

Brianza Plastica.

A history of people, ideas and products.



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1962/2012. Brianza Plastica. The first 50 years.

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2013/today. The evolution continues. Extensive experience and vision towards the future.

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 1962/2012

Brianza Plastica.
The first 50 years.



The value of the people: the soul of the Company.

Without people there are no ideas: together, they have always been the essential resource for success. Brilliant intuitions, entrepreneurial spirit and operational skills, are the perfect foundations that have enabled the story of Brianza Plastica to germinate.



However, as with all things, this great story would never have flourished if it hadn't been for two brothers, **Giuseppe and Enrico Crippa** who, in the right place at the right moment, were able to start a challenge with their own destiny.

In its fifty years of work Brianza Plastica has always looked ahead, stopping only to gather new ideas and start off again with an even greater momentum. Planning the future, starting from the present, is what has inspired the people at Brianza Plastica and guided their every action.

Today, in light of its fifty years, it is essential to pay tribute to all those moments that have accompanied the story of Brianza Plastica, so that we may share every moment with the people who have made all this possible.

Solid organizational skills, a team of proven professionalism, winning ideas and tenaciousness are the ingredients with which Giuseppe and Enrico Crippa were able to create Brianza Plastica: a solid Company, a fundamental benchmark for the building and construction sector, not only in Italy but also abroad. Innovating while constantly improving quality, continuously adapting the production methodology to the most advanced technologies, communicating with the academic and intellectual world to establish valuable synergies, responding to market needs to create products capable of improving modern lifestyles. All at Brianza Plastica is admirably conducted as in one of the world's greatest orchestras so that each individual, both inside and outside of the Company, may always be an integral part of this precious creative process.

Just six factory workers, the tenaciousness of two brothers and a leased warehouse in Realdino of Carate. This is what Brianza Plastica snc looked like when it was founded in 1962: a small manufacturing Company that was still unaware that a future of great successes awaited it. An artisanal production completely aimed at construction industry, that would soon evolve into one of the most important European names in the field of the production of fiberglass roofing materials. This is how the most important and rewarding experience of the Crippa brothers' lives all began.

The ELY - prefix.

The ELY- prefix, which appears in most of Brianza Plastica's products (Elyplast, Elycop, Elyplan, Elycold, Elyfoam, Elyonda), derives from the name of the wife of Giuseppe Crippa, Elide, known to her friends and family as Ely. Giuseppe Crippa married Elide in 1962, the very same year in which Brianza Plastica was founded.

The Company's first product, the fiberglass plates, hence took the name of Elyplast, a name they maintain to this day.



Giuseppe Crippa



Enrico Crippa



The value of work.

At Brianza Plastica, the work performed has always been considered an essential ingredient to ensure the successful implementation of the ideas; Brianza Plastica has always considered work, whether intellectual or manual, immensely valuable.



Pay sheets dating back to 1967.

COMPETENZE	
M. GIANNINI LORENZO IMPIEGATO 3 ^o Cat.	
MEE DI LUGLIO 1967	
N. DI MATRICOLA 128	
NETTO PAGATO	112.420
Dipendio	58.900
Spese di servizio	
Indennità di congedo	30.604
+ bonus	1500
+ caso ferie	
+ Inc. b. 70	4.773
Lavoro straordinario	
Festività	
Assonati	
Ad. Personale	40.000
P. TOTALE	136.877
Parte non goduta	
DI TOTALE COMPETENZE	136.877
RITENUTE	
I.S.P.A.M.F.	7.993
Fondo Previdenza	50
+ Previdenza	
Gen. Cass. 0,30%	441
I.N.A.M.	129
I.M.C. 440	8.640
I.M.C. 10	8.285
Contribuenti	189
TOTALE RITENUTE	25.787
TOTALE NETTO	110.140
Imp. Municipale	9.240
Contrib. 2240	



A sound Company organization and the involvement of all the players on the stage: Brianza Plastica draws its strength from its people.

Carate Brianza, 1 luglio 1971

A tutti i Signori Collaboratori,

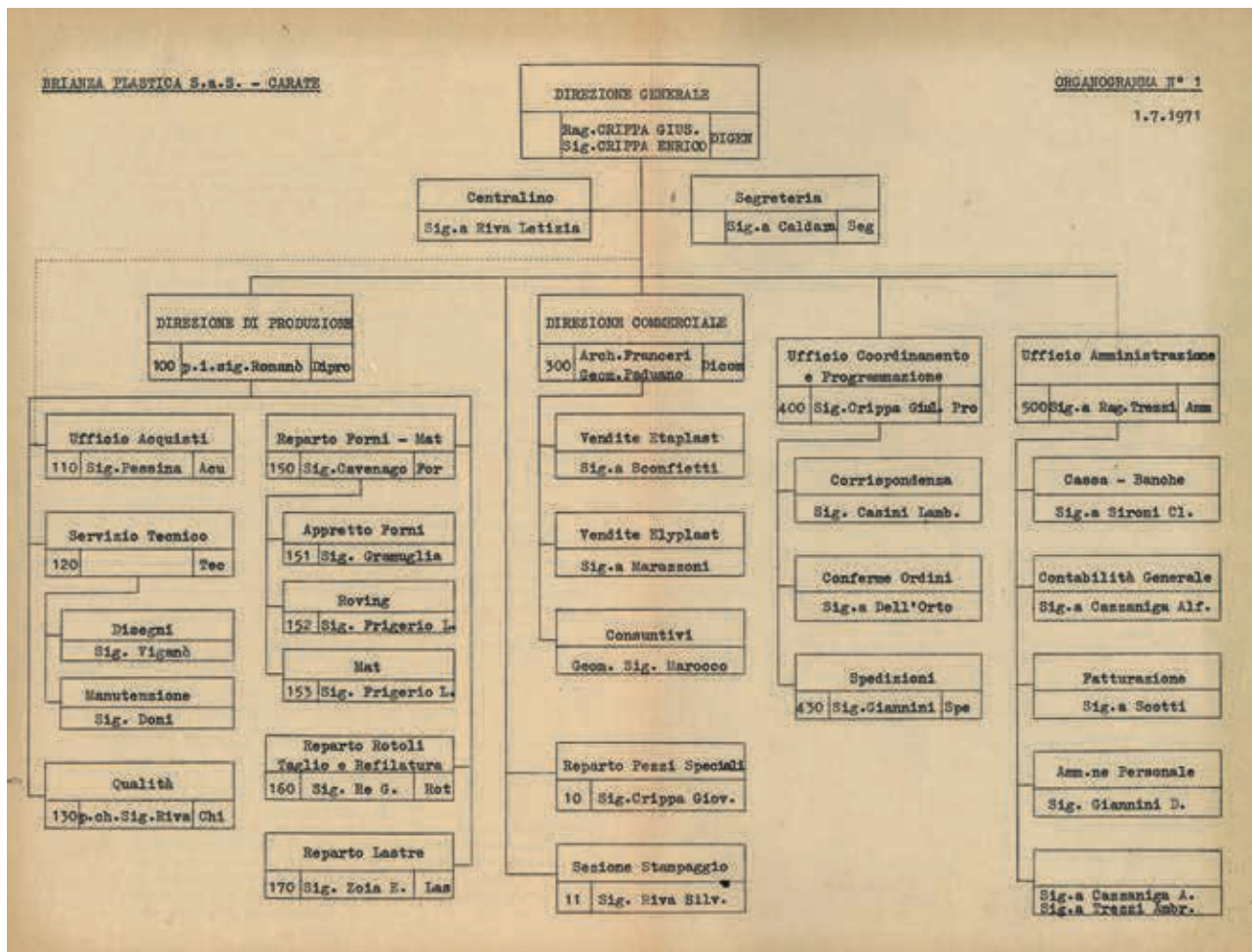
Il progredire dell'attività produttiva e l'evolversi delle necessità organizzative ed operative dell'azienda, richiedono che le funzioni, le attività e le mansioni di ciascun responsabile aziendale, siano opportunamente classificate e stabilite con un apposito strumento di direzione: l'Organogramma.

Tale strumento serve a chiarire, migliorare e rafforzare il complesso operativo aziendale.

La Direzione Generale è fiduciosa che, per prima con questo spirito, sia interpretato da tutti i Capi responsabili, il presente Organogramma che, con la sua emanazione, impegna la responsabilità di ciascun Capo, secondo le funzioni attività e mansioni, per ciascuna stabilite.

Come per il passato, la Direzione Generale ripone la più ampia fiducia in tutti i Capi, certa che tutti assolveranno il compito loro affidato con senso del dovere e con alto spirito d'entusiasmo.

LA DIREZIONE GENERALE





“To look ahead always and whatever happens, to pass on the heritage to the advancing new guard, this is the meaning of ‘dialogue between generations’:



it is being able to see beyond the present, using it as point of departure, with the awareness that nothing lasts forever if one is not able to leave the right heritage to posterity.

This is the meaning of the work of a lifetime; the greatest satisfaction consists in knowing that it won't all disappear but, rather, it will continue growing thanks to the succession of generations, as part of an endless and harmonious flow.”



Cristina Crippa
Member of the board of directors and legal consultant

“Honesty, generosity, observing the rules, commitment and passion in everything you do and all of it always accompanied by a healthy optimism and an immense positivity.”

“I was taught and passed on these values by my family, with examples and coherence in everyday life. I have breathed the air of Brianza Plastica from the days of my childhood, when I used to accompany my father to the office and watch him work or, when possible, take part in the sector events and fairs. After graduating from university and passing the bar examination, I received the priceless gift of being able to become a part of the family Company and hence put my legal expertise to good use, with great pride for the results achieved and a little more distress for the failures.

Being part of the family Company is both a great responsibility and a source of immense satisfaction: it means working with passion. It also means sharing each day life in the Company and sharing the common commitment to its growth and development with dignity, discretion, and deep reciprocal respect (and affection). All the while, we are driven by the hope that the same enthusiasm and participation will guide our children as they take what their grandfather created to even greater heights.”

“I belong to the host of second-generation entrepreneurs and while this has surely been a blessing in many respects, it has also been a responsibility in many others.”

“Arriving ‘after’ means measuring up to a father who conceived, launched and developed an enterprise and, in this case, has been so successful in doing so that today, after fifty years, the very same Company is still a breeding ground for ideas and development. Having had the privilege to be able to work with the founders and with many of their historic collaborators, gave me the possibility of learning and treasuring the secrets of their success.

Today, there is a lot of talk about a company’s ‘mission’ and ‘vision’, words that probably my father and uncle would not use to describe what they believed in. What guided them day after day were simply ideas: the ability to innovate with each passing day, the care and passion they put in their work, the appreciation of the efforts of each of their collaborators.

Over the years, Brianza Plastica has encountered many successes and a few stumbling blocks, but crises have always been an opportunity to start anew with an even greater determination. What is more, thanks to the values our father continuously stressed and made sure to pass on to us children, who are now running the Company, we feel extremely proud of what the Company has been able to accomplish and ready to meet the challenges of the next fifty years.”



Alberto Crippa
Managing Director and General Manager
of the Commercial Division



Paolo Crippa
Managing Director and General Manager of
the Technical Division

“Obviously, I consider myself a lucky person, because I was able to grow within a Company that has always felt like a second home to me.”

“As a child I used to wander around the various departments and I knew, as early as my school days, that there was no other profession I would have enjoyed doing more once I grew up. Brianza Plastica and the people working in it represent much more than a Company: they embody the values of the Crippa family, the very same values that ensure the Company is so highly-regarded and popular in the market.

I am responsible for many years now of the technical side of the Company, from the purchases to the investments, obviously passing through the production activity. We have grown over the years and since 1997, my very first foray into the professional world, to this day, we have successfully launched many new products and opened another three production sites. The most important thing I have ever been taught is to consider the Company as the most invaluable asset of all; disputes must always be left out of it and it is important that we all play on the same team, to ensure the wellbeing of all the families that, thanks to Brianza Plastica, are able to live an untroubled life and make projects for the future.

When I first started out, I used to wear suit and tie to prove that I was ‘grown up’ enough to play an active role within the Company, and I had to fight day after day to show I was worthy of recognition; these days I dress casual, but how great it would be to have the same age as when I started!”

