

BLU & RED

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NOVEMBER/DECEMBER 2023

Special

**Conference
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OFFICIAL BODY ANGAISA (National Association of Dealers of Plumbing, Air Conditioning, Flooring, Cladding and Bathroom Furnishings Items)

RESOURCES WATER

Water, a precious asset to be preserved

BUSINESS STRATEGIES

ESG criteria: obligation or opportunity? ?

LOGISTICS

ABC Bathroom Solution inaugurates the new headquarters

ITS Rankings Seize the change

Present and future of taps



The Palazzani.eu brand is a testimony to a set of values that transcends the concept of production to become a model for the entire taps and fittings sector. Marco Palazzani, General Manager of the company, reveals the secrets of this success

by Pasqualina Ciancio

The story that envelopes The Palazzani.eu has its deep roots back in 1905. A concrete testimony of values, such as commitment, passion and dedication, which have been handed down from generation to generation, constantly accompanied by an innate propensity to invest in research and technology. Today, the fourth generation continues to proudly carry forward this long industrial tradition totally Made in Italy which, thanks to the most modern production techniques, is able to transform the raw material into high quality and designer taps and fittings, perfect for any bathroom environment. The renovated Casalmorano (CR) factory was built following the dictates of eco-architecture. An incredible syn-

source of passion, tradition, innovation, respect and responsibility which, transcending the simple concept of production, will continue to shape the future of taps and the bathroom environment. We begin the interview with **Marco Palazzani**, General Manager of Palazzani.eu, starting from the new factory.

B&R: You recently inaugurated the trivalent chrome plating plant in Casalmorano. What are the peculiarities of this plant also from a sustainability point of view?

MP: By taking advantage of government incentives we have completely transformed our industrial production and finishing processes, putting human health, environmental protection and business at the centre.

pledge for increasingly sustainable production. Processes that could represent a threat to humans, such as hexavalent chrome plating, have been completely replaced with cutting-edge galvanic processes - trivalent chrome plating also known as "zero chrome" - completely free of harmful substances. To this new plant we have also added a futuristic low energy consumption purification plant which completely recovers the waste from the production processes, reintroducing them, once purified and controlled, into the production cycle in total conformity and in full compliance with the most stringent regulations on the matter.

To respond in real time to market demands, we have also purchased the machinery for PVD Color Technology from Palazzani.eu: an innovative finish, applied after chrome plating, which, in addition to exceptional surface hardness with high resistance, gives the products a superior aesthetic value whose homogeneity is guaranteed by the careful management of this process by a highly specialized internal team.

To guarantee maximum quality, Palazzani.eu has equipped itself with specific machinery to internally carry out both corrosion tests (in neutral salt spray) and climatic tests from -40 °C to + 180 °C.

What are the company's new products?

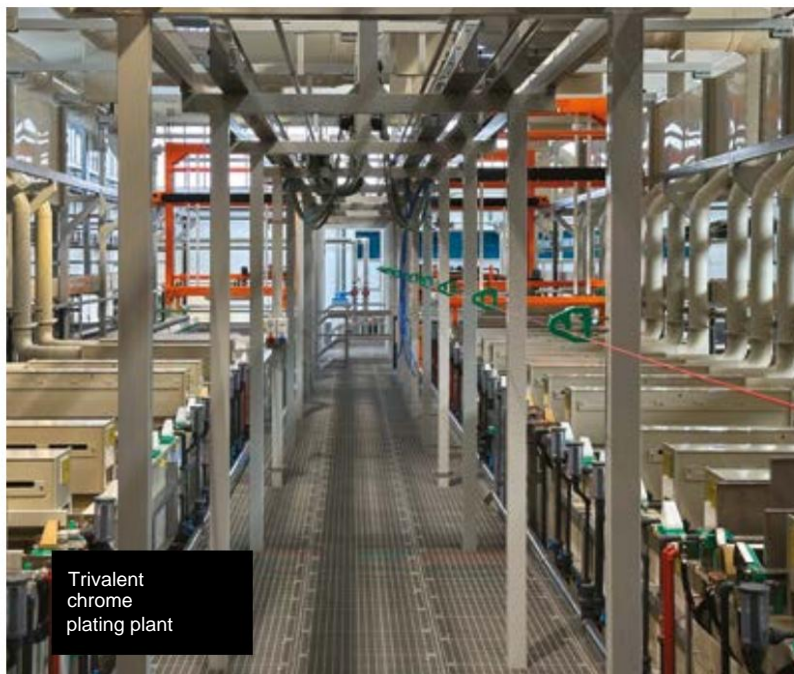
At ISH 2023 we presented the Montecarlo, Industrial Job and Industrial Gas collections - designed by Andrea Zani - which accompanied one of the most successful lines in our catalog such as the Mis series - designed by Antonio Bullo - always in great demand in the field of *'interior design'*, especially in the finishes created with PVD Color Technology (see **Box**).

