can offer a vast and comprehensive range of traditional and fully automatic machines, along with a wide choice of related accessories which are specially designed to ensure the excellent performance of the machines.

Since 1919 it has been manufacturing and distributing its products in more than 70 countries, meeting the needs of the three key market segments: HORECA, Out of Home and Office Coffee Service. Its passion for innovation and its willingness to meet the needs of its clients have enabled the company to establish itself as a market leader on an international level.

The company headquarters extends over a surface area of 8,000 m<sup>2</sup> and is located in Chignolo d'Isola, in the province of Bergamo, in one of the most dynamic and thriving industrial settings in Europe.

In 2013 the group established a new company in Suzhou, a town located to the west of Shanghai, in order to be closer to the Far East customers with the production and distribution of Italian products.

At the end of 2015, the group expanded further and invested in the Italian market, setting up the company Carimali Solutions Italia with headquarters in Lainate, just outside Milan.

## General information

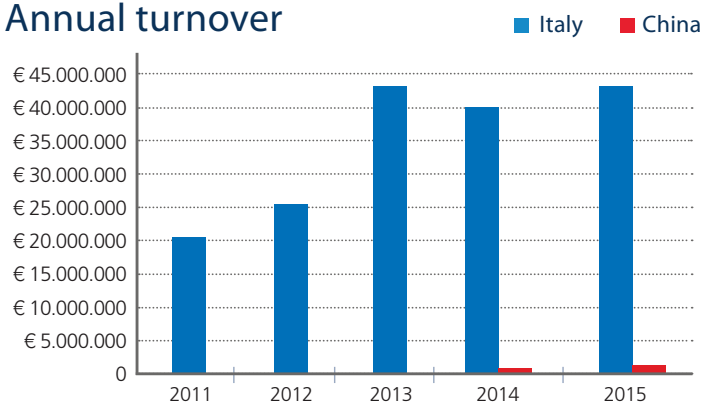
Head office: Via Industriale, 1  
24040 Chignolo d'Isola (BG) - Italy

Tel: +39 035 4949555

Mail: [carimali@carimali.com](mailto:carimali@carimali.com)

Website: [carimali.com](http://carimali.com)

## Annual turnover



## History

1919

The company was founded in Milan by Angelo Carimali and was located in Via Ripa Ticinese. After the end of the First World War, at the age of 31, Mr. Carimali decided to fully dedicate himself to the company, which in the early years was made up of a staff of 10 people.



1932

The company moved to Via Giambellino, 84 in Milan. Carimali produced the first coffee machines having vertical boilers and gas heating. The approximate price of the first machine was Lire 2,050.



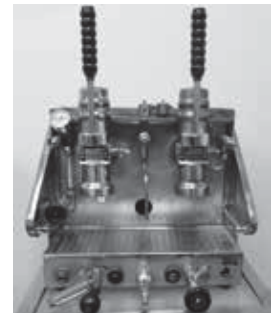
1940

Carimali developed its first horizontal Liberty-style machines. From a simple workshop, Carimali became a real corporation.



1950

In this period we saw the beginning of the espresso era together with the first lever machines. It is at this time that we saw for the first time espresso covered with a layer of cream on top. The company exported more and more coffee machines abroad: Carimali became synonymous with reliability and quality.



1960

Carimali was among the first companies in the world to believe in and focus on fully automatic coffee machines: 1965 saw the creation of Vega, characterised by a 3 litre coffee boiler and a 3000W power output. In 1969 the company was purchased by Mr. Marco Taddei.



## History

1980

Traditional Systema machines were launched on the market: this machine became one of their best sellers and most well-known coffee machine all over the world. Towards the end of the 80's Carimali patented the "S" automatic group, from which a new line of automatic "S" machines derived. In 1982 the company moved to Dalmine and then to Ponte San Pietro, in the province of Bergamo.



2000

Carimali and Macco coffee machines were now being distributed worldwide: the company exported more than 95% of its products. At the end of the decade the range of fully automatic machines Armonia and MX-3 were launched on the market, which even today represent a certainty for customers.



2007

Andrea Doglioni Majer joined the company. In 2010 he became Chairman and CEO of the company and he focused more and more on the constant development of innovative products, characterised by an elegant and modern design. In 2012 the company expanded its production department by purchasing a portion of the adjoining warehouse and offices.



2013

A new company is set up, Carimali Services, and the corporate nursery Carimali Children is opened. In the same year another new company is established, Carimali Catering Equipment Co. Ltd with headquarters in the area of Suzhou, a town located to the west of Shanghai. The production department covers a surface area of approximately 2,000 m2 and is launched at the start of 2014.



2015

The group invests in the Italian market and sets up a new company, Carimali Solutions Italia, with the aim of providing complete equipment and service solutions in the HORECA and OCS channels for the local market.





## Mission and corporate values

“We Make Coffee the Way You Like It”: we are contributing to the development of the global coffee culture while respecting the local traditions in each of the international markets where we operate, offering innovative and high-performing coffee machines.

We strive on a daily basis to improve the quality of life of our stakeholders, with tangible actions such as our in-house nursery that welcomes our employees’ children and those of the community.

We believe in strong relationships based on shared long-term goals with our employees, customers and suppliers.

Innovation

Quality

Dynamism

Entrepreneurship

Customisation



## Trade associations

The company deals with the most important organizations in the “eld and those related to the culture and world of coffee:

- **ASSOFOODTEC**

It represents the companies that over the years have built a successful example of “Made in Italy” and technological excellence in both the food and food equipment sector.

- **HKI**

It represents the interests of European coffee machine manufacturers and it constantly provides them with updated information on the latest regulations on equipment used in the food sector.

- **SCAA**

This association promotes the quality and culture of coffee in America.