“I can say that it is really a pleasure to work for this professional company. For me personally it is very important to know who is behind a company.”

“I have joined Brianza Plastica in 2019 after 25 years of experience in the field of fiber-reinforced materials. So I am quite new. After one year I can say that it is really a pleasure to work for this professional company. For me personally it is very important to know who is behind a company. That’s why I was always working in family owned businesses. Decisions are done in a short time and everybody stands behind it.

Business and success always depends on hard and soft facts. Coming to the hard facts at first: the equipment in laboratory and production is state-of-the-art. Investments were always done on time. No gap between.

The people around me are highly motivated and educated. I believe in our team and our future success. The German way of thinking and engineering in combination with the Italian creativity and flexibility makes us able to do disruptive developments. Leaving the standards and old ways of thinking is more and more important in this time of fast changes. What I really regret: not having made the decision earlier coming to Brianza Plastica and this beautiful Country and people.”



Stefan Bachstein
Flat Laminates Manager



Massimo Colombo
Administration, Finance and Control Director

“The goal to exploit potential business developments and the strong international vocation of Brianza Plastica.”

“In 2015 I joined Brianza Plastica where I was immediately welcomed and where I experienced the strong sense of ownership and the feeling to be part of a great family.

In dealing with customers, suppliers and financial institutions Brianza Plastica always focused on building trust (in terms of quality, meeting deadlines and reliability), for a long-lasting and worthwhile relationship. The priority and strong commitment of myself and my team is to keep and growing this trust, especially in the current situation where the increasing volatility and change in our world and society might affect the past results.

I believe that the investments made in recent years and those currently underway aiming at increasing our manufacturing capacity, developing new products and at improving the effectiveness and efficiency of our organisational processes will help our company to face the market challenges.”

“I’m proud to lead a team prepared, motivated, available for discussion, aware of having to pursue a common goal.”

My personal job experience begins in the field of building construction.

As soon as I arrived in Brianza Plastica, I made my experience available to the Company and I had the pleasure from the beginning to discover how much Brianza Plastica was oriented towards a continuous search for new solutions.

Today more than ever this philosophy is winning: the people who are part of this Company are aware of it.

The topic of energy saving is of global interest and, since the birth of ISOTEC in the early 80’s, it is considered by Brianza Plastica of central importance.

It’s important to better disclose the know-how of the Company: every day we work to improve the commercial capillarity, taking advantage of the numerous and different communication channels.



Simone Prneri
Sales Manager Insulation Building



Gianluca Della Pedrina
Sales Manager GAP Building

“Product and service, but also professionalism, reliability, competence, ability to listen....”

.... and understand the customer’s needs in order to provide effective and efficient solutions: these are the key factors of a success that has lasted continuously for nearly 60 years.

For our customers we are not only a supplier, but a partner; a family business that has grown thanks to a functional and proficient organisation, which over the years has reshaped itself to take on the challenges of a global market. We are proud of our history, but we are always looking for new solutions that ensure our success and that of our customers.

“I believe that the objective of a Production Manager, namely to maintain the level of competitiveness of his plant high, can only be achieved by captivating and motivating all the people involved.”

“To successfully do this, the best strategy is to draw inspiration from our management and the entrepreneurial class as a whole: people who create and give work; who spur us to give the best of ourselves with enthusiasm and passion; who stimulate us with new ideas, sweeping away what is old to make space for the new and who are our daily role models.

Individuals who shoulder the responsibility of choices and decisions and who generate progress through their actions; who are optimistic and infuse confidence and self-assurance; who know how to make the most of what life offers them and who are able to seize and capitalize upon any opportunity that may arise.

I believe that each one of us is able to put the qualities learned from such inspiring individuals to good use: both on the workplace and in life in general.”



Marco Merlini
Production Director - Carate Brianza



Davide Viganò
Technical Director

“I can safely say I have always been a part of Brianza Plastica, since I was born: my parents, in fact, met while working here.”

“I actively became a part of the group in 1997, at a time when the Company was undergoing changes. In subsequent years, I found myself actively experiencing the continuous growth and the great development of Brianza Plastica in terms of human, plant-engineering and turnover resources.

From the very beginning, I was fortunate enough to be able to collaborate and confront myself with two great technicians and most importantly two great individuals: my father and Eng. Mazzotti, who went out of their way to teach me and pass on to me all of their knowledge with uncommon generosity, availability and patience.

Today I am Technical Manager and my main task is to maintain, modify, improve and renovate the production plants of the head office and of the branches of Rovigo, Ferrara and Matera; I am Head of the Prevention and Protection Service and I work together with the Research and Development division for the planning of new products.

I would not have been able to hold this position without the continuous interaction with the General Management and the support of the colleagues with which I have worked in these years: the professional and human relationships that have established themselves have been crucial for my personal growth and that of the Company.”

“My professional experience and career in Brianza Plastica give me great pride and satisfaction.”

I have held various positions during my professional life working at Brianza Plastica and over time I have advanced to positions of greater complexity and responsibility.

Brianza Plastica has given me the opportunity to grow and the confidence to keep going during a particularly delicate moment for the Ferrandina production site.

This Company has always had an up-to-date and contemporary conception of the building industry, creating products and solutions able to meet the needs of an ever-evolving world, with special focus on energy-saving issues.

I believe that a plant manager should always have an open mind when resolving the critical issues that arise; he must know how to organise, share, create and transmit enthusiasm and dynamism to his workers, integrating all the skills, in order to achieve common goals that can be rewarding for the whole team.



Alberto Stigliano
Plant Manager – Ferrandina



Marco Buriani
Production Director – San Martino di Venezze 1 & 2 and Ostellato

“Brianza Plastica is a great Company made up of people always ready to work as a team for the wellbeing of all.”

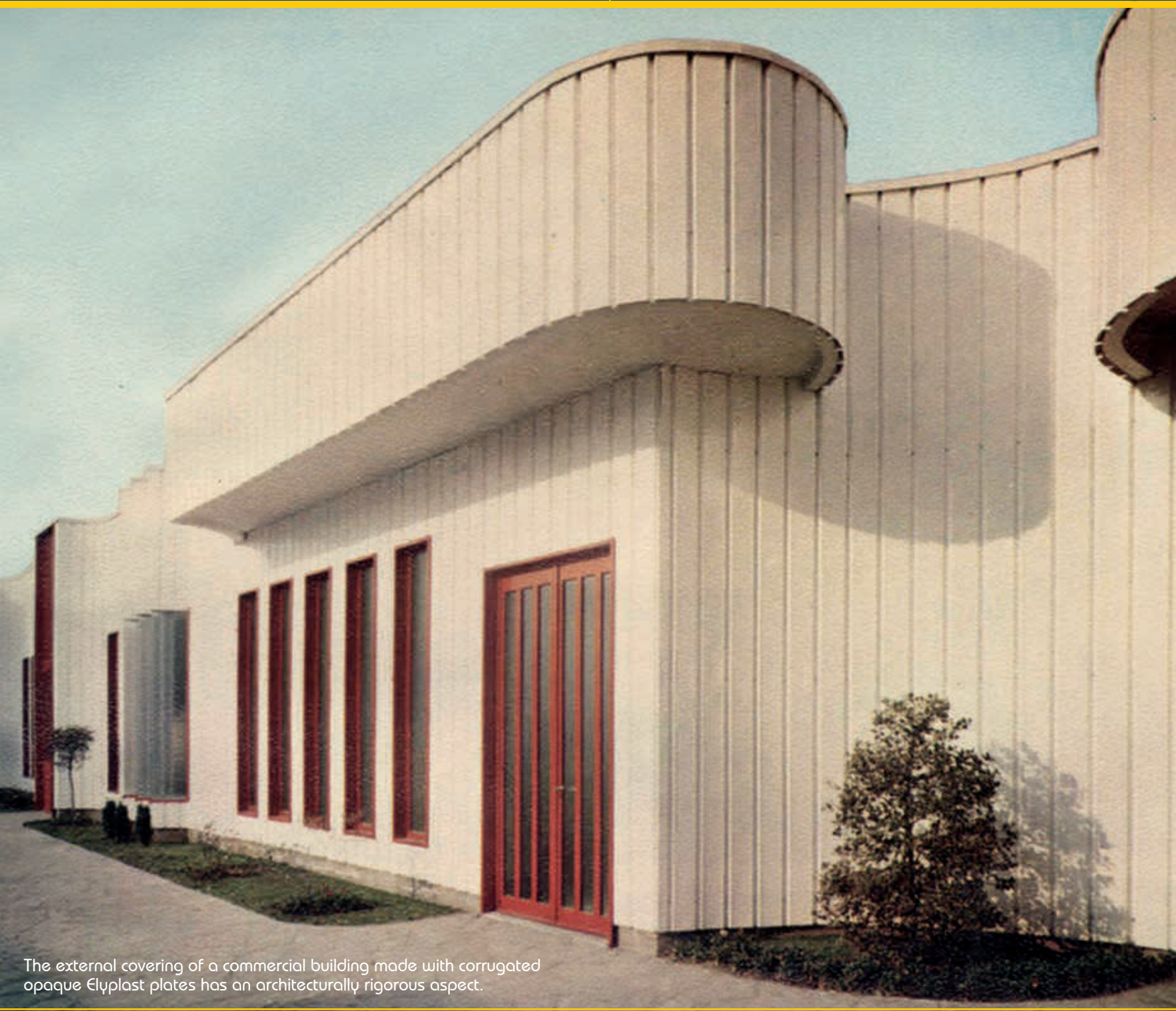
“After gaining more than 20 years of experience working in another company of the sector, in October 2005 I became a part of the Brianza Plastica group.

I soon realized that Brianza Plastica is a great Company, made up of people who I can confront myself with and sometimes challenge, but who are always ready to work as a team for the wellbeing and the growth of the Company and hence of each one of its members.”



Everything is always
born out of an idea.

It is exactly from the ability of transforming an idea in a solution, thanks to the farsightedness of those who had the intuition, that it becomes effective and successful. Brianza Plastica owes much to dreams that have turned into reality: it is through them that the Company has been able to satisfy needs and requirements that had previously remained unfulfilled.



The external covering of a commercial building made with corrugated opaque Elyplast plates has an architecturally rigorous aspect.

The '60s and the turning point in Italians' consumption.

In the Italy of the economic boom, when society woke up every day with new things capable of making daily life more comfortable, Brianza Plastica was able to give the building industry solutions that would change the way of experiencing life in spaces.

One such solution were the fiberglass laminates conceived by Brianza Plastica which, during the early Sixties, conquered fields of use that had been unthinkable until then for a similar material, such as buildings, service stations and greenhouses.



Suspended roofing built to cover the transit tracks of Milan's subway with Elyplast opaque coloured plates.



