



# Brofer on Air

Issue 01 / Year 2024

## BROFER REVEALED

### INNOVATION AND COLLABORATION IN THE FOREFRONT



We are proud to present the first issue of our corporate magazine, dedicated to people, innovation and the state of the art in ventilation and air distribution. In these pages, we will explore success stories and partnerships that have marked the journey of Brofer and its business partners, while also highlighting the company's commitment to excellence and environmental sustainability. We will begin with an overview of Brofer's subsidiary branches, listening to their experiences facing market challenges, with vantage points from two strategic logistics hubs: Milan and Naples. Next, we will delve into Brofer's active commitment to environmental sustainability and the concrete measures taken to reduce its impact on the environment. From renewable energy initiatives to sustainable packaging, we will explore the steps the company has taken to contribute to a greener and more sustainable future. We will continue with an overview of the innovative products presented by Broferpura, designed to improve air quality and ensure sani-

tization of home environments. We will examine the advanced technologies and customised solutions on offer, highlighting the company's commitment to a healthier and more sustainable future.

We will also dedicate space to the BroferSteel Division, which has revolutionised the corporate landscape with operational excellence and synergies in supply chain management. We will share stories about corporate cultural change and the significant contribution of young people in this process.

We will also delve into Brofer's long-standing partnerships with the Banfi agency for Italy and business partners Rodaclim in France and Diem d.o.o. in Slovenia. Through exclusive interviews and first-hand accounts, we will uncover the success stories and trusted relationships that have shaped Brofer's business history.

We therefore invite you to enjoy reading this issue!



#### Editorial

by Gianluca Brotto  
CEO Brofer srl

Dear Readers, allow me to just make a point before telling you the reason for this new publishing project. We often start from the past to give meaning to the future, and during all this time, ever since I took over control of Brofer, my family has always been close by to support me in every decision. Pictured above, on the left, is my father, Valerio Brotto, the

founder of the company and still a valuable resource for us all. On the right is Mauro Tombolato, who has stood by me for over 20 years - together we represent Brofer's present and future. Our growth from 7 to 35 million euros is the result of this alliance and of your support, as customers and employees who over these years have played an active part in sustaining the momentum and tensions that a rapidly growing organisation experiences. My name is Gianluca Brotto, CEO of Brofer, and in this issue I am going to tell you about an ambitious project that has become a reality.

I am pleased to present "Brofer on Air," Brofer's new tabloid-format corporate journal, the upshot of our experiences with customers, suppliers, and at trade fairs, all inexhaustible sources of insights and ideas. Through this publication we shall try to provide an overview of company life, of the team, of the market and of our experiences with customers. Hopefully, it will become a quarterly appointment with news and information. Not only shall we be talking about products, but also about sustainability, welfare and innovation, recounted directly by those who work for and with us. We also want to involve you, customers, suppliers and consultants, in a path of common growth, becoming allies in also understanding and anticipating market trends. With "Brofer on Air," we shall build a solid bridge between us, combining our experiences, ideas and goals for a future of ongoing achievement and collaboration.

In an age when digitization dominates the media landscape, you may wonder why you should invest in a printed journal. Our belief is that despite the dominance of digital, the printed medium still offers a unique value: the tangibility and tactile experience of reading. Moreover, we believe that a printed journal is able to create a sense of belonging and sharing among you, the readers, and us, the company.

I invite you to browse through the following pages, be intrigued by the content and share it with your colleagues. Enjoy your reading!

Cordially yours,

Gianluca Brotto

#### OUR SUBSIDIARY BRANCHES

Page 2

**Our subsidiary branches.** Being closer to our customers is a strategic value.



#### BROFERPURA

Page 4

**Inspired by nature.** Pure air is our benchmark.



#### BROFERSTYLE

Page 7

**Broferstyle.** The future of air distribution passes through design.



#### BROFERSTEEL

Page 8

**Brofer Steel division.** Operating excellence and synergies in the supply chain.



# OUR SUBSIDIARY BRANCHES

BEING CLOSER TO OUR CUSTOMERS IS A STRATEGIC VALUE



## Let's find out more about our Milan branch



**Massimiliano Paltrinieri**  
Milan Branch Manager

Massimiliano Paltrinieri, manager of the Milan branch and area technical office, tells us something about the day-to-day operations of our branch since it opened in 2017.

### How has the branch evolved in recent years in terms of organisation and market growth?

Starting from scratch in 2017, we have become a major player in the highly competitive Milan market, enjoying significant and steady increases in turnover and now able to count on a base of more than 300 active customers. In 2020, the branch was further expanded with the arrival of Cristian Ripamonti, a salesman dedicated to Broferpura.

### How do you manage your relationship with customers? What suggestions would you give them to optimize the ordering/purchasing of products?

Customers who come to the counter to make purchases often find what they are looking for or alternatives to meet their needs from among the 600 items in stock at the Brofer Store in Cinisello. As for technical advice or product information I and the team are there to help them make their choices, and many customers find this an important and crucial service.

### Could you share an experience in which you successfully resolved a critical situation for a customer, demonstrating effectiveness and promptness as regards assistance?

Within days of the opening of the Merlata shopping centre, a custom-

er purchased a heating and cooling system for one of the shops inside the facility. Considering the store delivery time and the inability to produce the material, with some modifications and alternatives available, the customer picked up everything needed to start and complete the work on time. In cases like this we find ourselves and the customer becoming a single team and this creates trust and a long-term bond.

### How do you evaluate the effectiveness of your logistics hub for deliveries? What are its strengths?

The strategic location in the heart of Milan and the presence of a major warehouse such as Brofer's enable us to ensure speedy deliveries. The material available in stock can be picked up immediately, while for production materials we manage to deliver almost the entirety of our range in 6 to 7 days from the order. We have become a benchmark not only for customers in the area, but also for construction sites in Lombardy.

