

I MAGAZINE

Fourth Edition November 2024

AI
Generate

WELCOME
TO THE CITY
OF CLEANLINESS

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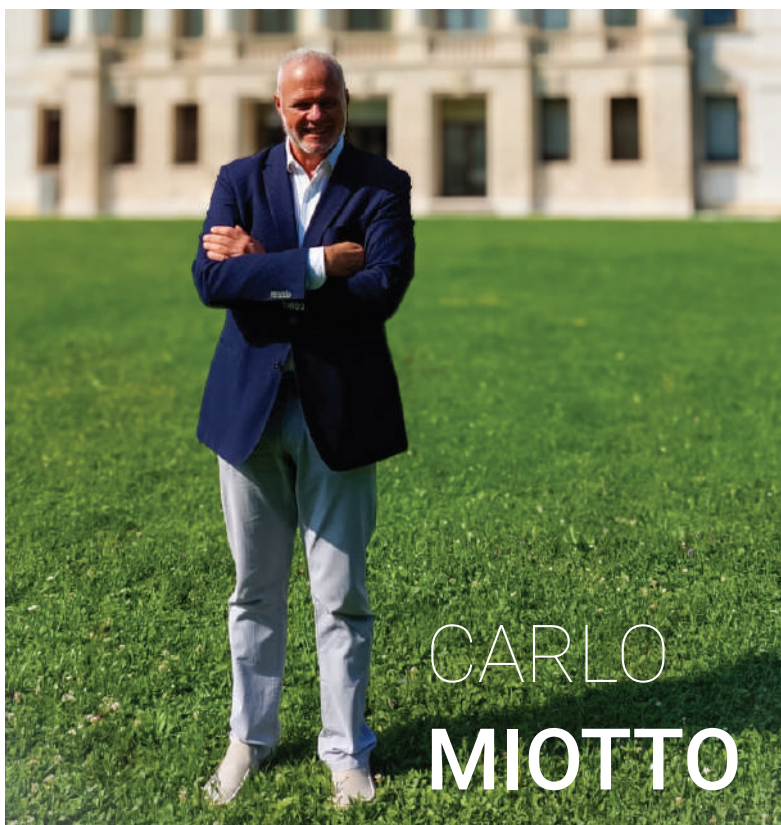
IMESA IN THE FUTURE

Let's open this editorial by taking a cue from the automotive sector. Only 6 months have passed since the highest levels of quotations and today we are already witnessing a collapse in sales and turnover of all car manufacturers: it seems that the engine has jammed with considerable quantities of unsold cars stopped in the dealers' yards. Maybe consumers are tired of changing cars often?

More generally, the European economy is stagnant and this condition also affects our sector. In September 2024, according to Eurostat's preliminary estimate, inflation stood at 1.8% year-on-year and a few days before the US elections, we cannot fail to mention what President Draghi presented in the report on the future of Europe's competitiveness and in which he essentially argues the following:

- The EU has no market regulator or trading regulation, and is subject to very different interpretations in different countries.i;
- the EU is subject to an over-reliance on the banking sector, which is made up of poorly equipped banks that are limited in lending to the EU.;
- the money available to the EU is not really divided between strategic priorities such as sustainability and digital investments.

Never more than now, do I think a complex cultural and political change is indispensable: innovation, energy transactions, security will certainly strengthen the federal dimension, but it requires strong sensitivity and indispensable great courage.



The general perception is that the Draghi report seems to have gone unheard and Europe thus risks slipping towards a progressive irrelevance that could lead to a sort of subordination, because it is evident that no European country can face these challenges alone. It is likely that the last call may be after the US elections, but it certainly cannot be postponed beyond the first months of 2025.

How is IMESA preparing to face the new challenges that the economic situation holds?

For a company like IMESA, agility and the ability to quickly adapt priorities to changing conditions is an indispensable element, together with the trust that is built through transparent communication and an authentic connection with its stakeholders. Mutual trust is fundamental because it leads to openly expressing ideas and doubts, criticism and constructive feedback and engaging in meaningful comparisons and discussions.