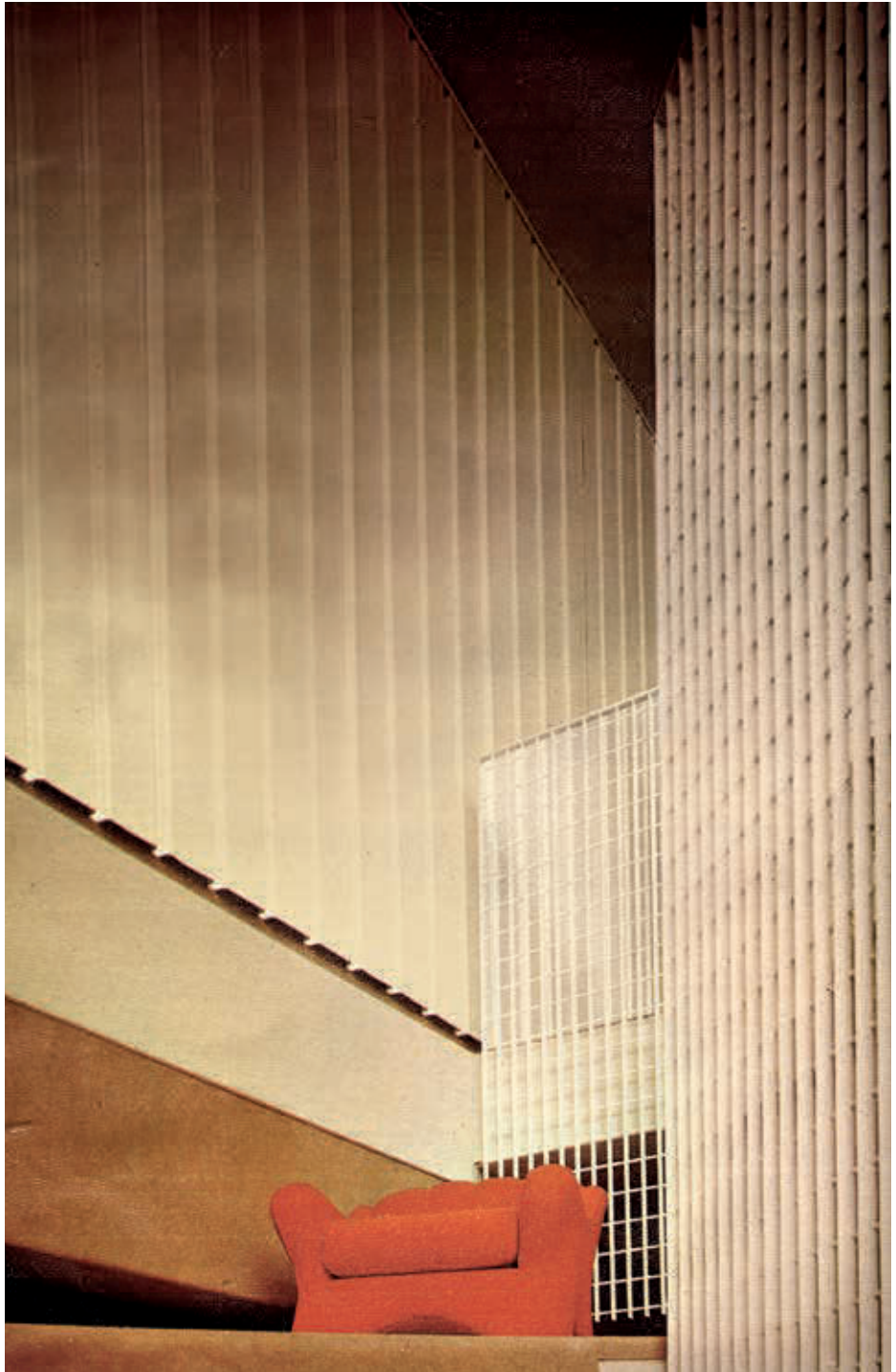
An elegant cantilever roof built with opaque corrugated Elyplast plates at an Italian gas station.



1960 - 1968

In little over a decade...

...the success of the solutions it implemented, led the Company to move from the artisanal workshop of Besana Brianza, to the industrial plant of Realdino and, finally, to the Carate Brianza plant, planned in 1966 and built in 1968, whose 60,000 sq. m. of surface could accommodate as many as 160 employees and a production which increased with every passing day.



A unique use of Elyplast opaque corrugated plates as part of an exhibition of furniture and accessories.

All the intuitions that accompanied the success of Brianza Plastica were a product of their time because they were born out of the will to solve tangible needs.



Elyplast corrugated translucent plates covering a greenhouse for the cultivation of flowers.



From the '80s...

The ability to understand the contemporary world...

...analyzing its culture, society and needs was, combined with the intuitive skills of the Crippa brothers and their collaborators, the winning recipe which led, in the early Eighties, at the height of the energy crisis, to the creation of **Isotec**. It was an original and unquestionably brave project, forged in a very delicate historical period, through which the Company succeeded in launching a new way of insulating building roofing.



Bari - Isotec Insulation of the roofing during the works for the rebuilding of Teatro Petruzzelli.

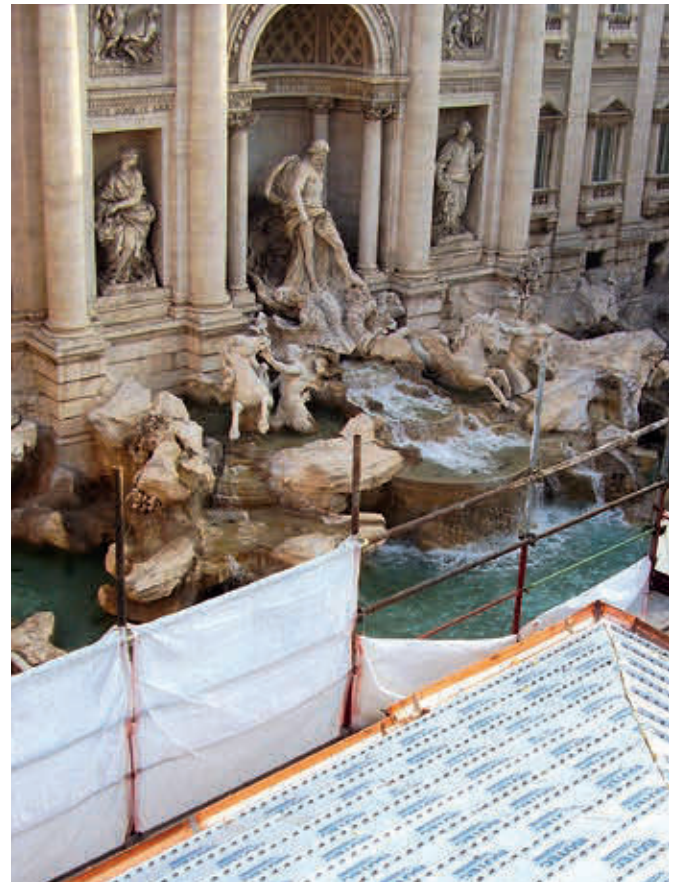


Milan - Isotec applied on the roofing of Palazzo Reale (Royal Palace).

The flagship product of Brianza Plastica, Isotec, soon started being employed to create projects possessing a high architectural and cultural value.

Brianza Plastica has always contributed to the preservation of the Italian historical and artistic heritage through the excellence of its products.

From La Scala Theatre, to Milan's Royal Palace, from the Palace of the Vanvitelli in Caserta, to Monza's Royal Villa, from Bari's Petruzzelli Theatre to Foggia's Umberto Giordano Theatre... Over the years Isotec has been employed in many restorations and renovations to improve heat insulation and the monitoring of humidity inside the roofing.



Roma - Isotec on the covering of a historical building in the unique setting of the Fountain of Trevi.



Capitalizing on market needs.

in order to translate them into quality systems: this was and continues to be the natural mission of Brianza Plastica's intuitions. It was exactly this vision which led to create the solutions destined to extend the production to the industrial, agricultural and residential sector, such as the **Elyplast** fiberglass laminates, designed to adapt to a huge variety of uses and the curved and assemblable **Elycop** modular panels, for the construction of industrial roofing.



1969: internal view of the headquarters' offices.



Railway carriages yard built with Elyplast.



Elycop plates.



Elycop combined with Elyplast curved plates.



One must go beyond an idea,

to find continuously new production opportunities. We realized soon enough that the fiberglass panels could be applied also to the construction of caravans, refrigerator trucks and motor vehicles: this idea culminated in the **Elycold** and **Elyplan** products.

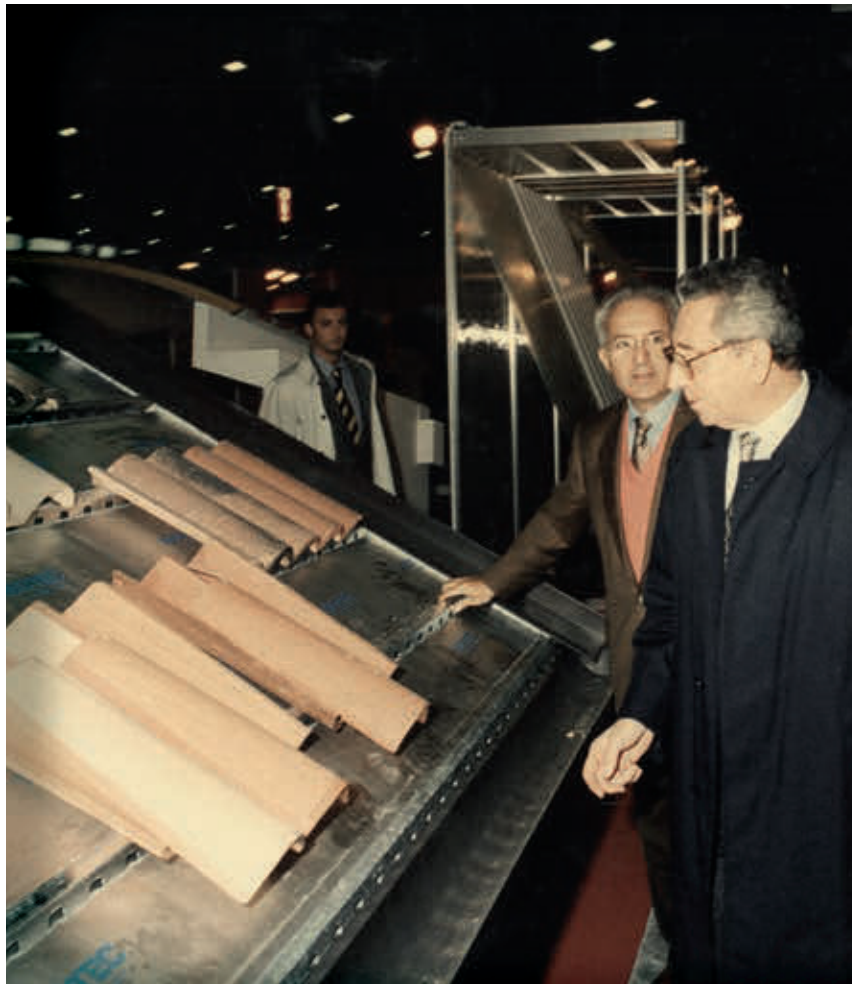




Brianza Plastica: always on the frontline for the development of a planning-oriented approach.

What has always been fascinating about the story of Brianza Plastica is the will to share every success: in 1994 the Company launched training and updating program aimed at architects, engineers and planners.

A careful balance between vision and technical expertise of the speakers, the trainings soon became very popular and turned into veritable opportunities, for professionals and technicians alike, to share reflections and learn plenty of useful information.



Bologna's SFAI, 1995 - The Minister of Commerce and Industry visits the Brianza Plastica stand; Aldo Francieri explains the Isotec system.

Communicating with the world of planners and designers has always helped to stimulate new ideas, bringing Brianza Plastica closer to the true needs of the insiders.

This is why the focus on educational aspects has led the Company to create seminars and workshops.

Unmissable chances to interact with the Italian academic world, seminars and workshops always triggered interesting synergies and development projects.

Brianza Plastica has always believed in going beyond the accidental and in keeping continuously up to date with current building trends to create functional systems and solutions, this is how the Company has always operated to support the sectors of architecture and construction engineering.

This is the educational soul that emerges in many of the activities that the Company has been organizing for years for its interlocutors, such as the editorial initiatives, developed exclusively for technical-educational purposes.



The educational conference “Energy Saving and Architectural Shape” with the scientific backing of the Politecnico of Milan (Milan School of Engineering): Brianza Plastica was among the technical sponsors.



An educational Company seminar conceived especially for planners.



The customary visit paid by the students of the Politecnico of Milan to the prefabricated building Armadillo.



A group photograph of the students of the Primo Levi Institute of Seregno taken during their visit of the Carate Brianza office.



The foyer of the Brianza Plastica headquarters: students of the Politecnico of Milan, led by Company technicians, finish off their in-depth tour of the premises by visiting the products exhibition room.



The Brianza Plastica stand at Made Expo 2011.

