

Biesse Group at *Salone del Mobile 2016* to represent the best of the worldwide woodworking technology

Milan, 12 April 2016 – Biesse Group will be one of the protagonists at Acimall's booth, the Italian woodworking machinery and tools manufacturers' association, which for the first time will be present at the international furnishing exhibition in Milan.

With a space of 80sqm the Association will give visibility to its members at *Salone Internazionale del Mobile* which last year attracted more than 300,000 visitors, testifying the willingness of FerlegnoArredo – the "federation hub" of Italy's wood and furniture industry and organiser of the fair – to facilitate the rapprochement among all the actors of the supply chain.

The theme of Acimall's booth will be "All this depends on us..." meaning that behind the scenes of most pieces of furniture that makes Italian design an example of excellence at worldwide level, often stands an Italian woodworking machine capable of transforming brilliant creative ideas into reality production-wise. This is also the case of Biesse Group which can cite many important names of Italian illustrious furnishing companies among its clients.

It has always been a reason of pride and prestige for Biesse Group that many design masterpieces have been made with Biesse's technologies, so much as the "made with Biesse" has become an crucial asset of the company's communication strategy. Right from the design stage, Biesse Group remains firmly by their side as a strategic partner: anticipating the requirements of those using its machines, offering assistance during all subsequent steps and supporting the different processing phases that the machines, guided by the wisdom and talent of human hands, will encounter: a "productive completeness" which can only be achieved through combining technology with humanistic wisdom.

This blend of "wise" industrialization and customizable processes are also at the basis of the so-called 4th Industrial Revolution that Biesse will largely showcase at Xylexpo 2016. "This revolution, which we want to render accessible to everyone, aims to bring together the high output numbers seen in the assembly chain with the tailor-made value of artisan production. In a world where those who offer quality and a personalised touch at increasingly low prices come out on top, factories are turning digital: the machines communicate amongst themselves via automation systems and interaction software, and can "imagine" the product, simulate construction and carry out tests before it has even been made" commented Raphaël Prati, Marketing and Communications Director for Biesse Group.

Following the concept of *Think4ward*, the company's fundamental desire is to remain by the side of its customers throughout the challenges that the fourth industrial revolution will bring, through an

approach that is marked by innovation and change, without descending into complication - on the contrary, the goal is to simplify the various phases of design and production through the use of machines characterised by unmatched rapidity and ease of use.

Visit Biesse:

- 12-17 April at *Salone Internazionale del Mobile* – Acimall's booth, Hall 18, stand D10
- 23-28 May at Xylexpo 2016 – Hall 1, stand F19

BIESSE S.p.A. - Biesse Group is a global leader in technology for processing wood, glass, stone, plastic and metal. It designs, manufactures and distributes machines, integrated systems and software for manufacturers of furniture, door/window frames and components for the construction, ship-building and aerospace industries. Biesse invests on average 14 million Euro per year in R&D, boasting over 200 registered patents. It operates through 8 industrial sites, 34 branches and 300 agents and selected dealers, exporting 90% of its production. Biesse's customers include some of the most prestigious names in Italian and international design. Founded in Pesaro in 1969, by Giancarlo Selci, the company has been listed on the Stock Exchange (STAR segment) since June 2001. Biesse now counts 3200 employees throughout the world.