### What has been your experience so far with the Hub24 service for after-hours deliveries? What sort of feedback do you have from customers regarding this service?

We consider Hub24 to be a very important service available to customers. Besides this, our flexible opening and closing hours manage to provide a solution to most of our customers' requests. The fact that we are flexible and present in the area gives us an advantage in terms of direct relationship with the customer. The ability to interact in person rather than only via telephone allows us to better understand the requests and customise our offer. The ability to respond quickly and the possibility of coming into direct contact with the product, together with the confidential aspect of the relationship that is often created, are aspects that are highly appreciated by customers, while maintaining a high-end and competitive service and product thanks to the support of the Resana office.



## Allow us to present our Naples branch



**Emiliano Cermelli**  
Naples Branch Manager

A year and a half after opening in Naples, we asked Emiliano Cermelli, Brofer branch manager, to tell us about the day-to-day life of one of the most important commercial and logistics hubs in the industry.

### How has the branch evolved over the years in terms of organisation and market growth?

About a year and a half ago, Brofer took over a dealer already operating in the area and one with experienced personnel in the sector of insulation and aeration. The Nuova Realtà, Brofer Jannone dst, has moved to a new location covering more than 1000 square metres, expanding its range of products for the diffusion sector and also introducing domestic and industrial CMV material available for immediate delivery. In addition, it has established a large training room where courses are held for installers and engineers.

### How is the relationship with customers at the counter managed? What suggestions would you give them to optimise product ordering/purchasing?

The majority of customers work with scheduled orders and follow a prior management based on specifications and job order cost estimates. Another portion of customers come directly to the warehouse from the work site; here they obtain advice from our experienced staff to find the best solution to their needs.

### Could you share an experience where you successfully resolved a critical situation for a custom-

### er, demonstrating effectiveness and promptness as regards assistance?

Every customer has special needs, and I could recount dozens of them. Recently, a customer was in the situation of needing to complete a job, but had forgotten to order some critical parts, such as fire dampers and special diffusers. Thanks to our flexibility, we were able to cater to his requirements: we started manufacturing the diffusers in our factory on a Saturday morning, while the fire dampers were shipped directly to the work site from our Milan subsidiary. The result? By Tuesday, the customer had all the materials he needed on site, allowing him to complete the job smoothly.

### How do you evaluate the effectiveness of your logistics hub for deliveries? What are the strengths?

Average delivery times are immediate in terms of materials in stock. Over time, we have also analysed customer needs and introduced non-standard products. As for the material to be produced, we ensure very fast delivery times within 10 working days. Our strengths include first and foremost the wide range of products in stock and our professionalism, supported by the experience of an efficient and established company like ours.

### What has been your experience so far with the Hub24 service for after-hours deliveries? What feedback do you have from customers about this service?

For us this has been a winning idea, highlighting the dynamism and focus Brofer puts on customer service. Customers are very satisfied; the service is often used early in the morning. Workers who have to go to work in other regions, some even leaving at 4 or 5 a.m., find the material ready in the HUB. Let me just add one last thing. Companies are made up of people. In our branch, customers find professionalism, flexibility, helpfulness and courtesy embodied in the figures of Nada, Rosaria, Luigi, Michele and Emanuele. These valuable resources are a key part of our branch's success.

# BROFERNEXT

## A CONCRETE COMMITMENT TOWARDS SUSTAINABILITY

We asked Gianluca Brotto, as CEO, to tell us about Brofernext, the global sustainability project of Brofer srl. Here is what he had to say: “For me and the entire Brofer board, sustainability is a priority. That is why we decided to take part in the Sustainable Energy Action Plan with concrete measures. Already today, more than 70 percent of our energy needs are

covered by self-generated photovoltaic energy, and we are aiming for 100 percent. We are also in the process of renewing the company’s vehicle fleet with hybrid or electric vehicles; in addition, our packaging is new generation, made from regenerated and/or biodegradable materials. In addition to the goals we have already achieved, Broferpura, our

division specialising in CMV and air sanitisation, is committed to spreading solutions to improve indoor air quality. We will continue to invest in innovative technologies and work with partners who share our vision of a sustainable future. Finally, a message for companies not yet committed to sustainability: “Sustainability is no longer an option, but a

necessity. Taking action now means seizing the opportunity to build a better future for everyone. At Brofer, we are convinced that sustainability is a key factor for business success”.



### Our commitment in 13 steps.

**1 - Photovoltaics.** Through an extensive photovoltaic panel system we are currently able to generate more than 70 per cent of the company’s electricity needs.

**2 - Green point.** Electric recharging stations have been set up at various points of the plant for the company fleet and employees’ cars, thus encouraging the use of electric or hybrid cars by customers and suppliers.

**3 - Start of certification procedure.** We have started the ISO 50001 and ISO 14001 certification procedure as proof of our activities in the field of environmental and energy management.

**4 - Sustainable printing.** All the

company’s paper documentation, including catalogues and trade publications, is on FSC-certified paper. However, the ultimate goal is to initiate a digital transformation to switch all Brofer documentation to digital.

**5 - Plastic free.** Every day we renew our commitment to reduce the level of plastic in the company. To this end, water dispensers have been installed and flasks distributed to the entire company team, eliminating plastic bottles from all vending machines in the headquarters and branches. In addition, biodegradable cups have been introduced for beverage dispensers.

**6 - Packaging.** All rigid and flexible packaging for our products - such as adhesive tape, cartons, Teflon packaging nylon, etc. - has been designed with a view to reducing consump-

tion and made from regenerated or biodegradable materials.

**7 - Pre-sorted waste collection.** We have started a meticulous separate collection of waste accumulated both during production and in the performance of all other company activities. In particular, all raw material residues are carefully separated and disposed of.