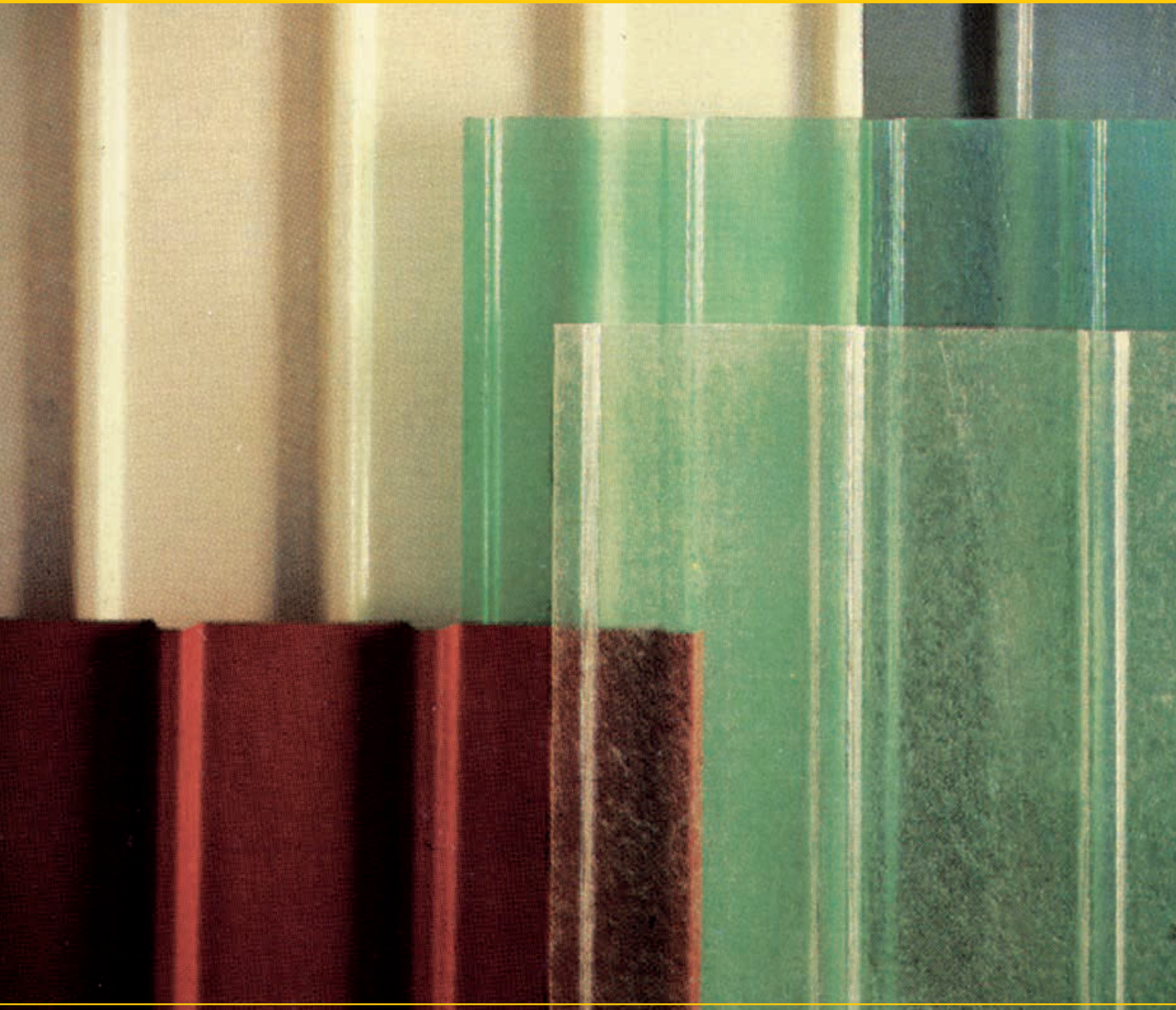


The Brianza Plastica stand at IFA of Hannover 2012.

03

Products born from ideas,
developed by people.

There are brilliant ideas that may seem banal on the surface but which are able to solve problems nonetheless and hence become indispensable.



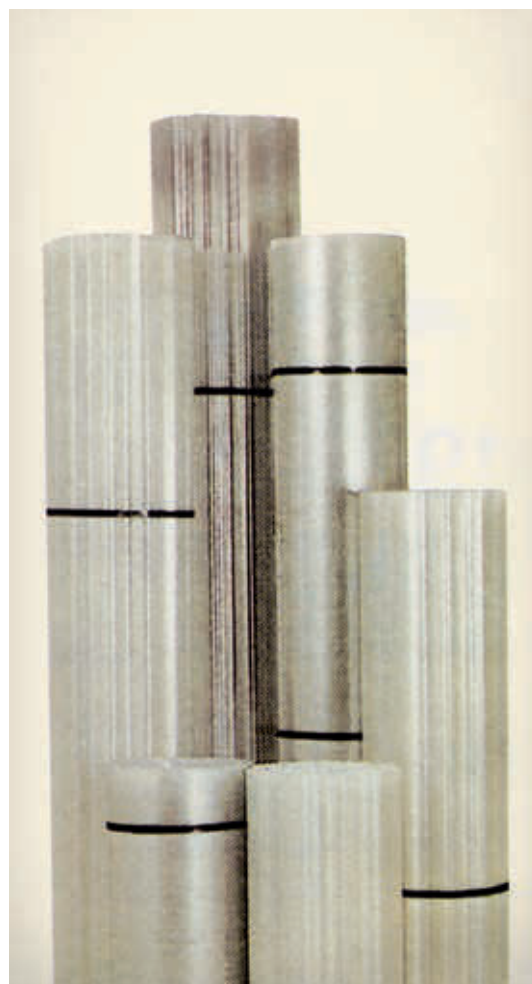
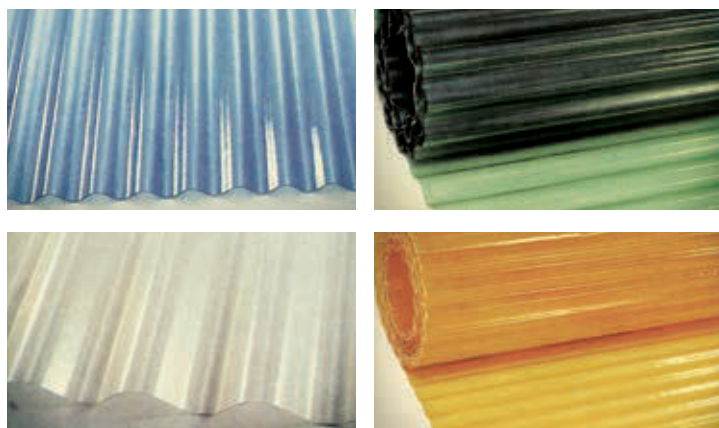
➤ 1962

You don't need to physically see and touch the products to realize the importance they have in people's lives:

their incredible advantages can be simply perceived; what is important is that they improve the quality of life of individuals.

Channelling the full force of a system, ideal for the coverings of industrial, residential and agricultural buildings into the simplicity of a resin lamina is no easy feat.

With **Elyplast** Brianza Plastica succeeded in creating a translucent, unbreakable, light and easy to process product; an immensely important result which was able to bring brightness and safety into any setting.





Elyplast today

Elyplast, thanks to its versatility, is the ideal product for a huge variety of uses: from greenhouses to arcades, from skylights for industrial warehouses to cantilever roofs, from windows to DIY.

Brianza Plastica has always been inclined towards communication, not only towards the building sector but also towards the industrial and agricultural sectors. The ability to listen attentively helped the Crippa brothers and their staff to improve the quality of the products and, at the same time, that of the spaces devoted to daily life and work.

The symbol of this mission, Elyplast has been improved over the years to such a degree that today it is even more effective and safe as well as capable of lasting longer in all the fields of use it was especially conceived for.



➔ 1984

The invention of **Isotec** allowed to improve the living comfort and increase the energy conservation of buildings.

Isotec, "The system solving your roofing needs", was an invention both successful and ahead of its time: a choice that unquestionably paid dividends.

Even today, although decades have passed since its conception, Isotec is one of the leading products of Brianza Plastica: it insulates, produces under-tile ventilation, is light, resistant, it creates an excellent barrier against steam and allows to save a considerable amount of energy for the heating and cooling of environments.

From roof to walls, Brianza Plastica realized soon enough that the insulation of the building shell could be a comprehensive system capable of truly embracing the whole building. This vision paved the road for new research launched together with important state bodies and university institutions, such as the BEST department of the Politecnico of Milan. The results obtained allowed to extend the fields of use of Isotec even further.

This was exactly how Isotec Parete, the thermal insulating system conceived for walls and the construction of ventilated façades, was born.





Isotec today

Isotec and Isotec XL

For Brianza Plastica the invention does not end with the production of the idea but continues further still, as part of a constant evolution that has enabled the Company (and continues to do so to this day) to invariably offer new solutions to market and contemporary building industry needs.

Isotec XL is one such solution: conceived to offer a greater under-tile ventilation, Isotec XL improves overall living conditions in the building, facilitating the transfer of heat and dampness present in the roofing and preventing the formation of molds and condensation.



Isotec Parete

The brainchild of Isotec and one of Brianza Plastica's most innovative ideas, **Isotec Parete** is the result of the collaboration with the BEST department of the Politecnico of Milan and of subsequent experiments conducted on pre-existing projects.

It is an external thermal insulation and structural system for walls built using dry components and created to build ventilated façades. Isotec Parete can be used both for new constructions and for the energetic and architectural requalification of existing buildings.



Isotec Linea

Isotec Linea is a structural insulation panel for non-ventilated walls and roofs. The panels create the ideal support structure for the easy application of metal, fibrocement and other non-ventilated finishes. The panel consists of an insulation core in self-extinguishing rigid polyurethane foam covered by embossed aluminium sheet, made load bearing by a steel profile clad in aluminium, zinc and silicon alloy. Isotec Linea panels come from over 30 years experience of Brianza Plastica production of Isotec polyurethane roofing and wall-solutions.



➤ 1988

With the invention of the Elycop roofing panels,

Brianza Plastica gave the building industry a product that could be used both for new constructions and for the renovation of existing buildings; no longer in the private building sector exclusively but also in the industrial one, guaranteeing high aesthetic qualities and high technical performances to the environments.

Elycop production line was decommissioned in 2016.





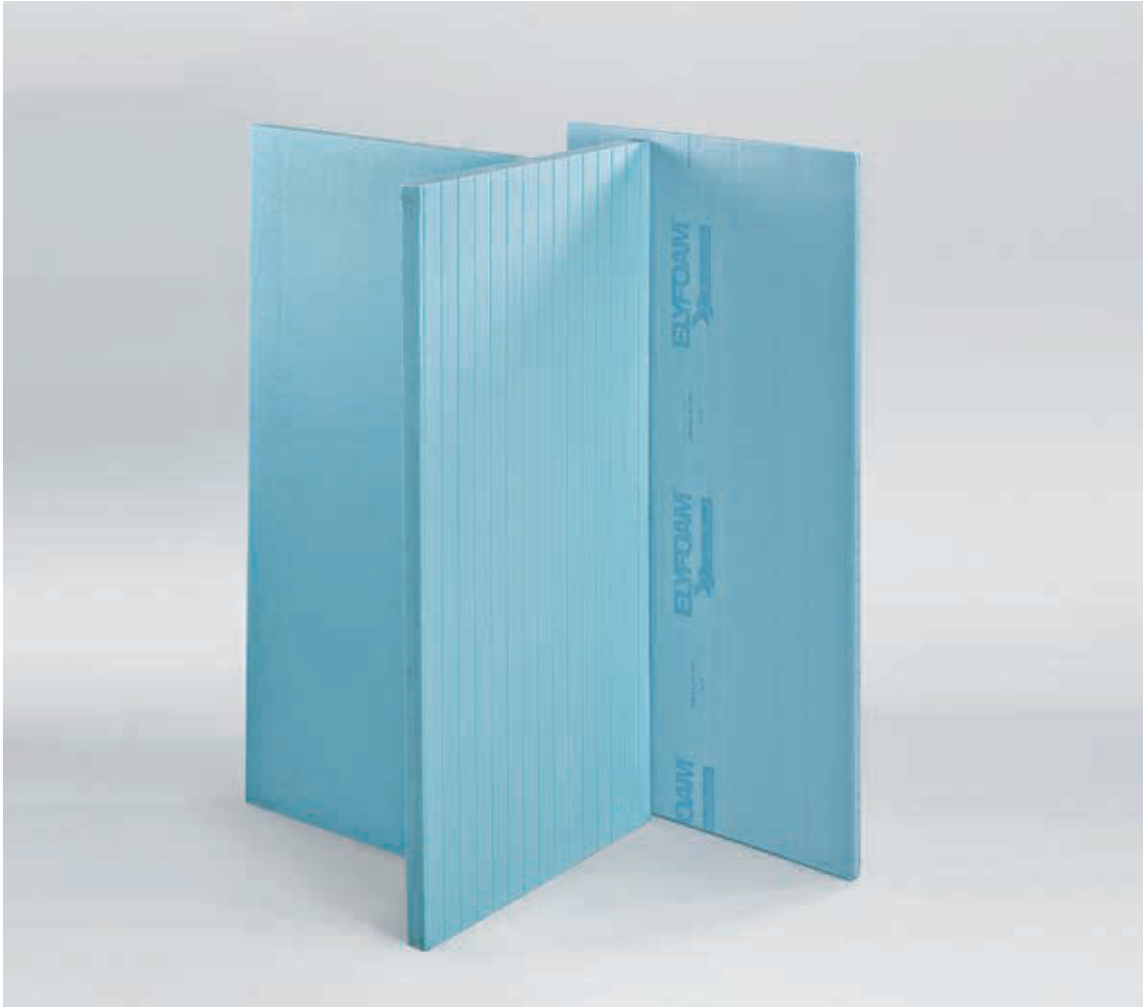
In 2005, the evolution of the current world led the Company to experiment and introduce new solutions.