## Corporate certifications

As proof of the qualitative standards applied in all business areas, that translate into the highest quality coffee machines, Carimali has obtained two important certifications in addition to ISO 9001:

- **SA 8000:** Social Corporate Responsibility (a system which measures the degree of the company’s social responsibility and ethical behaviour)
- **ISO 14001:** Environmental Management Standard (a system which measures the degree of the company’s environmental responsibility)





## International presence



Carimali is a highly export-oriented company: it currently exports more than 97% of its machines all over the world, thanks to a trusted network of distributors which through the years decided to follow and share the company philosophy, where quality and the constant search for excellence in the products and services offered are always put first. The organisation of training sessions either in house or at the distributors' offices to better explain the features and operation of its products is an ongoing commitment that Carimali offers to its customers.

## Global tradeshows

Carimali participates in various industry tradeshows that are held all over the world throughout the year. In 2015 the 39th edition of Host was held, one of the major professional hospitality exhibitions which takes place in Milan every two years. For the company it is one of the most relevant events to meet with clients and to show them the new product previews.

The Suzhou subsidiary participates annually at Hotelex, the leading trade fair for the eastern markets that takes place in Shanghai. For the Milan Expo event, the company also provided traditional machines installed in the Indonesia pavilion.



Host, Milan



Hotelex, Shanghai



Coffee Expo, Seoul



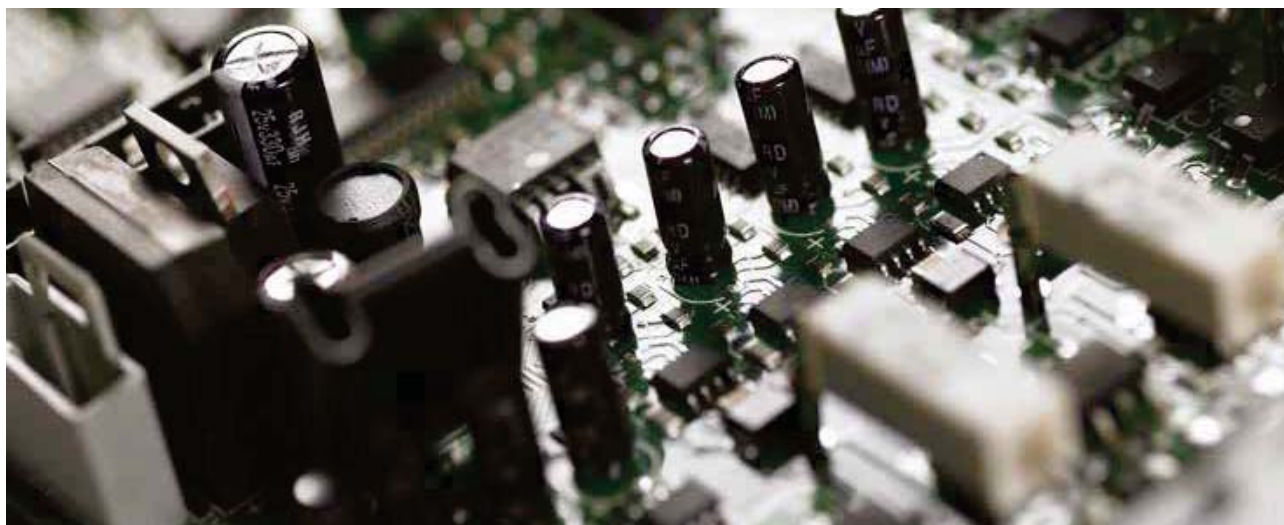
Internorga, Hamburg



Scaa, Seattle



Expo, Milan



## In-house research and development

The commitment that Carimali has put, and continues to put, into its product research and development is the foundation for its future success. The energy and resources invested in this field are designed to increase its competitiveness and ability to distinguish itself from its competitors present on the market. Doing so will guarantee the company's sustainability, i.e. its ability to become market leader.

More than 10% of the company workforce is dedicated to new product research and development. On the one hand this provides the opportunity to focus on new products and solutions, and on the other hand it provides the human resources necessary for the continuous improvement of existing products.

Continuous innovation combined with expertise and the constant monitoring of performance are the best guarantees for increasing customer satisfaction.

The technical area is becoming more familiar with the concept of Lean Thinking. "Lean thinking" is undoubtedly an effective response to the problem of competitiveness. "Lean designing" is the engine for having an efficient production line.

"Lean thinking" provides a significant contribution in the heart of the company in making the entire company "lean".

The belief that one can give his best only in a collaborative environment resulted in investing time in creating a united and close-knit team.

The collaboration between the various technical and commercial areas, investing in people so they can grow and be independent, exchange of information and knowledge are things that from today the company cannot do without.

Intellectual property is another very important factor for the company: in recent months Carimali presented one new patent which is in addition to those filed last year. This demonstrates the continuous commitment of the company in research and protection of product innovation and development.



## Carimali for social issues

In 2013 the company decided to set up a company crèche called Carimali Children. The facility, of about 200 sq.m. is adjacent to the head office, and caters for children from 6 months to 3 years of age.



The idea of the crèche came from the company's objective to provide a real support to its employees, by consistently focusing on their needs and improving the quality of life in the company, which was made easier for employees returning to work happier and sooner after maternity leave.

In addition to subsidised crèche fees for employees, the crèche operates flexible hours, which were designed to cover all working hours, and travel has been optimised thanks to the same company-crèche location.

The company wants to be active and present in the local territory. Carimali Children therefore provides a service which is also accessible to all the families of Chignolo d'Isola and of the surrounding villages of Bergamo.

In 2015 the need arose to expand the space to allow the facility to accommodate a larger number of children. A new section was therefore created, dedicated to children from 2 to 3 years of age.

The nursery currently hosts 24 children, including 3 children of employees.