**8 - Photovoltaics.** Our goal is to cover 90 per cent of energy needs.

**9 - Car sharing bonus.** Encouragement of car sharing to get to work thanks to specific bonuses for virtuous employees. In this way, we aim to encourage not only the reduction of environmental pollution but also the creation of moments of sharing with a view to team building.

**10 - Renewable energy sources.** The medium-term objective is the elimination of fossil fuels from the

operation of all company processes.

**11 - More sustainable raw materials.** We are committed to a constant search for raw materials and semi-finished products whose production cycle is entirely oriented towards environmental sustainability.

**12 - Supplier awareness.** We periodically audit all our suppliers to make them aware of sustainable corporate policies.

**13 - Supplier selection.** Focusing purchasing choices on partners that can demonstrate that they implement environmental sustainability policies and raise the awareness of employees and suppliers.



**Broferpura spearheads a revolution: our focus has switched from clean air to healthy air**



**Odoacre Oriani**  
VMC Italy Manager

**What is the importance of quality air for daily well-being in the home and how is Broferpura addressing this challenge?**

We spend around 90 per cent of our

time inside buildings such as homes, offices, schools and shops, where pollution levels can reach critical levels. Harmful chemicals such as carbon dioxide, carbon monoxide, mould and volatile organic compounds (VOCs) are present in confined spaces, causing serious health problems. The spread of high-energy windows and doors has reduced air exchange, contributing to diseases related to indoor pollution. It is estimated that around 3% of all causes of death are due to diseases resulting from pollution in buildings, underlining the importance of combating these pollutants. Broferpura has been committed for years to promoting Controlled Mechanical Ventilation systems for air exchange, accessible to all and not only to prime customers, through systems for new buildings and renovations. An important part of our R&D activity is dedicated to the study of units designed specifically for schools. The company also offers training courses to make architects and engineers aware of solutions to improve indoor air quality.

**What are the main changes in thinking about air and awareness of the importance of CMV for health and comfort in homes?**

Certainly, COVID has brought about a radical change, including at an unconscious level, in our habits regarding concepts such as ventilation, air purity and quality, and sanitisation. In recent years, everything related to clean air has become an important topic. The recent spread of household sanitisers, made by well-known companies, has contributed significantly to an increased awareness of the issue. The response to COVID is hopefully only a starting point, as the issue of air quality must always be kept in mind. The increased awareness of the need for CMV in buildings has resulted in a steady increase in the sale of these systems and opportunities on the Italian market over the past 20 years. However, in our opinion as experts in the field, this market is still not as developed as it should be. People still tend to spend more on renovating a bathroom than on something absolutely necessary for their health. Brofer's

proposal is to combine aesthetic choices with a functional aspect related to health by offering ventilation systems at absolutely affordable costs.

**What innovations and product developments has Broferpura recently introduced to improve air quality and sanitisation in domestic environments?**

Undoubtedly, the decision to focus mainly on CMV units equipped with a latent rather than sensible heat exchanger, with clear advantages in terms of energy recovery not only for sensible heat, but also and above all for latent heat, represents a significant choice that goes in the direction of correct air quality management, both in winter and summer. Similarly, a range of sanitisation systems complementary to CMV systems, such as negative ion ionisers and electrostatic filtration modules, provides a wide range of solutions able to meet customers' needs.

# INSPIRED BY NATURE

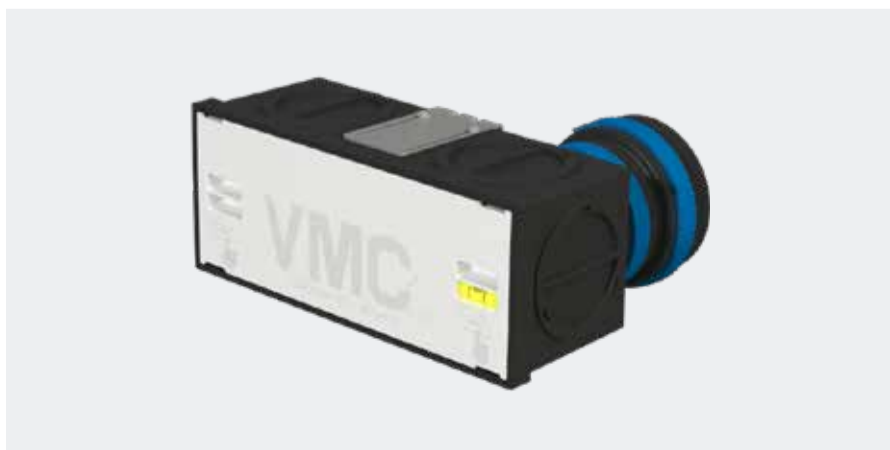
## PURE AIR IS OUR BENCHMARK



**NECKGALAXY**

Presenting the multifunctional Plenum for CMV air distribution: an innovative solution made entirely of ABS, designed to ensure maximum versatility and ease of installation. Thanks to its flexible connection, it is suitable for rear, top or side pipe connection.

This component stands out for its extreme versatility during installation, with features ranging from spirit level alignment on the cover to adapter collars for mounting on various plasterboard walls.



**RDCD25 series in the version with latent exchanger**

High-efficiency domestic heat recovery units with latent heat exchanger, designed for air flow rates of up to 250 cubic metres/h. Optimised to recover the energy contained in air humidity, it ensures comfortable indoor air without excessive dryness in winter and reduces energy consumption in summer. The special new-generation technology prevents the formation of condensation, eliminating the need for a dedicated exhaust network.