The in-depth knowledge of coverings and the will to make the roof play an active role in the overall energy conservation of the building, culminated in the creation, in 2005, in the offices of Carate Brianza, of **Elettrotegola** (literally, "electro-tile"), the innovative photovoltaic panel, created for a total integration with pitched roofs.

In addition to being ideal for new constructions, Elettrotegola is suitable for the restoration of coverings, without altering their aesthetic perception. With Elettrotegola Brianza Plastica has added a new and important chapter to the activity of research that it has always devoted to building insulation, coupling Isotec's heat insulation with the production of energy from renewable sources.

Elettrotegola distribution ended in 2012.





2006

Elyfoam

One of our main objectives, namely to insulate not only buildings but also refrigerators, floors, single walls and motor vehicles has often guided the technicians in the search of new materials.

The invention of the **Elyfoam** panels has enabled to achieve an exceptional thermal insulation in every type of application. Light, easy to lay, possessing sound technical qualities, the Elyfoam panels have been conceived to facilitate thermal insulation and to be employed for several uses in construction.

2006

Elycold

Technological research proceeds at a breakneck speed well into the new century. In the past few years, the Company has obtained significant results in the sector of fiberglass laminates produced with discontinuous process and cold lamination.

Elycold was hence conceived to answer the ever-increasing need of materials to be employed in the construction of controlled temperature and recreational vehicles. Perfect planarity, exceptional quality, durability over time and great aesthetics make Elycold particularly suited to coat campers, caravans, refrigerators and tank trucks, as well as for the renovation of environments with high hygienic requirements and for the creation of road signs.

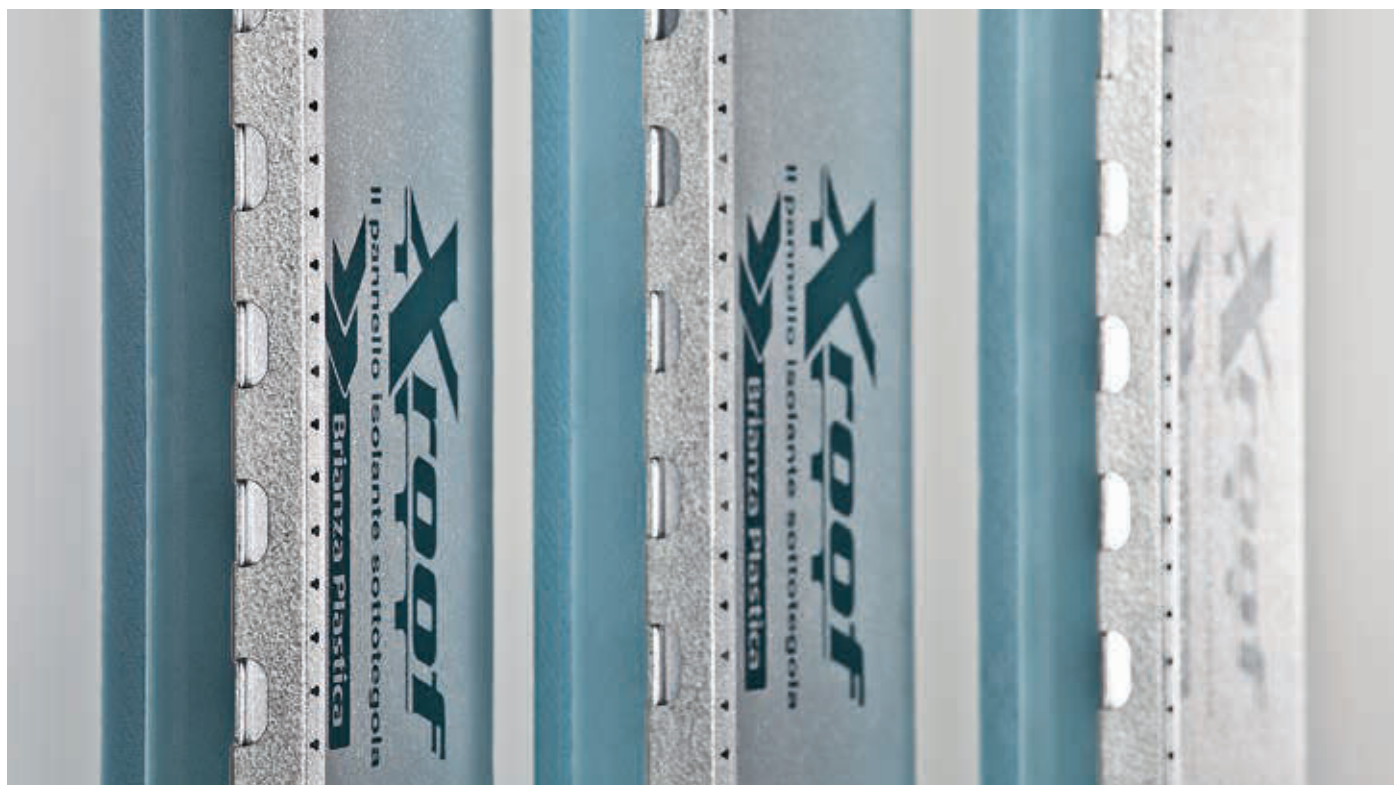


2008

Xroof

The idea of a thermal insulating panel for pitched roofs in extruded expanded polystyrene (XPS) capitalizes on the success of Isotec and answers the need to have a product that is economically more competitive and able to guarantee sound technical performances.

Xroof is an excellent solution: easy to handle and to process even at considerable heights thanks to its lightness; it is suited both for renovating roofs of old buildings and for building new roofs.



2008

Elyplan

2008 marks the launching, in Carate Brianza, of a new production line named **Elyplan**: fiberglass rolls and sheets produced with hot lamination, a valid alternative to cold lamination productions.



Elyplan fiberglass laminates are produced in the Carate Brianza plant on two different lines.

The flexibility of the systems allows customers to choose the laminate best suited to their needs, for every application in temperature-controlled transport services, vans, restoration of walls, coolers and special applications. The main advantage of continuous production is that it allows achieving the highest possible polymerisation of the composite material, coming from the use of technologies that best maximise this value. The result is a perfectly flat product with very tight dimensional tolerances that guarantees excellent quality at very competitive prices.



Elyplan & Elycold today

The Brianza Plastica researchers and developers have, in recent years, enriched the range of laminates with numerous finishes particularly suitable for commercial and recreational vehicles.

Over time, products have been developed to meet specific needs such as: **Elycold Anti-Slip**, the laminate with the addition of quartzite designed for the interior floors of vans and trucks, in order to prevent slipping of loads; **Elyplan Embossed** with embossed finish appreciated for its easily washable surface; **Elyplan Design**, featuring the bonding of materials such as PVC and printed paper directly during the production process, for maximum aesthetic freedom; **Elyplan in metallic colours** in sheets and rolls produced with continuous hot laminating process and, in addition to **Elyplan STD**, the new **Elyplan SUPER** for better aesthetic performance and **Elyplan SUPER HF** with the best surface finish.

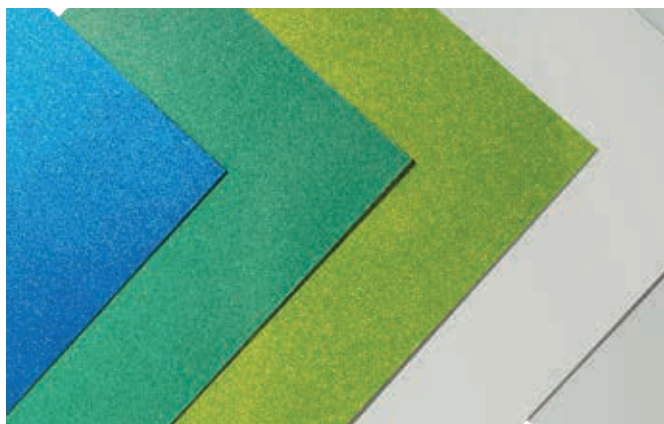
The new technical features of the range bring higher performances that are expressed in **Elyplan Extra-Glass**, which combines low weight with high impact resistance and **Elycold Xlite** and **Lite**, the ultralight laminates suitable for pleasure crafts and delivery vans.



Elyplan Super HF



Elyplan Design



Elyplan in metallic colours



Elyplan Anti-Slip XT and Medium

NO BAC

The NO BAC laminate developed by Brianza Plastica for environments that need a high level of hygiene allows minimising the number of bacteria present on its surface, preventing its subsequent colonisation and thus guaranteeing a high level of added protection in any environment.

The NO BAC technology is permanently integrated on the surface of the laminate, right from the production phase, and is evenly distributed across the entire surface, actively protecting the product throughout its life cycle.



Health sector

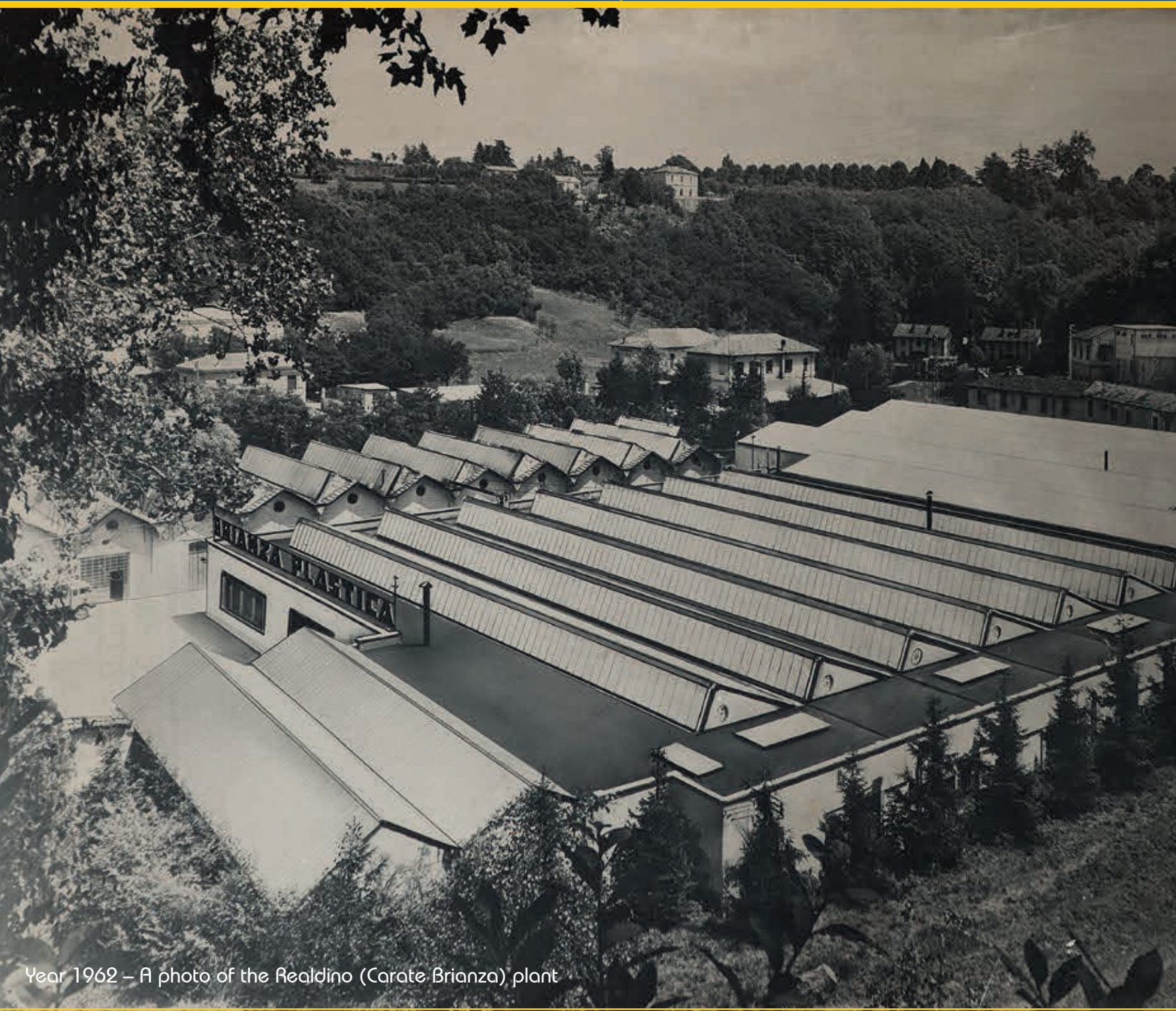


Cold storage rooms

04

Production development: our headquarters.