In essence, it allows differences not to become elements of conflict but vice versa “levers for creative growth”, and predisposes to changes in behavior that favor individual growth, the improvement of business results and the transformation of organizational culture. The company team that has thus been created in IMESA in recent years is certainly the key to understanding our transformation.

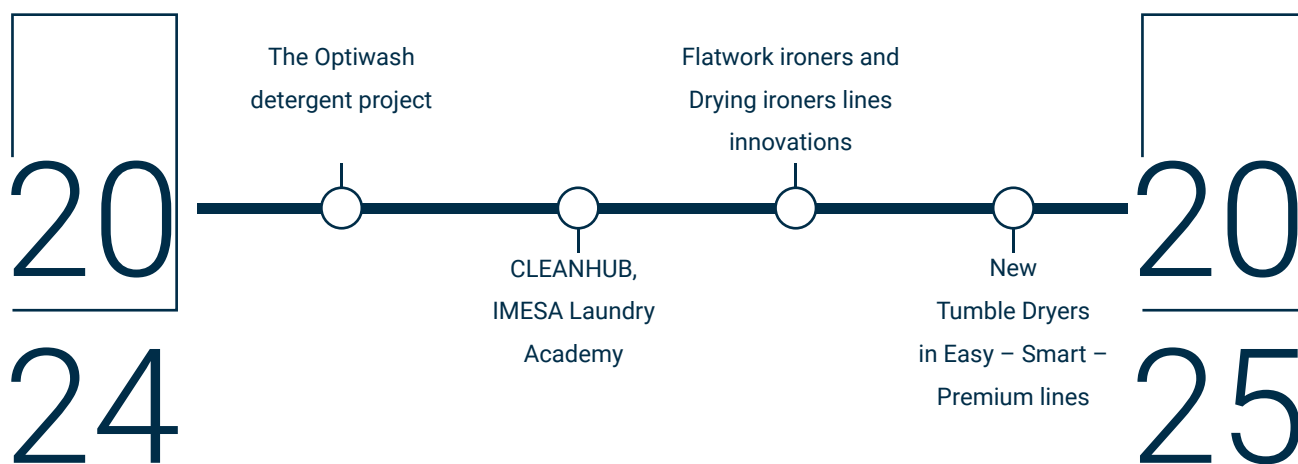
The basis on which we want everything to be based today at IMESA is certainly effective communication which, combined with a connection based on trust, effectively creates the prevention of the sense of frustration generated by market uncertainty and vice versa fosters a climate of collaboration between teams and their leaders. In this collaborative ethos, every team at IMESA is now able to develop effective and efficient synergies. From the moment we chose IMESA’s transformation about six 6 years ago, the issue has never been ‘what to do’, but rather **when, how and why** to do it and having a common plan and vision has certainly been a strong signal to everyone. Alignment was certainly the activity that most identified the various actions taken and was essential to mitigate the overwhelming impact of the transformation. At IMESA, the keystone today lies in middle management which, with the right skills, acts as a catalyst for success, helping each team to adapt with agility.



«Innovation is a team sport»

Another aspect of our strong adaptability to change is our great potential for innovation, which is vital to keep up with market changes. In recent years, we have witnessed a frenetic evolution of the digital landscape. From the advent of the cloud to the rise of Artificial Intelligence, from blockchain to digital storage in accordance with regulations: every step has brought us closer to a future in which technology is not just a tool, but a real strategic partner for business and we also find this in our sector, that of laundry.

An example of this is the remote control via WI-FI that every millennial buyer requires and which IMESA now has in all its products. The key pairing is **Collaborate and Innovate**, and where there is trust, people are willing to experiment, share and learn. Together they can persevere in finding solutions. Innovation is a team sport.