## VMCS70SH

Our decentralised controlled mechanical ventilation unit ensures high efficiency, with an air flow rate of up to 600 cubic metres/h, ideal for environments such as schools, meeting rooms and communal areas. Characterised by simple, quick and safe installation, this unit features automatic air quality control, which makes for a healthy environment at all times. Thanks to its superior air filtration, it ensures a contaminant-free environment. The low sound levels, certified by an independent body, provide a comfortable experience without any disturbance. The mixed air diffusion system helps to further improve ventilation efficiency, ensuring an even and constant flow.



## RDCD30SK e RDCD35SK

A vertically extending heat recovery unit for domestic CMV characterised by a self-supporting sealed EPP structure, with a pre-painted steel outer shell to ensure durability and strength. Equipped with automatic by-pass and wireless plug & play regulation for uncomplicated installation. Possibility of integrating an electric preheating battery for optimal comfort. Highly efficient double filter septum ensures maximum air quality. This product offers high air flow levels of over 250 cubic metres/h, fully reversible air flows on site and 80% sensible efficiency (RDCD35SK) with nominal air flow of 250 cubic metres/h and latent exchanger, ensuring excellent performance in all conditions.



## GRIGLIE MOON

Flat-screen grilles for CMV, made of polished ABS RAL 9003 with anti-UV treatment and integrated clip fixing. In addition to the elegant, non-invasive air diffusion solution, they come in a refined range of finish and image options.



## DESIGN MOON COLLECTION CMV GRILLES

This new series consists of CMV grilles in polished ABS RAL 9003 with anti-UV treatment: lightness and solidity converge in a terminal with an impeccable design. Clip fasteners on the plenum make for safe and durable installation.

# INNOVATION IN THE SYSTEM VMC AIR DISTRIBUTION SYSTEM

## UNIVERSE

This multi-directional air distribution plenum for CMV systems represents an innovative solution designed with antibacterial plastic materials and equipped with internal thermal insulation. Universe features high-precision air flow calibration thanks to iris calibration dampers, ensuring accurate flow control. Furthermore, the possibility of integrating an additional internal sound-absorbing element, including after the plenum has been installed, helps to optimise the acoustic performance of the system. Thanks to the included plug-in adapters, the plenum can be easily adapted



to different main air duct diameters, providing greater installation flexibility. Pressure drop performance, Iris damper calibration and noise reduction are certified by an Independent Laboratory, confirming the reliability and effectiveness of this product.

# TOWARDS A SUSTAINABLE FUTURE

## THE TRANSITION OF BUILDINGS TOWARDS N.Z.E.B.



**Enrico Bertelli**  
Ventilation Sales Technician

We recently spoke with Enrico Bertelli, company contact for COMPACT06, about how environmental issues require immediate action by companies to create more sustainable living spaces. The result was a very interesting article.

Our planet faces a crucial challenge in maintaining the climate balance, threatened by global warming caused by human activities. In this context, the housing sector emerges as a key player, responsible for a significant part of greenhouse gas emissions. The transition to near-zero energy (N.Z.E.B.) buildings is a direct response to this challenge, but presents critical issues that require attention.

On the one hand energy efficiency. In fact the analysis of energy needs reveals that a considerable percentage of energy consumption is attributable to buildings. The energy efficiency strategy is a cost-effective remedy, with potential savings of up to EUR 220 billion per year through targeted policies at European level.

On the other hand, the criticality of N.Z.E.B. buildings, because although they are a step forward in sustainability, they have critical issues to be addressed. Their impermeability to outside air limits natural ventilation, undermining indoor air quality. This deficiency encourages the presence of harmful pollutants such as volatile organic compounds and nitrogen dioxide, with direct impacts on respiratory health.

**In Europe, 40% of total energy is consumed by buildings and two-thirds of this is consumption due to interior heating.**

All this moves in an ever-changing regulatory framework, with the Energy Performance of Building Directive (EPBD) emerging as a guiding

light. Started in 2002 and extended with EPBD II, the directive has focused on near-zero energy buildings, raising the minimum energy performance requirements. By requiring the transposition of the directives on the energy performance of buildings and energy efficiency by 2020, EPBD III paves the way for a sustainable building future. Since 2021, Italy has been committed to designing N.Z.E.B. buildings, with a significant share of energy from renewable sources such as solar photovoltaics and the use of heat pumps. This transition is a crucial step in preserving people's well-being, ensuring healthy and

sustainable indoor environments. In conclusion, the future of buildings is based on a fragile balance, but the challenge offers opportunities. Through effective implementation of regulations, technological innovation and a common commitment, we can create a building environment which not only respects our planet but also promotes the well-being of future generations.



# COMPACT06 IN THE FOREFRONT OF ENERGY EFFICIENCY



The urgent challenge of transforming buildings into near-zero energy structures finds an innovative answer in COMPACT06. This compact unit represents the essence of modern energy technology, offering a complete and highly efficient solution for improving living comfort and reducing environmental impact. COMPACT06 is much more than just a heat pump: it is an integrated system that brings together six core functions in one unit, providing overall comfort and utmost efficiency. Through its ability to purify the air of pollutants, extract moisture and impurities through a controlled mechanical ventilation (CMV) system, and provide heating, cooling, humidification, dehumidification and domestic hot water, COMPACT06 positions itself as a premium product in building sustainability. The COMPACT06 also incorporates advanced smart solutions. The Dynamic Defrost Management (D.D.M.) system ensures precise control to maximise efficiency, while the heat exchangers - complete with micro-calibrated air distributor - reduce pressure drops and fan consumption. This ensures high performance even in extreme conditions. Finally, condensation heat re-

covery (C.H.R.) not only reduces fan energy consumption, but also provides low-consumption domestic hot water and heats interiors efficiently during winter. COMPACT06 is already the present, but also embodies a vision for the future of sustainable building. With its combination of advanced functionality and compact design, COMPACT06 stands out as an indispensable option for anyone wishing to combine living comfort and environmental responsibility.



