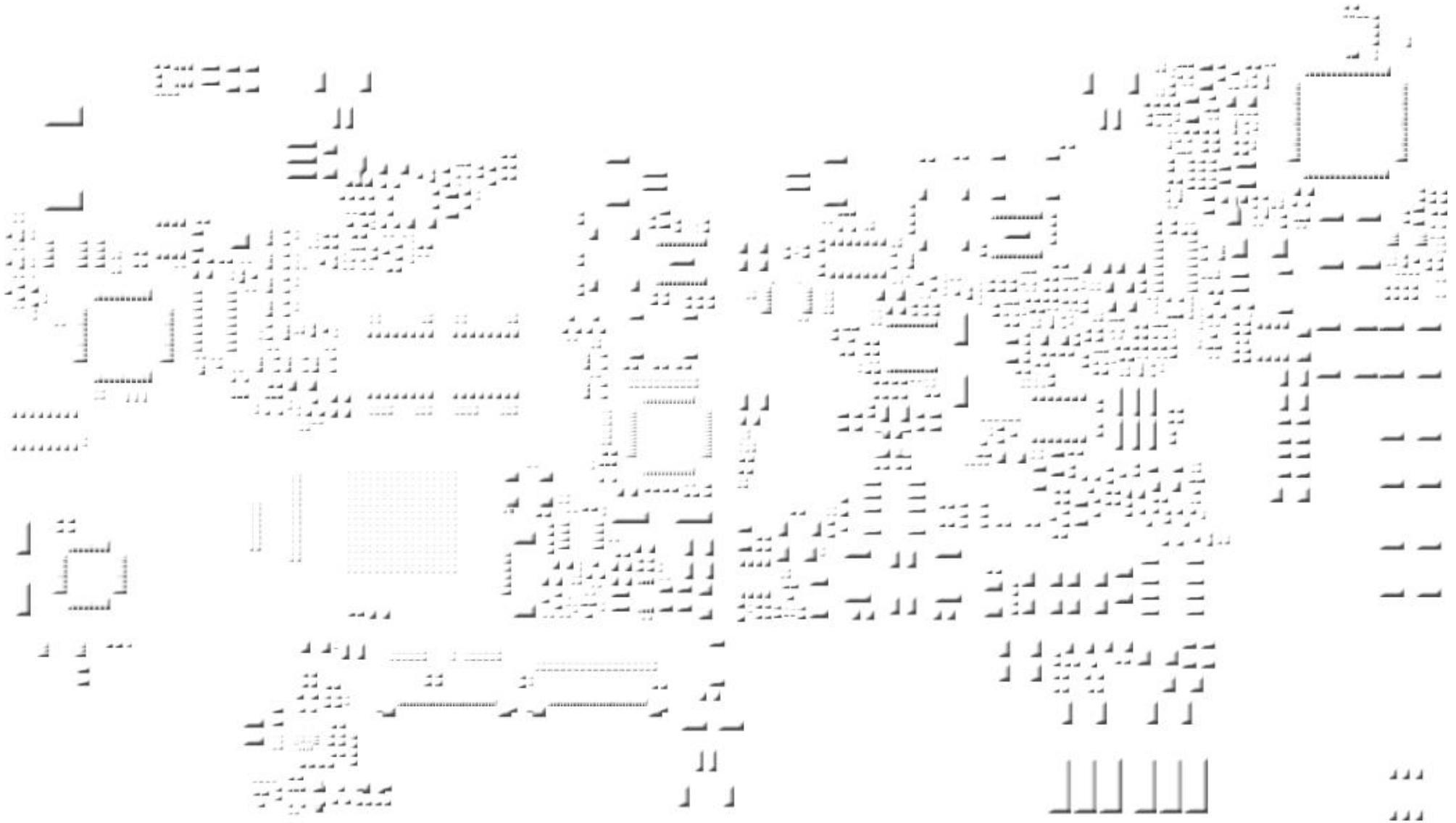


BTicino

A company profile

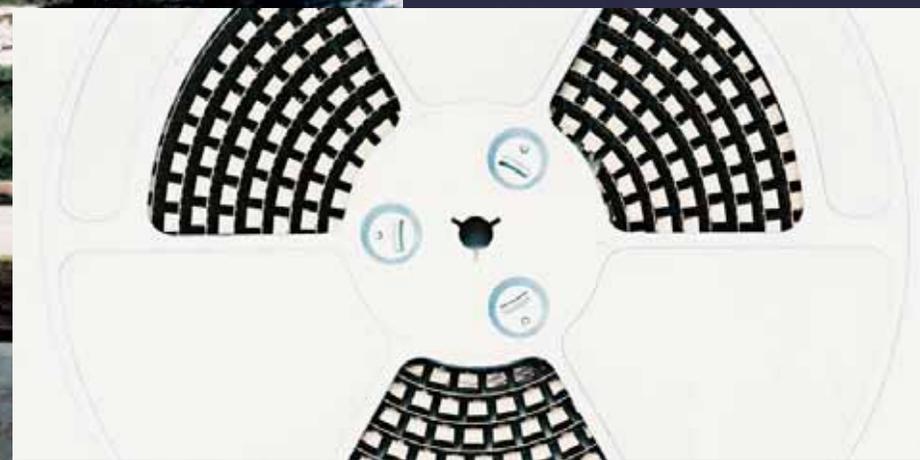


01. Company

bticino



BTicino Erba (CO) - Italy,
Spool of electronic components



BTicino Varese - Italy,
R&D Department

> 180 Active in 180 markets.

> 70 Over 70 branches.

> 33.000 More than 33.000 employees throughout the world.

+8% +8% average yearly increase in revenue in the past 5 years.

> 170.000 Over 170.000 products in the catalog.

> 20 Market leadership – in at least one product series
– in more than 20 countries.

Research and Development



5% 5% of revenue invested in R&D.

37% 37% of total investments dedicated to the development of new products and solutions.

~ 50% 50% of sales generated with products added to the catalog less than 5 years ago.

> 4.600 Over 4.600 active patents.

> 4 Over 4 billion electrical devices installed throughout the world.

> 1.800 Over 1800 employees dedicated to Research & Development, including 450 in Italy.

> 17.000 Over 17.000 hours/year dedicated to training employees on environmental issues.

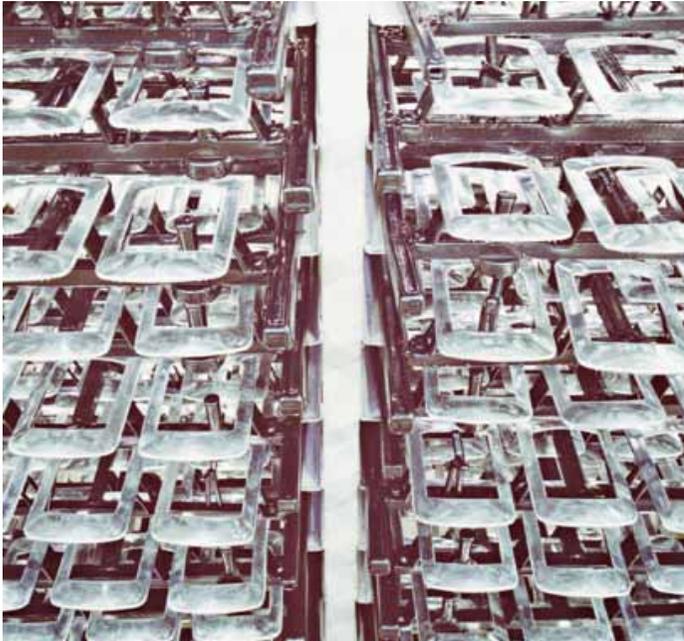
02. Identity and values

bticino

BTicino Bodio (VA) - Italy,
Painting the wallplates



Identity and values



The BTicino identity is tightly interwoven with an advanced design culture.

Identity and values



BTicino has always exercised a special leadership, anticipating changes in society – in its products, systems and services – and new lifestyles in the home and the office. This drive towards constant research, the “X-Plus Factor”, is a guiding value dictated by the founder, Luigi Bassani, and is still a legacy of the company culture. BTicino has been successful in taking advantage of particular specificities of the Italian entrepreneurial model, blending global quality, flexibility and “know-how” with the idea of innovation and sustainable development.

Cultural territory



Design driven innovation

Sustainability

Usability

Safety

Social design



Design driven innovation

BTicino has always maintained a leadership position in the field of innovation, founded on the capacity to look beyond the standards to achieve new goals, to experiment with new processes, offer new solutions, present cutting-edge aesthetic, functional and social dimensions.



Sustainability

The Company has made significant choices in this direction, developing a sensibility that means constant improvement in the environmental performance of its products, in the pursuit of manufacturing certifications, in the development of energy-saving systems and in public awareness campaigns.



Usability

BTicino's research is directed towards products and solutions that are easy and intuitive to use, that can dialogue and interact with the users in a clear and accessible language. The interaction with the user must create the best possible environmental conditions for his needs, whether they concern safety or comfort or simply switching on the light.