The engine of innovation requires competent and productive resources and for this reason in recent years IMESA has been looking for professionals with a high level of specialization, technical skills and an indispensable international background. Always with a view to raising the competence of our people, we provide substantial training activities internally. Knowledge generates professionalism, this is the concept on which we base ourselves and which has given the impetus to IMESA's evolution towards a more complete management of the laundry process: going beyond machines and beyond mechanics with the aim of mastering the fabric treatment activity, for correct maintenance of the same, a conscious use of resources and a guaranteed quality of result.



IMConnect Portal, App and NFC technology are the digital services that IMESA offers its customers: immediate, easy-to-use and at no additional cost.

INSIDE IMESA'S

SUSTAINABLE TRANSFORMATION

I

s raising awareness of sustainability among employees a winning business strategy?

We talk about it with Alessia Miotto, who guides us to discover IMESA's strategy by illustrating the training techniques and methods of active involvement that the company implements. Investing in ESG training is a fundamental choice for any organization that aims to grow in a market that is increasingly careful to sustainability.



6 reasons why it is important to raise awareness of sustainability throughout the company.

1. Saving resources and operating costs

To achieve the objectives of the UN 2030 Agenda and the goal of climate neutrality set by the EU for 2050, it is essential to activate policies to control consumption and resources, moving from an ever-new use of resources to circular systems of production and consumption. In addition, recent studies show that companies are obtaining an ROI from the integration of sustainability practices into their processes, thanks to the optimization of the resources used and the reduction of the costs associated with their use.

At IMESA we have already adopted good practices for the management of resources, first of all water, thanks to water recovery and filtration systems for its reuse and the installation of new machinery equipped with recovery tanks. This process will be definitively completed in 2025 with the installation of a washing water purification system.

Further good practices have been implemented in energy field with the LED relamping of the entire company which has led to an annual saving of over 20 thousand kWh and the project for the installation of a 600 MW photovoltaic system and the consequent adhesion to the RENEWABLE ENERGY COMMUNITY of our area, which will be completed in 2025.

At Imesa we work every day to improve and make our internal processes more efficient in order to optimize both the movements due to material flows, and therefore reduce CO² emissions, and communication flows, preferring digital communication to paper.



2. Improved ESG performance

All the activities introduced aim to create a sustainable business model, and to do this we constantly monitor our ESG performance. A first indicator is the reduction in the consumption of water and energy resources, as a consequence of the activities mentioned above.

Secondly, the certification processes that have been launched confirm that we are working in the right direction; at the end of the year we will conclude the ISO 45001 certification process, while 2025 will see us engaged on the environmental front with ISO 14001, on the energy front with ISO 50001, and on the social front with the certification for gender equality.

Finally, the improvement of the banking and insurance rating is a key indicator of how investing in ESG also brings numerous advantages in access to credit, subsidized loans and calls for investment and research.

3. Improvement of the corporate image

Attention to sustainability issues is also a strong point for the corporate image. With a view to a circular economy system, all the main stakeholders are much more sensitive to how the company positions itself on this issue. We have already talked about credit institutions, lenders and insurance companies before, but customers themselves are also asking for evidence of our commitment to processes and products. For years, in fact, we have been committed to responding to the demand for a sustainable product, thanks to the use of stainless steel, a durable and permanent material alongside recycled plastics and the use of increasingly green packaging. In addition to the structure, there is also all the investment in the process to ensure continuous monitoring of consumption and to improve the energy efficiency and performance of the machines. What we want to convey is the message of a solid company that invests in product and process sustainability because it considers it a winning element in the future economic landscape. Sustainability is essential to remain competitive and therefore, in accordance with goal 16 of the 2030 Agenda, to ensure strong, effective and accountable institutions.