Sanitisation



VMC



Heating



Cooling



Humidification and dehumidification



Domestic Hot water

# BROFERSTYLE

## THE FUTURE OF DISTRIBUTION PASSES THROUGH DESIGN

### Our focus on design and technology has a name: Broferstyle



**Alesio Memeti**  
R&D Operator

Brofer introduced the Broferstyle brand with the aim of exploring a previously neglected market niche: air conditioning covers. The peculiarity of Broferstyle lies in its holistic vision that combines aesthetics with technical performance, extending this approach to various products in

the Brofer universe. We asked Alesio Memeti, R&D department, what the state of the art is at Broferstyle: the 'I Nichelati' series was developed to satisfy the most discerning customers, offering products that combine elegant design and uncompromising functionality in the area of diffusion grilles. Moon Collection presents

grills with a design inspired by steel designer grills, but with a more competitive price. Made of antibacterial plastic, each pattern is moulded in a single pass, offering an affordable alternative without compromising aesthetics or functionality. Ultimately, Brofer has shown a growing interest in design products, expanding its

range with aesthetically appealing items that integrate functionality and good looks. This commitment is driven by the needs of customers and our sales network, who demand high-performance products that integrate harmoniously into the living environment.



### Design capable of transforming outdoor spaces

COPRI CLIMA is a product series designed to preserve beauty in the outdoor spaces of modern homes. This product series provides discreet and functional solutions for disguising outdoor air conditioning units, enhancing outdoor environments with understatement.

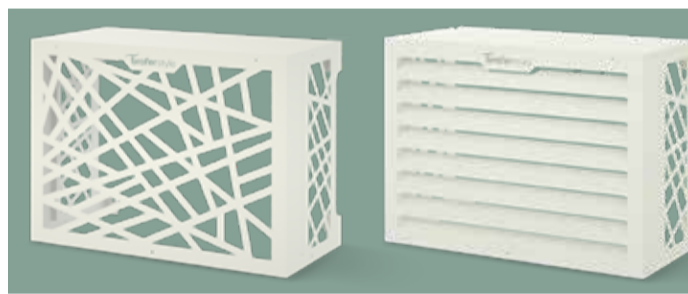
All versions are made of galvanised and painted steel and are characterised by their combination of practicality and design. With attention to detail aimed at air circulation, COPRI CLIMA promotes effective

heat dissipation thanks to specially designed louvers. In this respect, multiple surface design patterns are available to meet different tastes or aesthetic styles. The range of available colours includes RAL 9002, RAL 8025, RAL 9005 and other RAL colours on request. All colours meet the GSB Standard, Qualicoat Class, EN 12206, EN 13438, AAMA 2603. Furthermore, COPRI CLIMA's resistance to corrosion and discolouration is tested through the strict salt spray test standard, ensuring durability even in unfavourable environmental conditions. Independent and rigorous testing proves COPRI CLIMA's efficiency according to EN 14511-2, ensuring optimal performance in

every situation. With its discreet and functional approach, COPRI CLIMA blends naturally into outdoor environments, helping to maintain a refined and uncluttered aesthetic.



Tony Arbolino  
Brofer ambassador



### A breath of elegance: the new 'I Nichelati' product series represents a new segment in the world of air diffusers.

Elegance and functionality come together in the new 'I Nichelati' air diffuser series, an innovative line of grilles that combines design and technology. Made of silver anodised aluminium and polished through a precision mechanical process, these diffusers are designed to add a modern touch to domestic and office environments.

Anodised aluminium provides superior corrosion resistance, ensuring durability, while the polished finish



lends a touch of luxury and makes any room feel cosy and sophisticated.

In addition to its aesthetic appearance, the 'I NICHELATI' series ensures optimal air distribution for extra comfort in every room and is available in different sizes and models to suit every need.

With refined design and impeccable functionality, the 'I NICHELATI' series is the ideal choice for those seeking the perfect balance of form and function in their environments.





# BROFERSTEEL DIVISION

## OPERATING EXCELLENCE AND SYNERGIES IN SUPPLY CHAIN MANAGEMENT



**Davide Tallin**  
**Production Manager**  
**Brofersteel**  
 with Luca Cenci e Alice Burato

Davide Tallin, who has been with Brofer for six years, is the Production Manager of the BroferSteel division. We asked him a few questions to better understand the strategic role of the company division to which he belongs.

**Good morning Davide, what's your job at Brofer?**

Six years ago, when I joined the Brofer family, I was given the task of designing sheet metal components and supervising their industrialisation. At the time, most of the semi-finished products needed were sup-

plied by subcontractors, limiting our in-house production.

However, over time, the demand for such components grew steadily, prompting us to consider a new business strategy that we now know as BroferSteel.

**What is the role of Brofersteel within Brofer's overall production strategy?**

The purpose of Brofersteel is to enable us to achieve a new level of self-sufficiency in the production of components and semi-finished products, in order to optimise production costs, improve time to market and guarantee a higher quality standard.

**What are the main advantages and strengths of the new Brofersteel plant and how does it contribute to flexibility and quality control in manufacturing?**

When designing the new production site, we paid the utmost attention to optimising the workflow. From the incoming raw material to the cutting and bending stage, and finally to assembly, we have minimised handling and ensured stringent quality control. We have also integrated several lean production principles and, supported by an advanced management system, we are able to offer flexibility in production, handling

both standard and customised products through the same production lines.

**Can you give us some examples of the specific technologies and processes used by BroferSteel for sheet metal working and metal component production?**

The key word in Brofersteel's strategy has been automation. A large part of our investments has focused on the purchase of automated equipment, supported by Industry 4.0 technology, thus creating a state-of-the-art machine inventory. Our most significant assets include the automated sheet metal and semi-finished products warehouse, the combined laser-punch cutting plant, the automatic panelising machine and servo-electric bending machines.