The evolution of ideas always brings with it growth and development and this has definitely been the case of Brianza Plastica: from small artisanal workshop, thanks to intuitions and willpower, the Company has been able to evolve and create an industrial plant that keeps growing and that is increasingly able to accommodate new production opportunities.



Year 1962 – A photo of the Realdino (Carate Brianza) plant



1962

An artisanal factory, a handful of workers and a small production volume.

A far cry from the developments that would shortly characterize the story of Brianza Plastica, the **two brothers Crippa**, started their venture in **Besana Brianza**, producing fiberglass plates for the industrial and commercial sector.

At the beginning, in the small workshop, as few as 250 sq. m. of material were produced daily but in a matter of a few years business multiplied and the Company moved into a larger factory.



1966

Right in the middle of the Italian economic miracle, ...

... was the moment in which people's brilliance could find fertile ground for the development of winning ideas. It was in 1966 that the Company moved to an existing plant in Realdino of Carate, but the idea of planning an even more capacious plant started taking shape almost immediately.

From an idea to the actual planning of a new plant.

The idea was in the air, fuelled by the actual need of having a larger plant, one that could satisfy the new production needs required by the market of the time.

The project and its completion were separated by a few intervening months: this was the time requiring the most courage. The choices, caught between an assessment of the effective need of expanding production and the ability to anticipate the future developments of the Company, required caution, even if the speed of the markets inevitably meant that decisions had to be rapid too.

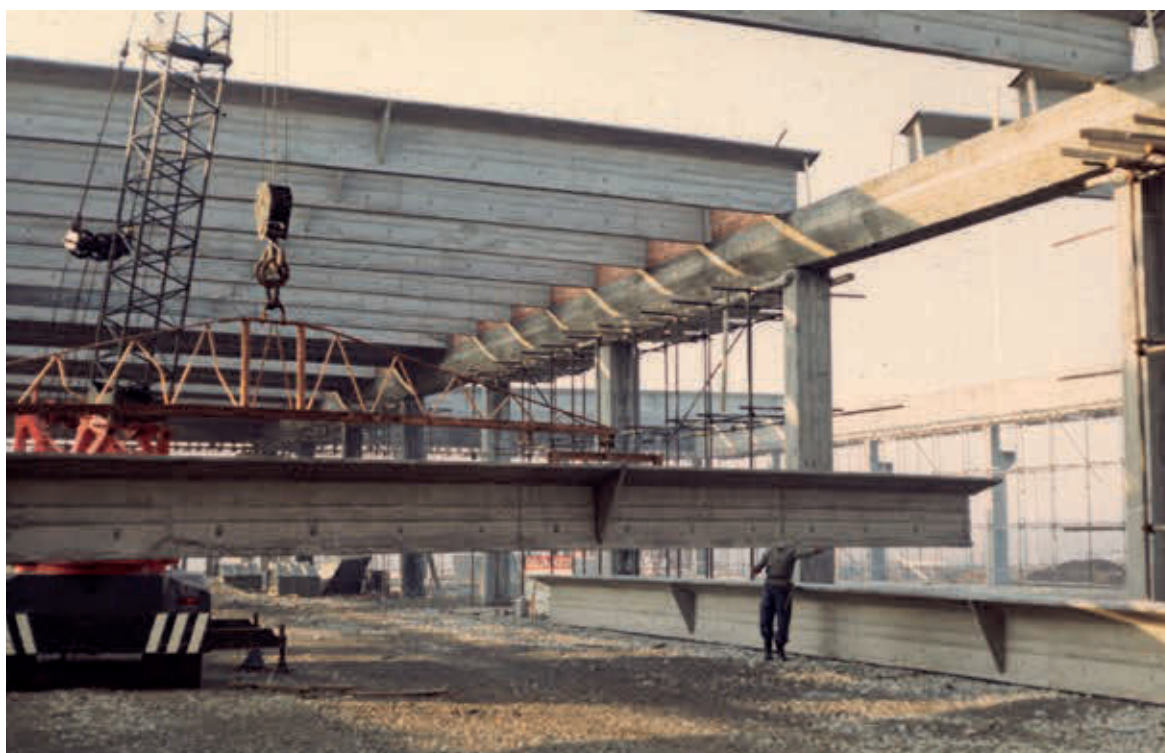
Shape, dimensions, structural shell... all became essential functional and harmonious elements of the whole complex. The new project was conceived by planner/architect Aldo Francieri taking into account the possibility of varying and modernizing the original building, adapting it to the growth that would have characterized Brianza Plastica in years to come.





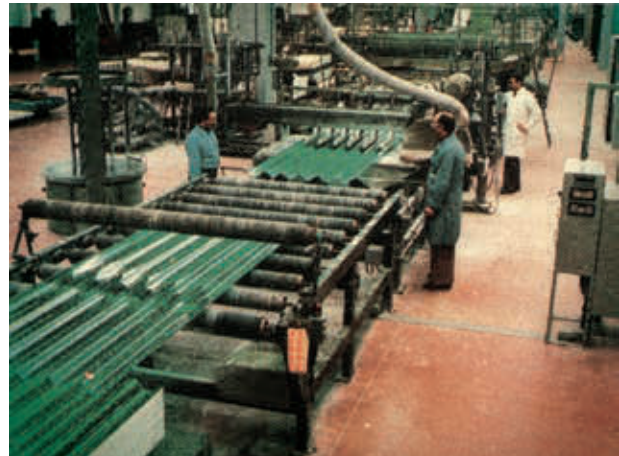
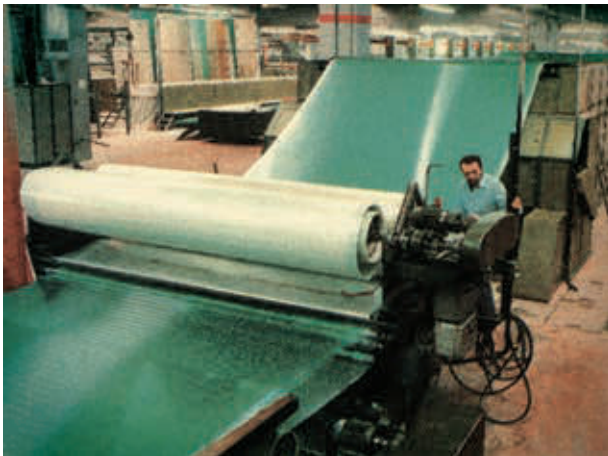
In 1968 the Company moved to the new headquarters,

which housed production buildings and offices: 16,000 sq. m. of covered area on a total area of 60,000 sq. m. capable of accommodating 160 employees.





The building of the new headquarters allowed to modulate and modernize the needs that Brianza Plastica developed over time, from the technological changes, to the expansion of the industrial areas, from the increase of surface to accommodate offices, to the development of new showrooms.





Carate Brianza Headquarters.

The new renovation project takes shape precisely from the awareness that the Brianza Plastica headquarters must be able to expand every time that the development of the Company requires it.



“What shines through in the renovation project of the headquarters is the new image of an ever-expanding and dynamic Company”.

“When in 1997 the Crippa family turned to the architectural and engineering practice Atelier Asnaghi in Meda, the offices occupied only the first floor of the current office block. The Company had requested the planner **Eng. Cesare Augusto Asnaghi** to re-organize the existing space, expanding it and adapting it to the ambitions of the new millennium.

The new office block had to reflect the image of a structured and dynamic Company operating in several markets and chiefly in the building industry. The project hence had the ambition to give the central part of the building the twofold role of an area where clients and suppliers could be welcomed and where ideas to develop with said clients and suppliers could be conceived.

The building’s central part is a space where the reception, the steel spiral staircase, the showroom and the panoramic elevator, rounded off by the meeting and technical offices and the conference room, all blend together. As you reach the first floor, you find yourself right in the administrative and managerial heart of the Company. The partitions, the wide and bright spaces of the offices, and the working stations conceived to optimize cooperation, complete the image of Brianza Plastica. To conclude, today as in **2000, year of the inauguration**, Brianza Plastica welcomes its guests in a place where they can perceive the sense of industriousness typical of Lombard companies.”

Eng. Daniele Asnaghi



The values of Brianza Plastica in a work of art that protects the Company with its noble grandeur.

How many people, over the years, have pondered the meaning of the statue situated in front of the headquarters of Brianza Plastica? A countless number, undoubtedly. Well, let us satisfy their rightful curiosity then.

The landscape architect’s initial project actually envisaged a fountain where the statue now stands, however, a themed statue was eventually deemed more appropriate to represent the Company.

And, indeed, the statue, by **sculptor Augusto Conti**, aptly personifies Brianza Plastica. It carries with it a series of symbols evoking the Company: the globe gripped by the hand of the female figure is surmounted by a pitched roof; in the hollow of the left arm there is a toothed crown; lastly, the insertion of the Elyplast plate into the wing represents technology, highlighting lasting qualities and transparency.

The statue was placed in its current context in 2002, when the renovation works of the façade of the office block were successfully achieved.



Brianza Plastica tells its story.

From the logos to the adverts, from the most recent campaigns to the use of the new media, from the participation to fairs to the organization of events, Brianza Plastica has succeeded in communicating through the use of a corporate image that is always in step with the times.





It is the identity of the Company that surfaces in the name, in the logos and in the communication campaigns launched over the years.

1962



The first logo was created in 1962, using a rather graceful font: essential and immediate, perfect to represent Brianza Plastica in the markets of the time.

1981



The development of the Company, **between the Sixties and the late Seventies**, coincided with the increasing need of having a new logo able to communicate **innovation and the will to keep looking towards the future**, two qualities that had characterized the growth of Brianza Plastica in those decades. This is why, in 1981, a more dynamic lettering was chosen, coupled with a symbol, the double green arrow, that not only immediately evoked the pioneering vision of the brothers Crippa, but also stylishly reproduced the "B" and the "P", the initials of Brianza Plastica.

1998



This logo represented the Company for several years until 1998. At the end of the 20th century the increase in production and the copious investments in technological research and development had led Brianza Plastica to grow considerably, to the extent of becoming a joint-stock Company. The production and commercial magnitude triggered within the Company the need for a **new restyling of the logo, which became more geometrical and visually more persistent** thanks to the addition of the colors light blue and yellow.

2011



Relying on its identity, Brianza Plastica brings into the new century a considerable wealth of experience and successes, without ever forgetting to look towards the future. And it is with this in mind that it approaches its fiftieth anniversary **with a new logo where light blue becomes blue and the arrows become yellow**: they break free from the graphical cage, and successfully narrate the story of a Company with an important past and a successful future only waiting to be grasped.

 2013/today.
The evolution continues.

Extensive experience and
vision towards the future.