4. Alignment with the new sustainability guidelines

The ESG theme is a constantly evolving topic, which has seen a strong acceleration by various institutions in recent years. The CSRD (Corporate Sustainability Reporting Directive) has become law; therefore, a significant number of large companies will have to draw up the sustainability report in 2026. What about small and medium sized enterprises? They are directly involved as members of the supply chain of large companies; To be a sustainable company, the entire supply chain must be sustainable. This is why at Imesa we have decided to start the process of alignment with the new directives in time. Today we are working carefully on the issues of energy efficiency and improvement of yields, as well as on the issue of packaging. The whole world of UNI - EN - ISO certifications requires us to structure processes to be compliant with sustainability directives. The work is continuous and transversal to all departments because everyone is involved in ESG issues.

5. Staff Attraction and Retention

For the successful creation of a sustainable model, it is necessary that all people are involved and that everyone goes in the same direction. For this reason, from the beginning we involved all collaborators in moments of sharing and training on the process that the company had decided to undertake. We believe, in fact, that involvement, training and empowerment are essential to create a cohesive group and contribute to the creation of a common corporate culture.

At the same time, we realized that people's priorities have changed and that it is no longer just the remuneration aspect that matters in work. This is why we work a lot on the aspects of work-life balance, thanks to tools such as smart working, flexibility, extra leave for health services for oneself and one's family members. Particular attention is paid to welfare and supplementary pensions. We are working on insurance in the event of serious illness and free access to specialist visits and screenings.

Finally, we try to involve employees more and more in extra-work activities: in September we had the second edition of our IMESA Family Day where we share a beautiful day together with our families with good food, games, tournaments and activities.

“What we want to convey is the message of a solid company investing in sustainability of product and process”

6. Concreteness of corporate values

ESG sustainability is a value for us and that is why we strive to convey it externally. The company is an institution of the territory that has important social responsibilities. In this regard, there are many activities that see us engaged with other realities of our area, first of all schools. In the last year we have participated in various activities, from “Eureka Funziona!” aimed at elementary schools, to the PMI Day with over 100 students hosted, to the organization of the 7th edition of the “Mechatronic Talent Olympics” with over 200 students from 19 institutes in 4 Veneto provinces engaged with us in a 4-month course, to the sponsorship of the national Robotics championships, to the collaboration with the ITS Meccatronico Veneto school, which has brought to us a student who will carry out a dual apprenticeship project for two years. We have also created our “Road to job by IMESA” project, a series of meetings in which IMESA teams go to schools to tell about our company and to explore issues such as lean manufacturing, quality controls and the testing process, human resources management and opportunities for collaboration between students and companies.

We are also committed to supporting and promoting startups with the “Luciano Miotto award”, with the new establishment of a special “Female Startup” award.

Finally, we support local sports realities, which are the best training ground to learn the spirit of sacrifice, the teamwork and determination to achieve a goal.

Among the values we want to convey, there is also the solidity of our company which looks to the milestone of 60 years in 2028. For this reason, still on the subject of sustainability, we have been very committed this year to Governance, changing the structure of the Board of Directors by inserting two independent members, thus taking a further step towards the creation of a managerial structure that can remain solid and competitive in the years to come.

NEW TUMBLE DRYERS LINE

A WINNING TEAM GAME



LUCA CESTARO

Electrical engineer: «If I went back, I would make the same choice again.»

«In IMESA I have recently been a member of the Board of Directors and I hold the position of R&D MANAGER on a daily basis. Mine is mainly a coordination role, I put operations in place in electrical design, system integration activities and after-sales interventions that concern non-standard situations. I love working and collaborating with my team, we are close-knit and aligned.

Daily Scrum and weekly comparisons are two highly efficient tools that allow us to act and intervene promptly in various situations of need and this is undoubtedly an added value of our team».

«My passions? One above all history, specifically the period of the Great War, and the oriental languages that, who knows, maybe in the future I will study. Then come string theory and Unified theory... But maybe we'll talk about this on another occasion».

SANDRO GEROTTO

Graduated in mechanical engineering: «Like Luca, if I went back I would make this choice again».