**What are the main products manufactured at Brofersteel and what advantages do they offer over competitors in the market?**

Our main products include steel vents and grilles, control dampers, swirl diffusers, sheet metal plenums and components for VMC units. Compared to many of our competitors, we boast lean production, use state-of-the-art technology and guarantee high quality. We also distinguish ourselves by our speed in meeting

customer requirements and more generally by promptly responding to changing market demands.

**Can you share some details about the work done by you and your team at BroferSteel, and how this contributes to the company's goals and customer satisfaction?**

Our team at Brofersteel is responsible for the control and management of the entire supply chain. Consisting of myself, Alice and Luca, our technical department plays a crucial role in achieving the company's goals and customer satisfaction. Personally, I am in charge of interfacing with the commercial department and R&D to manage orders and develop new projects.

Meanwhile, Alice and Luca take care of production planning, creating CAM programmes for the machines and providing detailed drawings for workshop support. Our consolidated experience and essential know-how are crucial. Thanks to the synergy between our technical and management skills, we are able to fulfil every customer request with the precision of a tailor's shop, thus guaranteeing the highest quality and full customer satisfaction.







# INVESTING IN NEW TALENT

## A CRUCIAL POINT IN BROFER'S CORPORATE VISION

Brofer, which has always been committed to looking to the future, is delighted to present some of the new recruits who are helping to blaze our corporate trail. These young talents not only embody the values and goals of our corporate vision, but also represent the very essence of our strategic set-up for tomorrow. Generational renewal is one of our key KPIs and reflects our vision of innovation at all levels. Their enthusiasm and determination are in

perfect harmony with our commitment to innovation and continuous growth. In thanking them for their daily contribution to our growth, we should like to present them here, one by one.

*From left to right*

**Filippo Michieletto**, new entry as production planner.

**Umberto Marcolin**, new sales manager Verona, Vicenza and Brescia, a young and dynamic guy. You will hear a lot about him.

**Leonardo Bertollo**, responsible for coding and BOM management - Data Analyst.

**Andrea Danieletto**, production manager Brofer. The future of our production management development is in his hands.

**Gianluca Salvalaggio**, new resource in the quotation office for CMV development. Great resource.

**Riccardo Scattolon**, he is in charge of graphics and marketing strategies.

**Filippo Lion**, new entry in the R&D department. He is responsible for the design and development of PL-UGR.

*Below from right*

**Alice Meggetto**, new entry in the export area. Her dynamism can already be felt.

**Aurora Bosello**, new manager of the Triveneto area. Smile, friendliness and professionalism rule the day.

# INTERGENERATIONAL EXCHANGE

## BROFER'S MEETING WITH STUDENTS FROM ITSRED IN VERONA



**Paolo Delfitto**  
Technical Manager

We are here with Paolo Delfitto, Brofer's Technical Manager, to explore the company's initiatives to foster exchange with schools. As part of a project to disseminate the company's experience in school contexts, Brofer promoted a pilot meeting in September 2023. We ask Mr. Delfitto to give us a report on this event. Paolo, thank you for joining us. Can we start by sharing your experience of the meeting with the students

of ITSRED in Verona in September 2023? Certainly, it was a very positive experience in many respects. I can say that the dialogue with the students, the sharing of knowledge, and the discussion on both theoretical and practical topics was also stimulating for us. We discussed topics related to Controlled Mechanical Ventilation, a crucial area for the future of environmental sustainability and energy efficiency. What do you think is the importance of investing in the younger generation through meetings like this? Investing in young minds is crucial for the future of companies like Brofer. Providing students with the opportunity to interact with industry professionals not only enriches their perspectives, but also creates a link in view of the generational change in the world of work. Furthermore, these experiences help to cultivate a future-oriented corporate culture. What benefits have you experienced from this type of collaboration? The benefits manifest themselves on both fronts. In addition to the personal satisfac-

tion of contributing to the training of tomorrow's professionals, we also gain new perspectives and fresh ideas from the interaction with the students. Moreover, such meetings foster the development of soft and interpersonal skills in students, which are crucial for success in the world of work. Finally, what is the

key message you would like to convey to readers about the importance of investing in the future through education? Investing in schools represents a gamble on the part of our company. Cultivating a culture of continuous learning and collaboration between generations is essential to meet future challenges.



# BROFER WORLD WIDE

## INTERNATIONAL STORIES OF EXCELLENCE AND PEOPLE

### Twenty years of growth with Brofer. The journey of Mauro Tombolato and the Export Department

Today, Brofer's Export Department is a crossroads of countries and languages that moves an important part of the company's turnover. If we want to identify a starting point for this reality, it has a name and coincides with the story of Mauro Tombolato. We asked him directly to tell us about those initial moments.

*My journey with Brofer began more than two decades ago, in 2003. I still clearly remember that time, when I was working for a consulting firm and Brofer approached us for some projects. Gianluca Brotto, who had recently taken over the reins of the family business, followed me closely in my assigned consulting duties. After a few months of collaboration, during a coffee break, Gianluca asked me if I spoke English. I answered positively and, without hesitation, he proposed: "Will you come and work abroad for me?" My answer was immediately "OK, fine!". At that moment, Gianluca had already glimpsed potential in me that even I did not know I possessed.*

*Thus began our working journey, which has turned over the years into a solid friendship, based on mutual trust and confidence. Year after year, fair after fair, in every corner of the globe, we have faced every opportunity that presented itself with commitment and dedication, sometimes even with a touch of recklessness. Thanks to this enterprising spirit, we were able to boost Brofer's foreign market from a few hundred thousand euros to an incredible 16 million euros. Over the years, I had the honour of becoming a partner of Brofer. Gianluca and I have always worked side by side, supporting each other in every decision. This cohesive collaboration has allowed us to turn Brofer into what it is today: an international, consolidated reality, a leader in both the domestic and international markets, present in more than 42 countries on 4 continents. Of course, none of this would have been possible without the fundamental contribution of my export team. Diego Furlan, Anna Beltrame, Francesca Salvadori and our newcomer Alice Meggetto, who have consistently demonstrated professionalism, contributing significantly to the company's success.*

*Brofer has always stood out for its ability to constantly enhance its product range, offering innovative and valuable solutions. I believe that*

*our secret lies in creating with our customers not just a supplier-customer relationship, but rather a solid*

*bond based on mutual trust, ready to face together any challenge the future holds in store.*



The Brofer export team: Mauro Tombolato, Diego Furlan, Anna Beltrame, Francesca Salvadori and Alice Meggetto.

