

BAGNO

E ACCESSORI

DESIGN

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New shapes for heat

Fra le pieghe di un progetto
In the folds of a project

OSSERVATORIO

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e dal mondo

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INFO

BOSSINI, 50 ANNI DI STORIA DELLA DOCCIA **BOSSINI, 50 YEARS OF HISTORY IN THE SHOWER**



BOSSINI, AZIENDA BRESCIANA SPECIALIZZATA NELLA PRODUZIONE DI DOCCIE, CELEBRA IL MEZZO SECOLO DI VITA, RACCONTANDO LA STORIA DI QUESTI 50 ANNI CON UNA MONOGRAFIA CHE RIPERCORRE LE TAPPE FONDAMENTALI DI QUESTO LUNGO CAMMINO, IMPEGNATIVO MA RICCO DI SUCCESSI E AFFERMAZIONI A CUI OGGI SI AGGIUNGE ANCHE L'IMPORTANTE TRAGUARDO DEL SISTEMA DI GESTIONE AMBIENTALE SECONDO LE ISO 14001. UN ULTERIORE MOTIVO DI ORGOGLIO E PRESTIGIO PER L'AZIENDA CHE INAUGURA AL TEMPO STESSO UN FUTURO NEL SEGNO DELLA CRESCITA E DEL COSTANTE SVILUPPO.

«SIAMO CONSAPEVOLI - COMMENTA IL PRESIDENTE **LEONARDO BOSSINI** - CHE FESTEGGIARE I 50 ANNI, IN UN PERIODO DI CRISI, È UN TRAGUARDO IMPORTANTE... LA NOSTRA FORZA COMPETITIVA? LA CAPACITÀ DI INVESTIRE NELL'INNOVAZIONE, COME TESTIMONIANO I NUMEROSI BREVETTI DEPOSITATI NEGLI ANNI. CELEBRIAMO I PRIMI 50 ANNI DI FONDAZIONE DELLA NOSTRA AZIENDA RINGRAZIANDO TUTTI COLORO CHE HANNO CONTRIBUITO A UNA LUNGA STORIA, RICCA DI VALORI, IMPEGNO E SUCCESSI, IN ITALIA E NEL MONDO. ORGOGLIOSI DEL TRAGUARDO RAGGIUNTO INSIEME GUARDIAMO AL FUTURO».

UN FUTURO ROSEO, AGGIUNGIAMO NOI,

VISTO CHE L'AZIENDA HA CHIUSO IL 2010 CON UN +15% QUINDI UNA NETTA RIPRESA RISPETTO AL 2009, MALGRADO IL PERIODO ECONOMICO FORTEMENTE DEPRESSO, CON UN RISULTATO NETTO DI 1,6 MILIONI DI EURO.

BOSSINI, THE COMPANY FROM BRESCIA SPECIALISED IN THE PRODUCTION OF SHOWERS CELEBRATES ITS FIRST FIFTY YEARS TELLING ITS STORY IN A MONOGRAPH THAT GOES OVER THE FUNDAMENTAL POINTS OF THIS LONG JOURNEY, DIFFICULT BUT FULL OF SUCCESSES AND AFFIRMATIONS. ADD TO THESE TODAY ALSO THE IMPORTANT OBJECTIVE OF ISO 14001 ENVIRONMENTAL MANAGEMENT SYSTEM CERTIFICATION, ANOTHER REASON FOR PRIDE AND PRESTIGE FOR THE COMPANY THAT AT THE SAME TIME INAUGURATES A FUTURE IN THE NAME OF GROWTH AND CONSTANT DEVELOPMENT. AS THE COMPANY'S PRESIDENT **LEONARDO BOSSINI** COMMENTS: "WE ARE AWARE THAT CELEBRATING OUR 50TH ANNIVERSARY IS AN IMPORTANT GOAL IN THIS MOMENT OF CRISIS. OUR COMPETITIVE STRENGTH? THE CAPACITY TO INVEST INTO INNOVATION AS IS PROVEN BY OUR NUMBER OF PATENTS DEPOSITED OVER THE YEARS. WE CELEBRATE OUR FIRST 50 YEARS OF FOUNDATION BY THANKING ALL OF THOSE WHO CONTRIBUTED TO OUR LONG HISTORY RICH IN VALUES, COMMITMENT AND SUCCESSES IN ITALY AND AROUND THE WORLD. PROUD OF THIS GOAL WE HAVE REACHED TOGETHER, WE LOOK TOWARDS THE FUTURE".

AND MAY WE ADD A ROSY FUTURE, GIVEN THAT THE COMPANY HAS CLOSED 2010 WITH A +15% IN NET RECOVERY COMPARED TO 2009, REGARDLESS OF THE STRONG DEPRESSED ECONOMIC PERIOD, WITH A NET RESULT OF 1.6 MILLION EUROS.

FAITH OF THE ITALIANS THAT SAYS SO THAT HIT A HISTORICAL LOW LAST OCTOBER, BUT ALSO THE ANNUAL DOMESTIC OBSERVATORY. ACCORDING TO THE DOCUMENT, FOOD EXPENDITURE CONTINUED TO REMAIN POOR IN 2010 AND ALSO EXPENDITURE FOR LONG LASTING GOODS AFTER A RECOVERY IN THE FIRST QUARTER OF THE YEAR, WHICH HAVE RETURNED TO A NEGATIVE TREND.

EVEN IF AS FAR AS NEW CARS ARE CONCERNED ITS IS ESTIMATED THAT FOR THE FIRST TIME SINCE 1996 THE NUMBER OF NEW CAR REGISTRATIONS WILL BE LESS THAN TWO MILLION AND THE USED CAR MARKET WILL ALSO NOT INVERT ITS NEGATIVE TREND, WHAT WILL INCREASE IS THE EXPENDITURE FOR LONG-LASTING GOODS FOR THE HOME.

THE FURNITURE SECTOR HAS SEEN AN INCREASE IN VOLUME OF 1.1% AND AN INCREASE IN PRICES OF 1.8% AND A 3% INCREASE IN MARKET VALUE. AS FAR AS WHITE GOODS ARE CONCERNED - WASHING MACHINES AND DISHWASHERS ABOVE ALL - FIGURES SHOW AN INCREASE IN VOLUME OF 4.4%, WHILST SMALL ELECTRICAL APPLIANCES HAVE HAD AN INCREASE OF GOODS SOLD BY 0.6%. THE ENTERTAINMENT MARKET IS MORE DYNAMIC - TVs, DVD PLAYERS AND DECODERS - WITH AN INCREASE IN VOLUME OF 21% IN THE FIRST EIGHT MONTHS OF THE YEAR THANKS MAINLY TO THE PASSAGE TO DIGITAL TERRESTRIAL TV.

IN SHORT, AT THE LATEST MONTHLY READINGS AVAILABLE, THE HOME CONTINUES TO PRESENT A MORE POPULAR FORM OF INVESTMENT FOR THE ITALIANS, WITH A DECLARED INCREASE IN THE DESIRE FOR STARTING RENOVATION WORKS IN THE FACE OF A DROP IN THE INTENTIONS FOR BUYING FURNITURE.