Safety

BTicino has become established over the years as a company that is strongly focused on the need for electrical safety in living spaces, from the first Salvavita[®] emergency circuit breaker, to the latest-generation systems. My Home offers integrated solutions for the protection of spaces, people and things from any dangerous situation, managing them even from a distance: intruder alarms, video control systems, emergency and medical rescue signals.

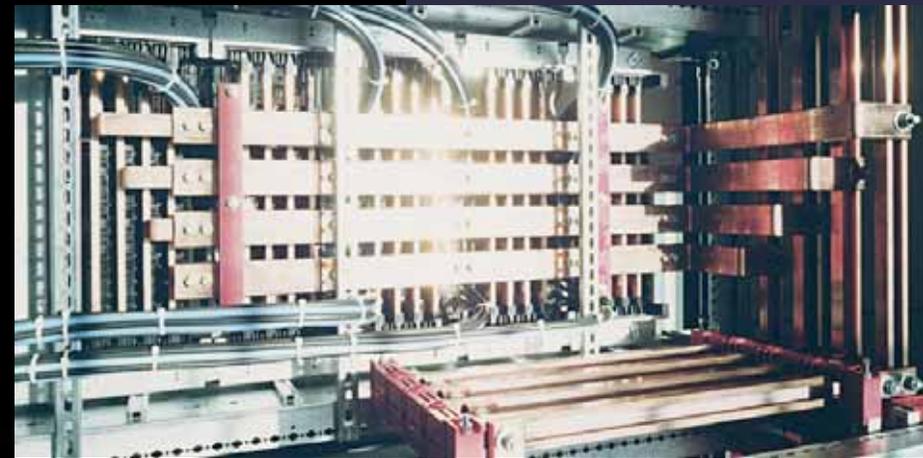
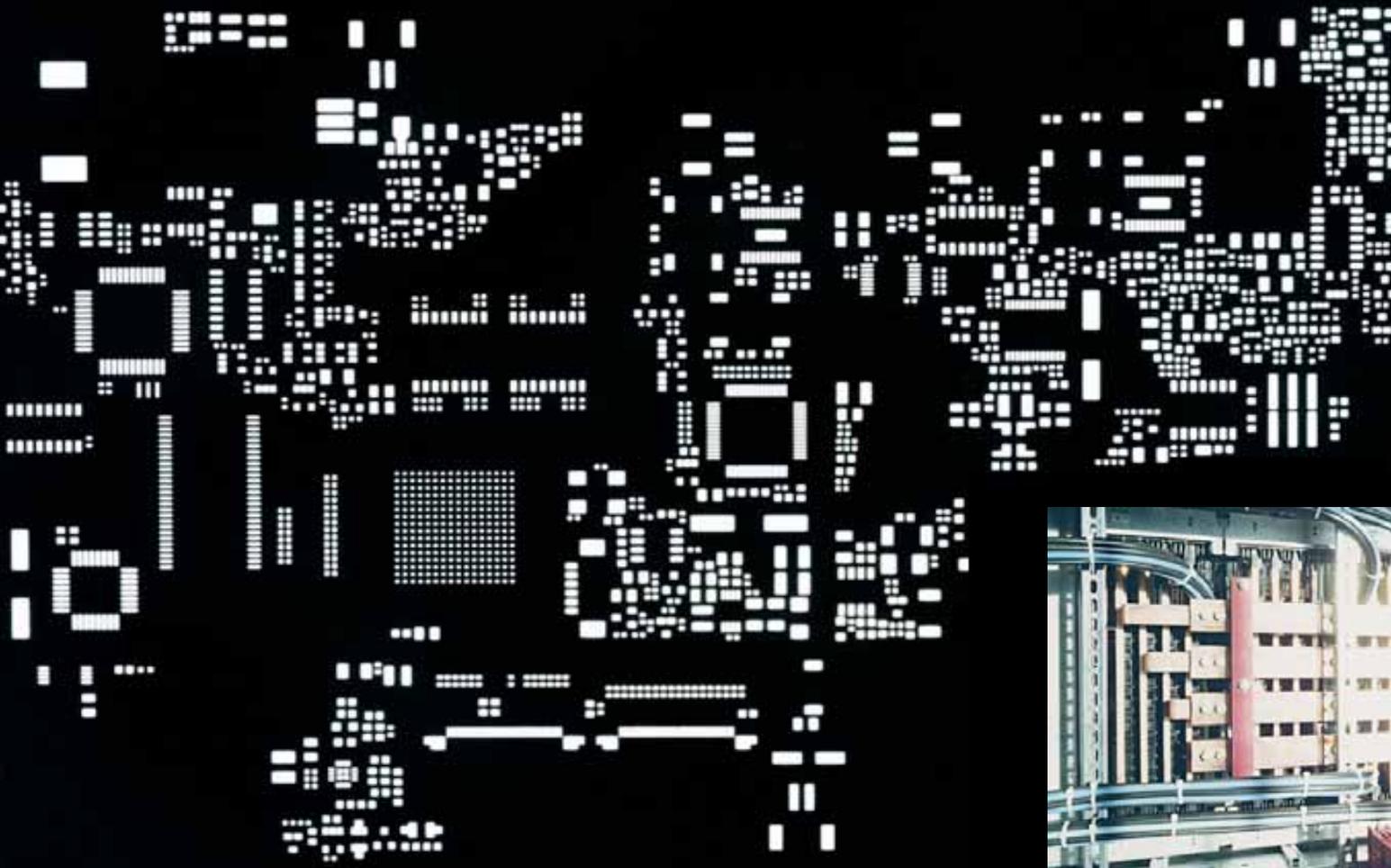