### Brofer and Rodaclim A family success story



Jean-Baptiste Salgi  
Owner of Rodaclim

We listened to Jean-Baptiste Salgi, owner of Rodaclim (a historic Brofer distributor in France), talk with emotion about his 30-year partnership with Brofer.

*It was 1996 and we got to know about a small company led by a team of a few people but full of talent and with a strong desire to achieve. The company in question was Brofer, then led by Valerio and Anna Brotto, a couple with extraordinary skills. Meanwhile, Rodaclim was emerging in France as a leader in its field and was looking for emerging companies with which to build solid part-*

*nerships. Thanks to the ingenuity of Gianluca Brotto, a visionary capable of turning challenges into opportunities, and Mauro Tombolato, who came to the company at that time to manage exports, the partnership between Rodaclim and Brofer was consolidated. It was thanks to them that the company grew and marked the beginning of a partnership all set to achieve great results. For me, the story began in the early 2000s, when I joined Rodaclim and followed in my father's footsteps. Over time, the product range was increased, first by introducing fire protection, then selection software and finally also heat recovery units. And with the products, our cooperation has also become closer and closer.*

For Jean-Baptiste, representative of the Salgi family and the Rodaclim group, Brofer is not just a supplier, but an integral part of the family. The trust and friendship between the two companies has become the basis of a long-lasting, ongoing relationship:

*Over time we have become like brothers, an example of how success is closely linked to values. Long live this partnership, we hope it will continue for at least another thirty years! Kind regards from Jean-Baptiste Salgi.*

### Two Decades of Achievements: the collaboration between Diem d.o.o. and Brofer Srl



Emil Sagadin e Miha Zorc  
Owners of Diem d.o.o.

We interviewed Emil Sagadin of Diem d.o.o, one of our strategic business partners, and asked them about their experience with our company. Founded in 2005 by Emil Sagadin and Miha Zorc, Diem d.o.o. immediately became a leading player in the field of ventilation and air conditioning components in Slovenia. The commitment to excellence, affordability and reliability has propelled this company to the top of the industry.

#### How many years have you been working with Brofer?

We have had the pleasure of working with Brofer for over 20 years. Our journey began at the 2004 MCE show in Milan, where we were presented with revolutionary products and an already extremely proactive team.

#### What strengths have you found in Brofer?

One of the main qualities we have found in Brofer Srl is its unparalleled flexibility and commitment to customisation. In an industry where 'standard' solutions are the norm, Brofer Srl stood out as the only company in Europe willing to produce customised ventilation grilles. This flexibility has enabled us to meet the specific needs of our customers and set new standards of excellence in the market.

#### Do you remember an anecdote that strengthened your relationship with Brofer?

During our collaboration, there have been numerous instances that have strengthened our relationship with Brofer. One example was when we came across a complex project that required a tailor-made solution. Brofer not only met the specific requirements, but exceeded them, providing a solution that achieved utmost customer satisfaction.

#### How has your relationship with people evolved over the last twenty years?

Over these years, in addition to business relations, we have developed a strong personal relationship with the Brofer Srl team, in particular with Mauro Tombolato and Gianluca Brotto. Their professionalism, expertise and genuine commitment to our success have been fundamental to our collaboration and have fostered a relationship based on mutual respect and trust.

I would like to add one more thing. Brofer has proven to be a valuable partner that shares our commitment to excellence and innovation. We would highly recommend Brofer to anyone looking for a reliable and future-oriented partner in the air distribution and ventilation sector.