The strength of an ever-growing Group.

The ever-evolving and dynamic growth of the company has allowed it to be present in building industries and fibreglass laminate industries all over the world, with a 40% increase in production in the latter industry over the last few years and the opening of a logistics and sales centre in the USA.





The Brianza Plastica Group today.

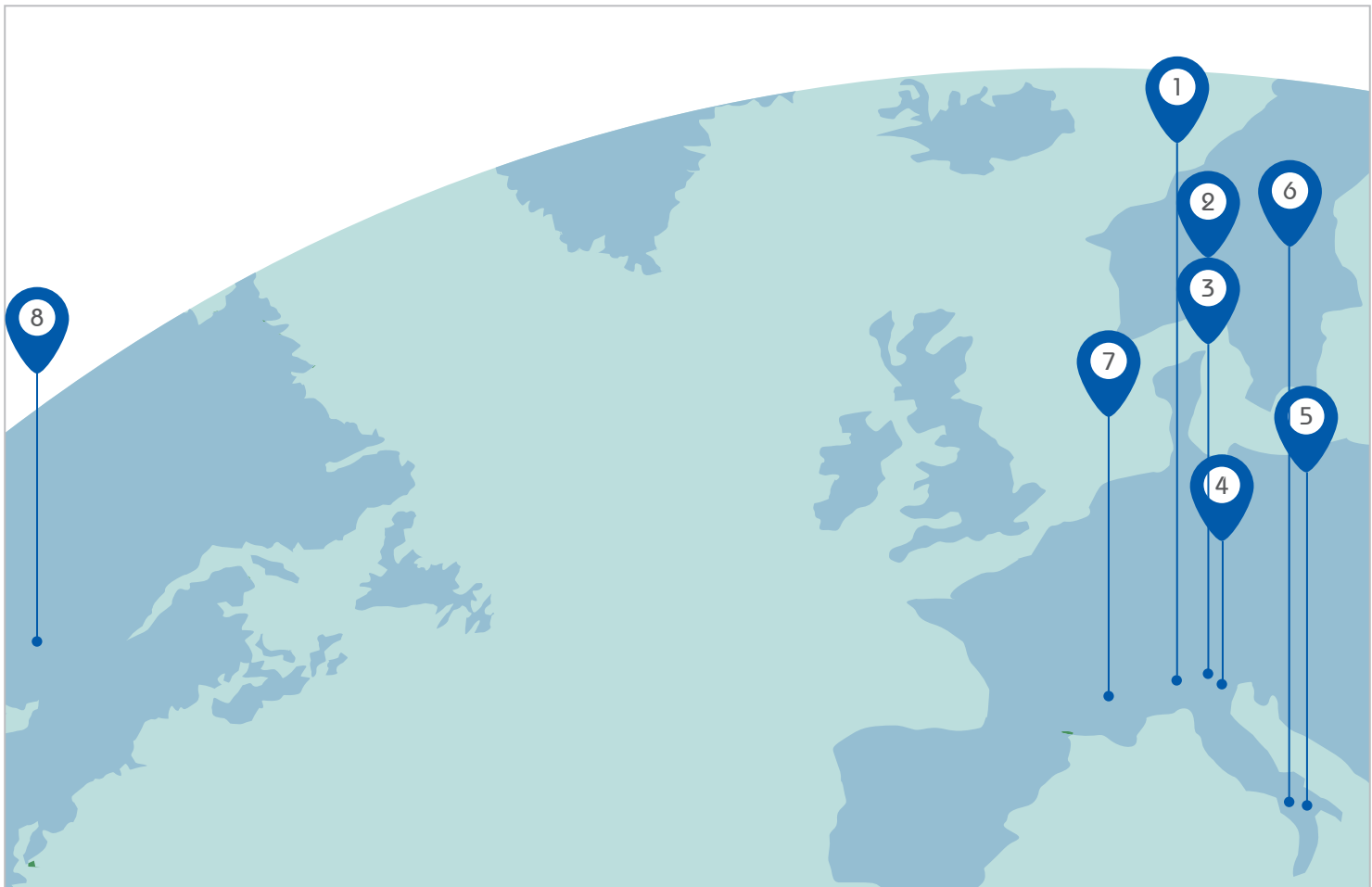
A Company growing day after day.

The Brianza Plastica Group companies today are:

Brianza Plastica S.p.A.
Plasti-Bat SA
Brianza USA Corporation

The Group currently has five production sites in Italy and three commercial offices in Europe and USA:

1. Carate Brianza, Italy, headquarters and production site
- 2 & 3. San Martino di Venezze, Italy, 2 production sites
4. Ostellato, Italy, production site
5. Ferrandina, Italy, production site
6. Nola, Italy, commercial warehouse
7. Plasti-Bat, Diemoz, France, international logistic and business centre
8. Brianza USA Corp., Elkhart, USA, international logistic and business centre





High production, advanced technology and efficient logistics: the secrets of our success.

Plasti-Bat, Diemoz, France,
international logistic and business centre.



San Martino di Venezze, Italy, production site.



Ostellato, Italy, production site.



Ferrandina, Italy, production site.



Nola, Italy, logistic and business office.



2014

Brianza Plastica USA Corporation: a new strategic base to strengthen the presence in the USA.

Brianza USA Corporation was established in January 2014 in Elkhart, Indiana (USA).

It is equipped with a warehouse and distribution centre to serve manufacturers of recreational vehicles (campers and caravans) and motor vehicles (trucks, buses) throughout the entire US.



Brianza USA Corp., Elkhart, USA, international logistic and business centre



2016

Brianza Plastica doubles its production of fiberglass laminates.

A new plant and a new production line.

In summer 2016 a third production site for discontinuous laminates has been established in Rovigo, together with a new continuous plant in Carate Brianza.

These productive investments have increased the production capacity of 40%; this makes Brianza Plastica ready to face all the challenges of coming years.

Brianza Plastica supplies fiberglass laminates produced from cold and hot lamination plants which are able to satisfy all market requirements. With its four production sites dedicated to fiberglass, the Group is in a position to offer a comprehensive service to the sector for the next few years.



S. Martino di Venezze, Italy, new production site



Carate Brianza, Italy, headquarters and production site



2020

Brianza Plastica opened its new laboratory for research and development.

A bigger space, new instruments and an increase of the technical staff to support the production process.

The new laboratory is three times bigger than the previous space and also benefits from a significant increase in the technical staff. It has also been expanded by additional equipment to carry out most of the chemical-physical tests on the raw materials used and on the finished products.

The new facility is equipped with the most advanced instruments to support the production processes of insulation panels and composite laminates.





One of the most advanced research and development laboratory in the sector.

In order to produce higher-quality and more sophisticated products, Brianza Plastica has invested heavily in creating one of the most advanced research and development laboratory in the sector, providing further impetus and support for the production and subsequent marketing of its products.

The laboratory has been divided into 4 areas:

- **Offices for R&D staff**
- **Instrumental laboratory:** equipped with the most modern analysis equipment such as FTIR, DSC dynamometer, thermal chamber, conductivity meter, microscope, etc. Sophisticated instrumental tests and analyses are performed in this laboratory, including characterization of the finished products
- **Chemical laboratory:** fully equipped, it carries out product formulation activities by simulating the production processes, as well as chemical analyses on both incoming raw materials and on finished products
- **Preparation of samples and fire tests:** the samples are prepared for the various controls and the fire reaction tests are performed on the products.





Eco-friendly production: a business model that focuses on safety, environment and people.

Brianza Plastica operates in full compliance with the laws on environmental hygiene and, for this purpose, has equipped its fiberglass laminates production facilities with powerful suction systems that purify the internal air of the production areas by carrying the solvents, generated during the production process, to modern abatement plants.





In the four fiberglass laminates factories located in Carate Brianza, S. Martino di Venezze (site 1 & 2) and Ostellato, Brianza Plastica has installed four state-of-the-art abatement plants with innovative solvent concentration and destruction process.

The abatement plant automatically feeds itself by recovering the heat generated by the combustion of the solvent.

The heat recovered from the combustion is reused in part to feed the plant itself and in part to generate hot water for heating.



07

The technological evolution continues: new products.

Continuous research, the study of more efficient and high-performance solutions for work perceived as a mission, lead to cutting-edge production evolutions in the market.





The new Isotec Parete Black.

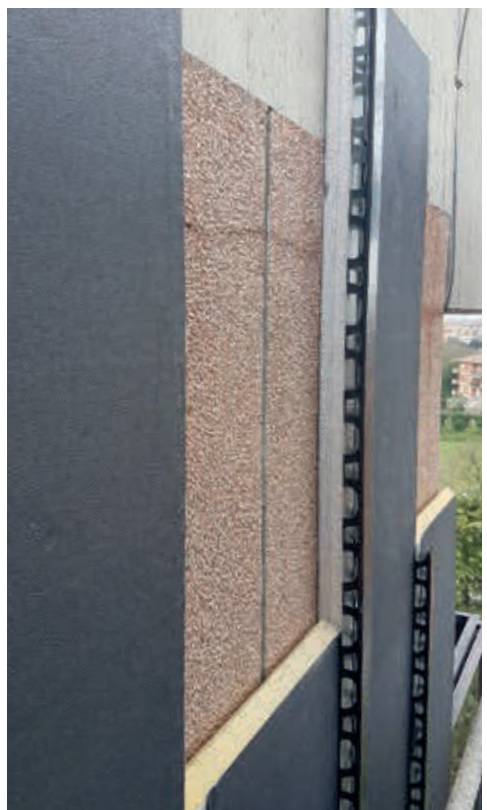
A versatile and high-performance building envelope.

Isotec Parete Black

The **Isotec Parete Black** panel, with fire reaction class B-s2, d0, was born in 2016.

The panel is made of rigid, self-extinguishing polyurethane foam (PIR), with fireproof mineral coating that gives the outer layer a characteristic black colour.

The steel stiffener is also black to match the panel and to guarantee a perfect, mat look with no reflections.





Elycold and Elyplan flat fibreglass laminates. Experience and technical innovation.

Finishes and solutions for every need.

Over 55 years of experience in the production of fiberglass sheets and rolls, four production sites, with both continuous hot-laminating and discontinuous cold-laminating procedure to meet the different needs of customers in a fast growing and increasingly demanding market; a wide and complete high quality range, focused on high degree of safety and low environmental impact: this is Brianza Plastica's offer for the industry of flat fiberglass laminates.



Excellent resistance and dimensional stability, combined with lightness and easy workability, has made fiberglass laminates the ideal material for constructing walls of **industrial, commercial and temperature-controlled vehicles**.



Outstanding quality, lightness, aesthetic appeal and a variety of finishes allow the fiberglass laminates to be used widely in the field of **recreational vehicles** (campers and caravans).

Fiberglass laminates for endless applications.

A wide range of products and different finishes to better meet the needs of the market. Brianza Plastica is now able to deliver solutions to a growing number of applications in the field of temperature-controlled, recreational and public transport vehicles, as well as tank containers applications and countless other uses in the field of prefabricated doors and panels, billboards, cleanrooms, public areas and environments with high hygienic requirements.



The extreme flexibility, lightness, resistance to chemicals and yellowing of the Elycold and Elyplan fiberglass laminates make them an excellent choice for covering **tanks** of any size.



High strength, reliability, rigidity and the ability to be produced in any RAL colour guarantees the wide use of fiberglass laminates in buses and coaches for **public transport**.

The value of the image, the art of communication.

Indispensable, strategic, innovative, engaging, multichannel: Brianza Plastica considers communication to be one of the keys to brand and product awareness and pays particular attention to this issue.





2017/20

Elycold & Elyplan ADV.

Based on the recent exponential growth of the fibreglass laminate industry, Brianza Plastica offered the international market an advertising campaign with a brand new visual. Targeted to commercial vehicles, recreational and public transport vehicles, the new multipurpose campaign features a fresh and direct image that clearly and effectively represents the application areas of the Brianza Plastica fibreglass laminates, as well as the main advantages and pluses of a complete and high quality range.