Social design

BTicino's research has long been engaged in the study of products and solutions, such as a radio remote control, to be used by persons with different needs and abilities. For its work in this field, in 2006 BTicino earned a nomination for the "Sodalitas Social Award: imprese e responsabilità sociale", awarded to BTicino for its work to integrate the disabled in the field of manufacturing.

03. Products, systems and services

bticino



Company history



From the very beginning, the focus on the industrial project as a whole has been a distinguishing factor of the Company's modus operandi. In the immediate postwar period, BTicino contributed significantly to the modernization of the building heritage with innovative products that often anticipated market choices and evolution. BTicino was the first manufacturer in Italy to conceive of electrical components – from the “electrical panel” to the light switch – as industrial product design, not only in the perspective of standardized production and low cost, but in terms of environmental significance, as components in a greater living system. BTicino was the very first company to introduce the concepts of aesthetics and comfort in an industry whose priority was the functional performance of products.

Products



Domino 1955

First monobloc with three devices



Salvamotore 1960

Evolution of the light motor protection devices



Magic 1961

Archetype of the domestic light switch, the first modular residential switch



Salvavita 1965

Residual current device



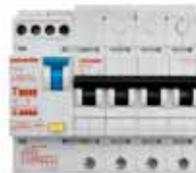
Maxitiker 1972

Automatic American standard circuit breaker



BT DIN 3 1985

Automatic modular European DIN standard circuit breaker



Living 1985

Multipurpose series with black devices available in a wide range of colors

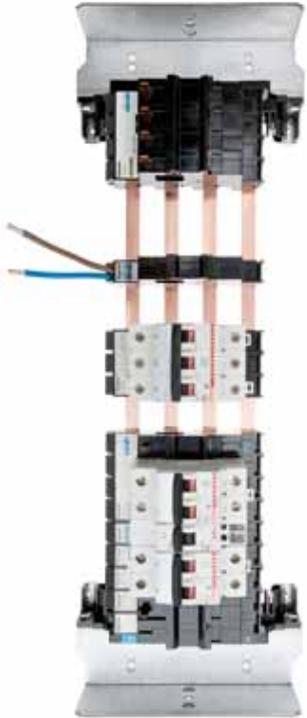


Products



Tifast 1995

System of prefabricated cabling for energy distribution



Light 1996

A technologically advanced series featuring austere design, evanescent colors and white devices



Living International 1996

A technologically advanced series featuring a softer design and black devices



Megatiker 1997

The evolution of the molded-case automatic breakers for electrical panels



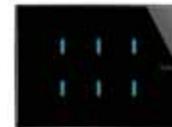
Axolute 2005

Integrated management system for traditional electrical, digital and video door entry systems



Axolute Nighter / Axolute Whice 2008

Evolution of Axolute with soft touch technology



Megabreak 2009

Open circuit breakers for low-voltage power distribution and the protection of power lines





Magic 1961

First modular residential series that, thanks to a design inspired by principles of simplicity and austerity, became the archetype of the domestic light switch, and the established standard on the national and international market.



Salvavita 1965

Synonym ever since of the device's safety function, this residual current device for the home is based on a device that cuts off power throughout the system in the case of earth fault.



Living 1985

With Living, the light switch becomes a multifunctional element, concentrating all the environmental comfort commands in a single control station. The soft and austere design and the wide range of colors for the first time are combined with black devices, an unusual choice for spaces in the home.