# BROFER'S R&D HEART

LET'S DISCOVER THE ENGINE OF COMPANY INNOVATION



**Francesco Lion**  
R&D Manager

**The R&D process today is a crucial strategic pillar for both Brofer and Broferpura.**

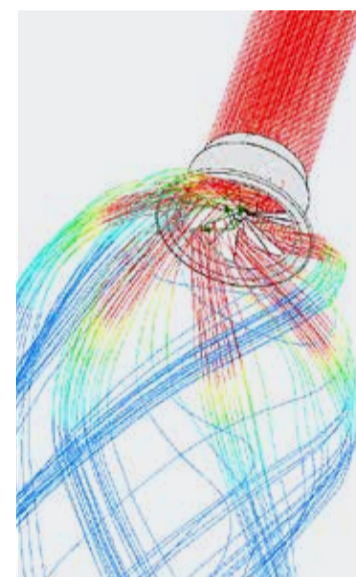
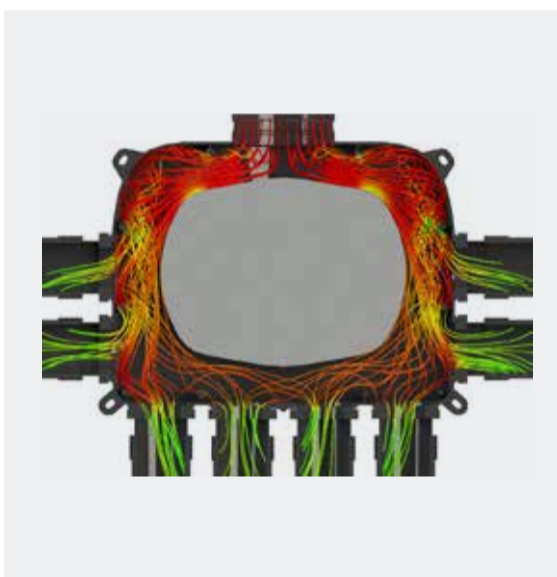
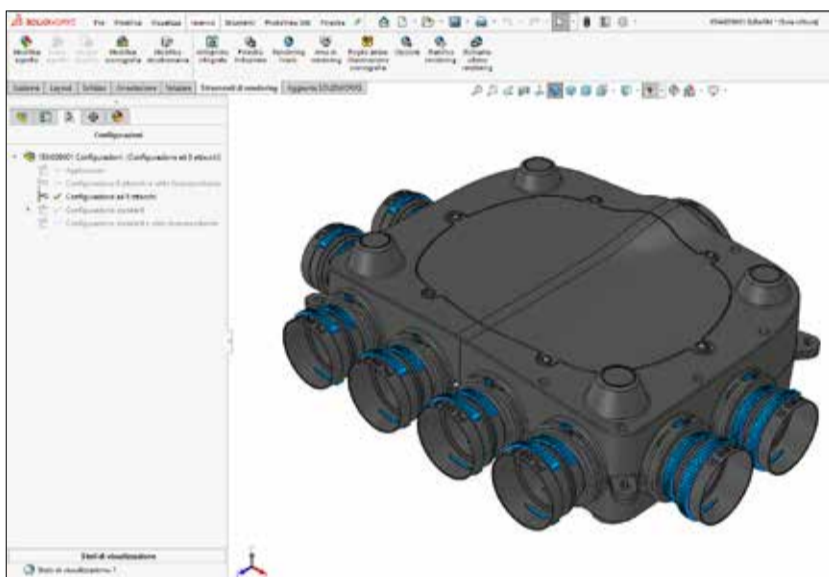
During a recent meeting, we asked Francesco Lion, R&D Manager, to tell us about the R&D process for both companies. Below, we have summarised the main points of his story: *R&D is a fundamental part of a company's strategic growth, and to this end Brofer has created its own R&D department dedicated to the technological innovation of production*

*processes and the design of new products.*

*It boasts a team of excellence supported by a hardware and software structure. At technological level, we make use of a parametric three-dimensional modeller for design that can be supplemented with dynamic studies performed by a CFD simulator while design definition is processed with high-resolution renderings. To complete the project, in-house rapid prototyping technology offers the possibility of touching the product and testing its functionality. This whole process, which is at the service of the company and its customers, is*

*carried out according to four fundamental drivers: sustainability, quality, innovation and competitiveness.*

*When we witnessed part of the process sequence first-hand, we were fascinated. We therefore asked Francesco Lion and his development team to present a complete case study, from start to finish, in one of the next issues of Brofer on air. Don't miss the appointment, because we'll be talking about it soon!*



# A SUCCESSFUL PARTNERSHIP

COLLABORATION BETWEEN GB RAPPRESENTANZE AND BROFER



**Giuseppe Banfi**  
Owner of the Pulia Agency

Giuseppe Banfi, founder and owner of GB Rappresentanze, a Brofer agency for the Apulia region, operates in the fields of air conditioning, refrigeration, air treatment, air cleaning and air recovery. The business started in 2002 and since then has constantly demonstrated a high level of professionalism, coming to represent leading companies in these fields.

Giuseppe Banfi tells us about their business and collaboration with Brofer.

*Our main referents are designers, with whom we have established constant and fruitful collaboration over time. Our customers include distrib-*

*utors in the plumbing and electrical areas, as well as major plant engineering companies in the sector. Our team mainly consists of highly qualified external colleagues.*

*In 2014, we started a significant collaboration with Brofer, a company we knew for its integrity and good reputation. The occasion was a meeting during the MCE show in Milan. Initially, it was not easy to introduce the products and brand onto the Apulian market, however, thanks to our experience in the sector and the constant support from the company, today we can proudly say that Brofer has become a real benchmark for our region.*

*I am grateful to Gianluca Brotto for having believed in our agency from the beginning and for the constant support he has given us. My thanks also go to all the members of the Brofer team, whose commitment and dedication have contributed to the success of this partnership.*

The collaboration between GB Rappresentanze and Brofer is a tangible example of how synergy between companies can lead to extraordinary results. We anticipate more success stories with the other Brofer agencies in Italy in the coming editions.



**Brofer**  
Air diffusion

**Broferpura**  
VMC Division



**Contents:** Brofer srl  
**Graphics:** Garage 51  
**Editing:** Garage 51  
**Printed by:** Grafiche Gemma  
*Brofer on air is printed on recycled paper produced with 100% FSC® certified recycled fibres.*



# Air distribution

A complete range of items for diffusion and regulation.

<b>Diffusion</b>					FUTURE	DLAS	PESPS	DLFL		
DC	DCG	DUC	GURG	BMA						
AQN	BQM1	UDM	DMON	DPI	GRASMF	BMC	DLF	DLDT	ID	
DCT	MRT	AT	<b>Regulation</b>	SRC50	SRC100	SRCA	SSAC	SDC	CVAV	
DBC	RPVR	RPCM	EPI	<b>Accessories</b>	LA	TCO	PFAN60	PBZ	SRA	
SRAF	TS	TEV	ITV	IPL	FTFVA	NTE	CGC	SERVO MOTORS	NAL	

# Fire dampers

The most comprehensive selection of fire dampers.

MDF25L	MDF25LM	MDF25	MDF25M	MDF30EURO
BTT25	BTT25M	BTT30EURO	BRG	MDF30 BATTERY