«At IMESA I am an R&D Engineer, my role is transversal within business flows, of which product design is a small part».

«My passions are motorcycles and finance. For now they are enough for me, I have no particular dreams in the drawer, let's see what the future holds for me».

With Luca and Sandro we talk about teams, about the news at IMESA and energy efficiency.

What are the main challenges that the R&D team faces in the development of a new product line?

LUCA: «At the forefront we place the challenges related to the product, i.e. the ability to achieve the defined objectives in terms of performance, passing through experimental tests and analysis of physical phenomena. The main challenge, however, is to relate all the technical, economic and resource use aspects that make up the entire company project. IMESA is a medium-sized company in which there is a strong need to harmonize every single project with the entire business flow, including the training of the teams involved. Everything must flow as smoothly as possible, especially internal communication».

SANDRO: «I am more focused on the product as a result of the design, so certainly the main challenge for me is to fully satisfy the customer's needs, to design a product that has its own specific and recognizable identity, a typical characteristic of the IMESA product and that is reliable over time. A product that is perfectly focused on performance and price».

How do you compare with the market, especially how do you analyze the needs of the end user?

LUCA: «The market study is the sum of a series of activities that include a structured VOC managed by our marketing, a technical benchmark through which we position our product in the global offer landscape and verify the potential delay and the potential path we can take thanks to our skills and possibilities to do, and the information that our service team collects in the field. It is a set of fundamental data that comes from multiple sources».

Why the need for a new dryer line?

LUCA: «In recent years, IMESA has been developing a strong social and ecological sensitivity that guides the main business choices. This prompted us to examine and revolutionize the most energy-intensive product in our range to date, namely the ES dryer line. We have therefore set ourselves a main goal: the reduction of energy consumption».



20
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What are the pluses of the new ES dryer line?

SANDRO: «I will try to answer with a few clear concepts: shorter drying cycles, reduced energy consumption, lower operating costs, new ergonomics.

A significant new feature of the range is the new air movement flow inside the drum that enhances drying. We have maintained the high-level characteristics of the previous line, added values for the customer, such as the reliability over time given by materials and engineering and the large opening diameter of the door, in the new range also reversible».

LUCA: «We are expanding the current offer which already includes two choices, EASY and SMART, further diversifying the machines in terms of equipment. The choice is to filter the needs of the market even more by proposing three product steps and new capabilities in alignment with the offer of washing machines. If I may allow myself one last note, the ES dryer line boasts a construction modularity that is fundamental for those who make a warehouse and which allows you to modify the heating system quickly and easily».