LAMINATI PIANI IN VETRORESINA DI ALTA QUALITÀ PER VEICOLI RICREAZIONALI

• FACILE DA PULIRE • RESISTENTE ALLA GRANDINE • LEGGERO • ALTA ELASTICITÀ
• BASSO COEFFICIENTE DI DILATAZIONE TERMICA • IDROREPELLENTE • DUREVOLE
• RESISTENTE ALLA CORROSIONE

I rotoli e le lastre in vetroresina ELYCOLD ed ELYPLAN di Brianza Plastica sono la soluzione ideale per la realizzazione di pannelli per i settori dei veicoli industriali, commerciali, a temperatura controllata, ricreazionali e per il trasporto pubblico. L'eccellente resistenza e stabilità dimensionale, combinata con la leggerezza e la facile lavorabilità, li rendono perfetti per la costruzione di pareti, coperture resistenti alla grandine, pavimentazioni e finiture interne.

Brianza Plastica
www.flatlaminates.com - sales.flatlaminates@brianzaplastica.it

PEAU POLYESTER HAUTE QUALITÉ POUR VÉHICULES COMMERCIAUX

• LÉGER • ÉTANCHE À L'EAU • GRANDE ÉLASTICITÉ • FAIBLE COEFFICIENT DE DILATATION THERMIQUE
• FORTE RÉSISTANCE À LA CORROSION • RÉSISTANT À LA GRÊLE • FACILE À NETTOYER • DURABLE

Les rouleaux et plaques peau polyester ELYCOLD et ELYPLAN de Brianza Plastica sont la solution idéale pour la construction de panneaux pour les véhicules commerciaux, à température contrôlée, de loisir et destinés aux transports publics. Leur excellente résistance et leur stabilité dimensionnelle, associées à leurs légèreté et bonne maniabilité, en font des supports parfaits pour la construction de panneaux sandwichs, toits résistants à la grêle, sols et habillages intérieurs.

Brianza Plastica
www.flatlaminates.com - sales.flatlaminates@brianzaplastica.it

POLIÉSTER REFORZADO CON FIBRA DE VIDRIO DE ALTA CALIDAD PARA VEHÍCULOS DE TRANSPORTE PÚBLICO

• FÁCIL DE LIMPIAR • RESISTENTE AL GRANIZO • DURADERO • LIGERO
• BAJO COEFICIENTE DE EXPANSIÓN TÉRMICA • RESISTENTE AL AGUA
• ELEVADA ELASTICIDAD • ELEVADA RESISTENCIA A LA CORROSIÓN

Los rollos y las láminas ELYCOLD y ELYPLAN de Brianza Plastica son la solución ideal para la construcción de paneles para vehículos industriales, comerciales, frigoríficos, de recreo y de transporte público. Su excelente resistencia y robustez, junto a su ligereza y maleabilidad, hace que sean perfectos para la construcción de paredes, techos antigranizo, suelos y revestimientos internos.

Brianza Plastica
www.flatlaminates.com - sales.flatlaminates@brianzaplastica.it

HIGH QUALITY GRP FOR TANK CONTAINERS

• EASY TO CLEAN • HAIL RESISTANT • LOW THERMAL EXPANSION COEFFICIENT • LIGHT
• HIGH ELASTICITY • WATERPROOF • STRONG CORROSION RESISTANT • DURABLE

The excellent resistance and dimensional strength, combined with lightness and easy workability, resistance to chemicals agents, UV-light and weathering, make Brianza Plastica's ELYCOLD and ELYPLAN fibreglass laminates an excellent choice for covering tank containers of any size or colour. They combine the advantages of fibreglass-reinforced composites with the appearance of aluminium, with a smooth, high-gloss surface, for the best aesthetic result.

Brianza Plastica
www.flatlaminates.com - sales.flatlaminates@brianzaplastica.it



Elycold and Elyplan multichannel communication: web, social media and much more.

In keeping with the journey undertaken in recent years and always attentive to the changes and trends in communication, Brianza Plastica has recently renewed all the websites of the group, both institutional and those dedicated to the individual products.

The website dedicated to Elycold and Elyplan flat laminates has brand-new graphics and intuitive navigation, and is available in all major European languages. A layout aimed at better use of the content allows immediately understanding the features of each product and its areas of application.

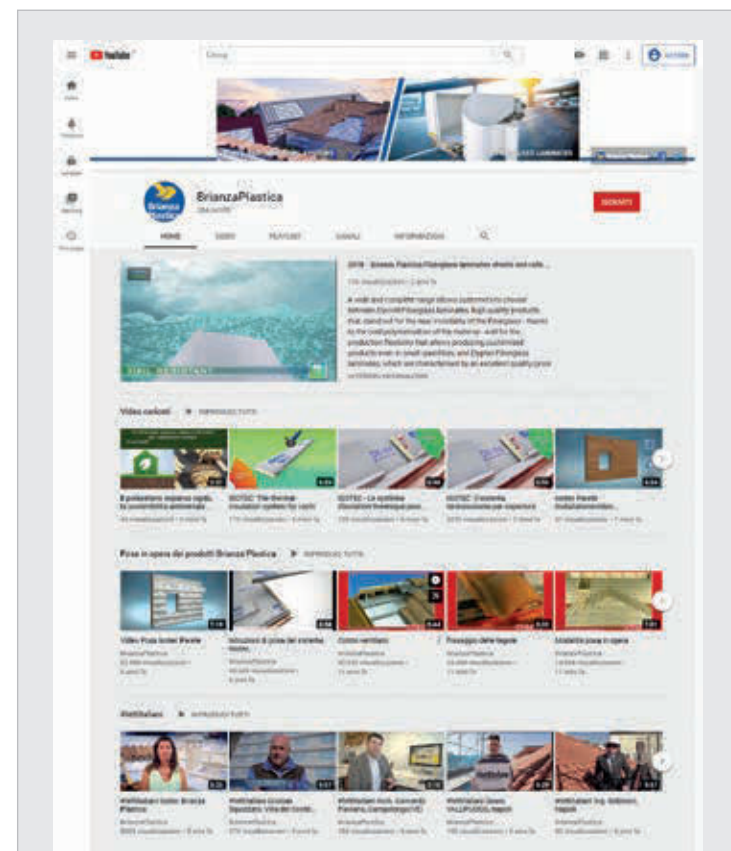


The company's presence on social media is also continually evolving, and sees the company's constant commitment to connecting with its public in the languages and forms of communication absolutely suitable for the various contexts.

In 2020, Brianza Plastica launches Brianza Plastica Fibreglass Laminates Division, the new LinkedIn page focused on Elycold and Elyplan fibreglass laminates. This new entry backs up on Brianza Plastica Building Division, the existing company LinkedIn page, in Italian, addressed to the building sector.

Brianza Plastica Fibreglass Laminates Division, entirely in English, is focused on Elycold and Elyplan fibreglass laminates: technical notions on the products, their applications and the latest sector news.

In the Brianza Plastica YouTube channel a large number of videos: product installations, their main characteristics and applications, both in the automotive and construction sectors, in the main European languages and also in Chinese. For a complete overview of the Brianza Plastica proposal.



2018/19

Isotec System ADV: performance and results.

ISOTEC PARETE

Concentrati sul risultato.

Isotec Parete: efficienza e libertà creativa

La bellezza degli edifici non può fermarsi all'apparenza: l'edilizia moderna impone soluzioni sostenibili, efficaci, performanti, durature e garantite nel tempo. Isotec Parete offre in un unico sistema, elevate prestazioni di protezione termica, lasciando la più ampia libertà nella scelta dei rivestimenti, per facciate ventilate di alta qualità e grande valore estetico.

www.brianzaplastica.it

Brianza Plastica

ISOTEC
Il sistema termoisolante

Performance estreme, risultato perfetto.

Sistema Isotec: efficienza e massima versatilità

Isotec è il sistema termoisolante completo che non pone limiti alla progettazione estetica degli edifici ed assicura all'involucro elevate prestazioni di isolamento termico, un'efficace ventilazione, una posa rapida, semplice e sicura. Il sistema Isotec per coperture e facciate ventilate supporta tutti i tipi di rivestimento, per rendere unico ogni edificio, massimizzando il comfort abitativo, in ogni stagione.

www.brianzaplastica.it

Brianza Plastica

The advertising campaign of the years 2018/19 is focused on the Isotec Parete system for ventilated facades. The beauty of modern buildings is not only their appearance, but begins from the energetic point of view: new constructions have to be sustainable, performing and long lasting.

Isotec Parete offers high thermal protection performance, leaving the greatest freedom in the choice of coatings, for ventilated facades of high quality and great aesthetic value.

ISOTEC PARETE

L'eleganza è una questione di contenuti.

Isotec Parete: efficienza e libertà creativa

La bellezza degli edifici non può fermarsi all'apparenza: l'edilizia moderna impone soluzioni sostenibili, efficaci, performanti, durature e garantite nel tempo. Isotec Parete offre in un unico sistema, elevate prestazioni di protezione termica lasciando la più ampia libertà nella scelta dei rivestimenti, per facciate ventilate di alta qualità e grande valore estetico.

www.brianzaplastica.it

Brianza Plastica

DNArt Agency, 2018/19

➔ 2019/20

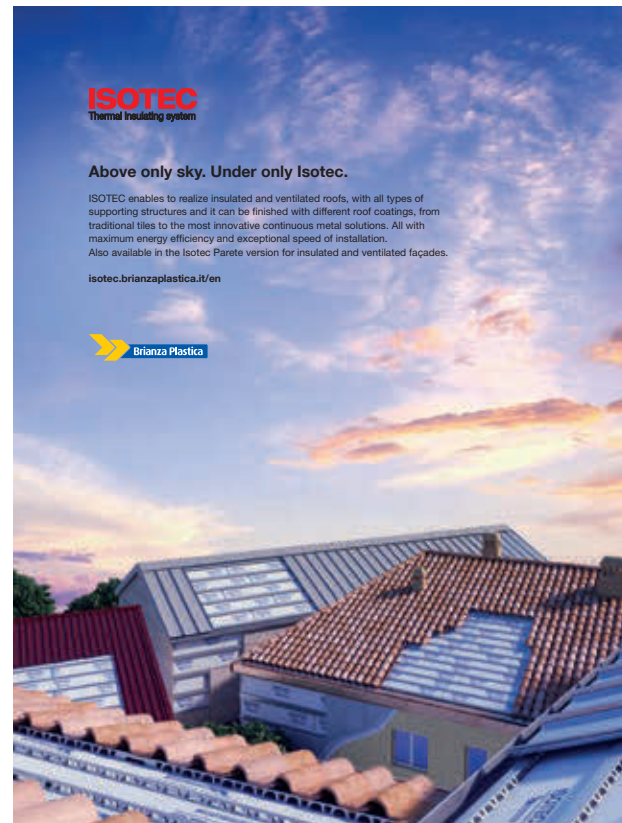
Isotec ADV: compatibility with all coatings.



DNArt Agency, 2019/20

The concept developed by DNArt evokes an emotional atmosphere, without however abandoning the technical representation of the product and its applications.

The campaign focus is on the completeness of the system and its compatibility with all media and coatings. The visual strengthened by the claim underlines what the buildings represented have in common, very varied in structure, conformation, design: Everyone has the sky above. All of them have Isotec under the covering.



DNArt Agency, 2019/20



Training initiatives, partnerships and trade shows: Brianza Plastica's dynamic nature in meeting the public.



The Brianza Plastica solutions have always been present on international markets: a brand that brings Italian design to the world, that is, effective solutions, advanced production technologies, tireless commitment to the development of products and high performances.

This know-how is made available to professionals in the different sectors where the Company operates in so many ways, such as the international shows where Brianza Plastica participates both with the building than with the fiberglass laminates division.



IAA Commercial Vehicles, Hannover, Germany.



Brianza Plastica fair stands always shows the best of the novelties of the sector, making evident all the plus of the products and their possible applications, usually through the use of video that can help the perfect comprehension of the proposal.



Klimahouse, Bolzano, Italy.

Edited by **Vera Vaselli**, Head of Marketing and Communication for Brianza Plastica

Credits

Graphic design and content development: **DNArt srl - Florence**

Photoreport (Carate Brianza, Ferrara and Rovigo plants): **DNArt srl - Florence, Fabrizia Trombetti**

Photoreport (Ferrandina plant): **Riccardo Puntillo**

Photoreport (Crippa family): **Massimiliano Rizzo**

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