

PRESS RELEASE

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BIESSE

BiesselInside open-house October 2010

Open-house at Biesse Group Demonstration of complete manufacturing processes for furniture pieces and doors and windows

Technological innovation and avant-garde solutions for panel sizing, milling, edgebanding, boring, movement of goods and packaging

Pesaro, 8 October 2010 – The Biesse Group has organised the seventh edition of **BiesselInside** at its headquarters in Pesaro from **7 - 9 October**, an unmissable appointment for all those working in the sector. Since the first edition of the open-house (October 2007), Biesse has exhibited its latest technology to clients and partners at its over 3,000 square metre Tech Center. Over the last three years the offer has been enhanced and this exhibition space has been transformed into a **mini production facility** with functioning work areas.

Work stations have been created in the Tech Center duplicating **clients' manufacturing process** for kitchens, rooms, bathrooms, day and night furnishings, office furniture and doors and windows. The new layout allows clients to choose the workstation closest to their requirements and watch the finished product being made by networked machines running proprietary **BiesseLink and BiesseWorks software**, which are both intuitive and easy to use. Each workstation demonstrates manufacture of a finished product, produced to the highest quality, finishing and design standards guaranteed by *Made in Biesse* machines.

Liviana Forza, Commercial & Marketing Director, Biesse Systems and Products, made the following comments about her first Company open-house: *"We have redesigned our Tech Center for this edition of BiesselInside organising it by client manufacturing typology to demonstrate the production processes and give a wider overview of our Systems. Whilst Biesse is a supplier of Technology, it also wants to position itself as a Global Partner in Technological Solutions. We are accelerating our continuous innovation process and investing in research and development in the wood sector whilst exploring applications for other materials, such as plastic".*

The principal new products to be previewed are: **Klever, Rover A 5 axes, EKO 902, WN 600 with Twin Pusher and Stream EcoLaser.**

The new **Klever** is a gantry-router series boring-milling machine suitable for all small and medium sized companies that require a competitively priced multi-functional machine centre. It is dedicated to processing **wood** and **wood derivative**, and can be used in the plastics sector to create lettering and signs, as well as for **alucobond** and similar materials. **Rover A 1332 5 Axis** compact machine centre which was conceived for boring-milling of furniture, hollow-core doors, solid panel doors, windows and staircase components. The machine's highly flexible production characteristics are strengthened by a five-axis operator unit.

The range of boring machines includes Bre.Ma.'s **EKO 902**, a compact modular vertical boring machine aimed at small and medium sized companies, ideal for processing panels with a delicate finish, equipped with a vertical panel loader and unloader, it is easy to use and modular.



Other significant innovations include the new **WN series 6** panel sizing machines equipped with the patented Twin Pusher. The motorised blade lifting facility, integrated saw carriage alignment and grippers that can be raised guarantee reduced cutting times, resulting in higher performance than competing machines.

Eco Laser, part of the latest generation technology, allows edgebands to be applied using laser with excellent aesthetic results; it also produces high quality products through simple and efficient manufacture with lower energy consumption. Guided tours of the production facilities will also be available and, in particular, of the **new highly flexible Techno boring line** which can work batches of 400-500 panels with maximum reliability on throughfeed and the composition of the completed batch.

During BiesseInside, the Group will hold important meetings and **connected mini-events** which include an **"Investor Day"** dedicated to financial analysts and investors. On Friday 8 October, together with Banca Akros, **Biesse, Indesit, Elica, Prima Industrie and Sabaf** will present the strengths and characteristics of five small and medium sized companies with significant growth prospects.

There will also be a meeting between **Liviana Forza**, Commercial & Marketing Director, Biesse Systems and Products, and the **specialist sector press**. Liviana joined Biesse in May 2010 after holding important positions at multinationals like Morgan Stanley, A. T. Kearney, Fiat Group, and Piaggio, where she was Director of Strategic Marketing in the Commercial Vehicle Division before joining Biesse.

Two high status projects for Biesse clients. Riva 1920 presents its project **"Amongst the mooring posts of Venice – Tra le bricole di Venezia"**, "a marriage of technology and design...". Mario Botta, Pininfarina and Philippe Starck are amongst the 29 internationally renowned architects and designers who have lent their support to the project. On display at Biesse are oak mooring posts from the lagoon transformed into works of art by **famous designers**. **Lago SpA** is offering a focus session called **"Lean Thinking, web2.0 e design"**, case-studies covering the history of an innovative approach to business growth and food for thought for all kinds of companies.

Lastly, the spotlight is on **www.biesse.com**, the new Biesse Group website which will be premiered during the event. It has been designed to show Biesse in a new light and to highlight the Group in all its global guises while affording easy access to clients, partners and visitors.

The Biesse Group

Biesse operates in the market for machinery and systems for working wood, glass and stone. Founded in Pesaro in 1969 by Giancarlo Selci, Biesse S.p.A. has been listed on the STAR sector of Borsa Italiana since 2001. The Company offers modular solutions from the design of turnkey plants for large furniture manufacturers to individual automatic machines and work stations for small and medium enterprises and the design and distribution of individual highly technological components. As a result of its attention to research and innovation, Biesse can develop modular products and solutions capable of responding to a vast range of requirements from clients. A multinational company, the Biesse Group distributes its products through a network of subsidiaries and associates located in strategic markets. The associates guarantee specialized post-sales assistance to clients whilst at the same time carrying out market research in order to develop new products. The Biesse Group has over 2,300 employees in its main production sites in Pesaro, Lugo, Alzate Brianza, Bergamo, Bangalore and the branch offices in Europe, North America, the Far East and Australasia. The Group also has no fewer than 300 resellers and agents enabling it to cover more than 100 countries.

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