The relationship between the Company and external designers is one of maximum collaboration. We have an internal department dedicated to the engineering of projects which constantly communicates with external designers in order to make the product more easily industrialized.

No less important was the creation of a team dedicated to communications - made up of external professionals with whom we are building our brand image and identity that we will communicate to our target audiences.

What relationship do you want to establish with ITS Distribution?

Palazzani.eu has decided to support its distributors by guaranteeing them a contribution margin



Trivalent
chrome
plating plant

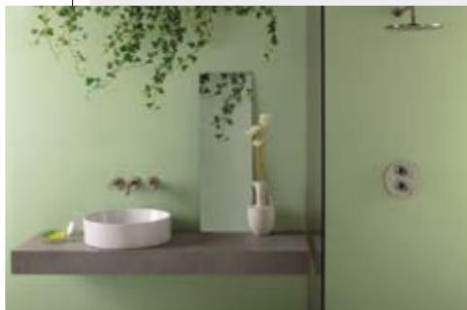
“ An efficient company must transform its investments into advantages for all players in the field. A philosophy that other players on the market makes us different from

MARCO PALAZZANI,
General Manager Palazzani.eu s.p.a



INTERVIEW

FOREGROUND LINES



Industrial job

Designed by Andrea Zani
The Industrial Job collection, designed by Andrea Zani, offers a fresh aesthetic language inspired by American style. The modern and clean lines are in perfect balance

with the typical rigor of industrial design and give each element a unique versatility, impeccable for any type of environment, residential or contract.

Montecarlo

Designed by Andrea Zani
The purity of the features that characterize the Montecarlo collection, designed by Andrea Zani, is the final result of a complex design study that bases its

foundations on the absence of superfluous formal elements. A special aesthetic capable of transforming our daily actions into unique and elegant gestures to give to ourselves every day.



Industrial Gas

Designed by Andrea Zani
Industrial Gas is a perfect synthesis between rational aesthetics and user experience that transform this collection, designed by Andrea Zani, into an authentic timeless furnishing accessory. The mixer lever with a strong emotional impact and the bright lines of the engraved textures describe the true visual history of this product, fully representing its true essence.

Mis

Design Antonio Bullo
The Mis collection, designed by Antonio Bullo, is the perfect balance between innovation and functionality. Its essential, harmonious and slender lines skilfully combine smooth surfaces and limited thicknesses, giving Mis an aura of modernity that is essential for furnishing any contemporary and modern bathroom space.



correct to allow them to look at their business with serenity without being penalised.

The investments we have made and very careful control over the processes have generated, on an industrial scale, lower costs which have allowed us to benefit our customers.

A philosophy that we are carrying forward on the basis of the experience passed on by my great-grandfather, as well as the founder of the company.

Today more than ever, we have the duty to respond adequately and with the utmost attention to the needs of the market and, even more so, to those of the customers who have chosen us.

A fourth generation that has faced numerous market changes in the last year. How does the entrepreneur see the distribution market in recent years?

Traditional distribution is in a complex period of transition and the services available online have changed many parameters and any actor in the supply chain must deal with a rapidly changing international panorama.

The value of service and assistance to the consumer are fundamental values that should never be underestimated, also because the bathroom is a primary good in which families still invest a lot.

I suggest that Angaisa members strengthen these services by being supported by companies capable of guaranteeing them new and greater opportunities and consequently more margins.

We at Palazzani.eu have worked on the evolution of the industrial process and its total internal management, obtaining surprising results that allow us to offer quality products at a fair price for everyone. ÿ

PALAZZANI

PVD COLOR TECHNOLOGY



MIS Collection • Design Antonio Bullo

palazzani.eu