Company history after '90



The later Light and Living International series (1996) introduced electronic devices, such as an intruder alarm and sound distribution system, which were ergonomic, aesthetically coordinated with the other devices, and easy to install; in 2001 they were developed into the My Home automation system. A step ahead towards home automation, the Axolute series (2005) offered – the first company ever – the integration of video door entry systems into domestic electrical systems, while Axolute Nighter and Axolute Whice (2008), the latest frontier in living styles, move one step further towards the aesthetic simplification of electrical equipment for residential use, focusing on an exclusive monochromatic style combined with the most advanced technology.

Today

bticino



Axolute Nighter & Whice 2008

Axolute Nighter and Axolute Whice, a monochromatic evolution of the Axolute series introduces easy-to-use technological innovation. The soft touch technology and continuous glass panel display allows control of advanced domestic scenarios and functions.

Today

bticino



Megabreak 2009

An open circuit breaker for the distribution of low-voltage power and for the protection of the power lines, it conjugates superior electrical performance and advanced user-friendly interfaces – with an exclusive touch screen electronic protection unit – and integrates the systems for communication, control, diagnostics and communication of the electrical system.

Automation for home and building

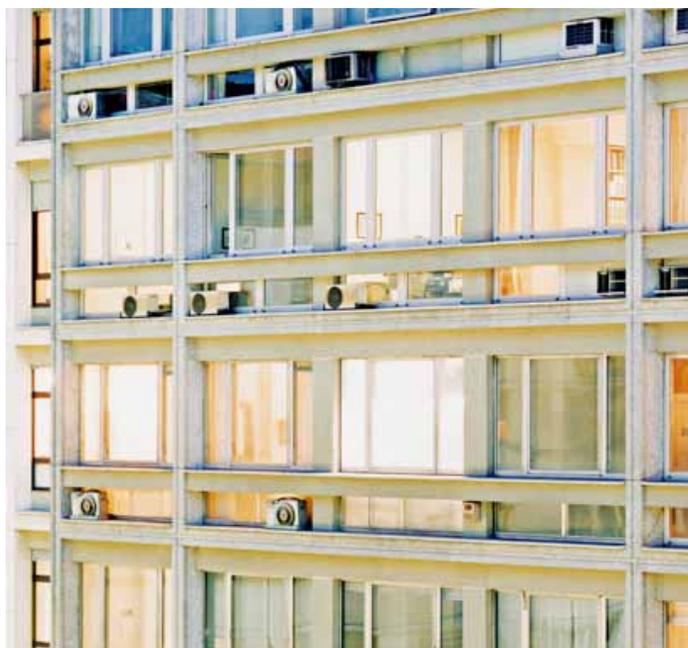


BTicino home automation is a system of integrated technology that makes it possible to use existing products in the home simultaneously, though they can continue to work separately. They are coordinated thanks to the digital solutions of home automation, so that they can respond efficiently to varying needs in the home, saving time and optimizing energy savings. In the field of tertiary services and industry, the building automation system digitally controls and integrates different functions to rationalize resources and simplify management.

04. Activity

bticino





In 2001, to complement the range of electrical equipment, the revolutionary home-automation system My Home was introduced: advanced functions such as security (alarms, video entrance systems, video controls, access controls), comfort (advanced management of automatic devices and lighting, sound distribution), and energy savings (temperature control by zones, energy management for appliances) may be personalized and integrated, becoming more accessible and intuitive. The many user-friendly interfaces (traditional push-buttons, touch screen, controls managed by software on the personal computer), become an advanced tool to create a dialogue between the user and the technological systems. In addition, the flexibility of My Home makes it possible to select different levels of functionality, that can be modified any time as desired, to satisfy needs that may arise over time.



The design of spaces and places for living is becoming increasingly complex. BTicino is a reliable and competent partner for the management of control systems in retail spaces, in hospitality structures, in hospitals and collective spaces in general, adapting the devices for the distribution and control of power and data networks to the many different requirements of the project. The application of its building automation solutions makes it possible to provide a flexible response to the client's needs, achieving an unprecedented synthesis of integrated tools to control, manage and supervise lighting, sound, comfort and the security of things and persons. BTicino, using radio technologies, can boast a countless number of projects developed for monuments, museums and venues for art and worship.

Working



BTicino offers a wide range of solutions for the transportation of energy, both to create backbone networks and to power machinery, products for power distribution, with a complete range of devices for protection, regulation, measurement and supervision, as well as solutions for terminal leads and cabling. Equally important in this field are the components, the containers and devices, developed by the research division of the Legrand Group to satisfy the specific needs of machine-side automation: an ongoing program of research and experimentation to which BTicino has been committed for many years, in order to offer integrated solutions and systems that respond to the increasingly sophisticated demands of reliability and efficiency coming from the professionals of industrial production.

BTicino

A company profile