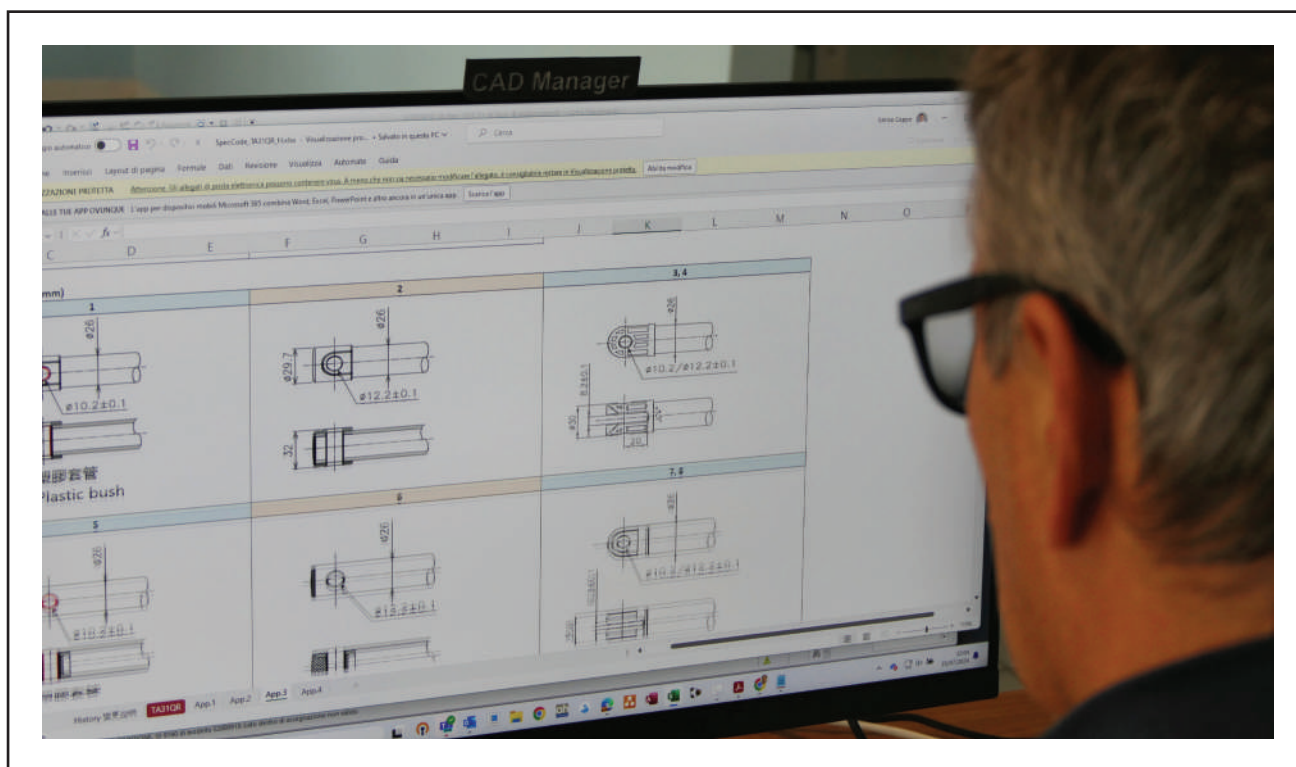
What are the innovations related to the electronic control of dryers?

LUCA: «The new dryers are equipped with a new feature that allows the intelligent management of the heating system, more precisely of the resistance groups and the air flow rate based on the temperature curve recorded inside the drum during the drying cycle».

One last curiosity, what technologies fascinate you and would you like to develop in terms of knowledge?

LUCA: «nuclear fusion».

SANDRO: «digital twin and model based design».

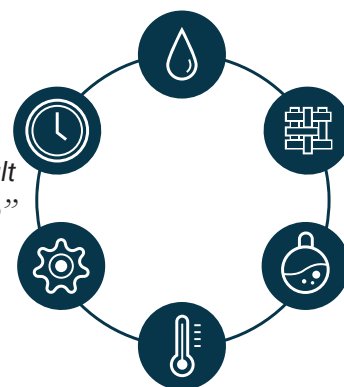


THE HEART OF INNOVATION LIES IN THE PROCESS

An expert in washing process is exclusively daily dedicated to the study and definition of the ideal washing cycles for every need. This is how the Optiwash® washing cycles were born, specific and optimized for the EVO.Line washing machine in combination with the detergents of the Optiwash® line.



*“A good result
has roots in knowledge”*



ENRICO ALLARIO

35 years of experience as a technician and trainer in the cleaning and textile treatment sector. Expert in washing techniques both in the chemical field and in machine programming. «At IMESA I am responsible for the Optiwash® project and process management in the CLEANUHB laundry Academy. My passion stems from the enthusiasm to carry out my business daily with the certainty of best satisfying the needs of customers and being a partner with them in the management, organization and resolution of operational problems. My dream here at IMESA is to concretely realize the Optiwash® project, an almost unique project by a manufacturer of laundry equipment»

*“Customer looks for just a single supplier
who is able to provide everything that completes the process”*

What leads you to share the IMESA challenge?

The stimulus of being able to develop a unique, innovative project and to transfer my personal know-how to colleagues and collaborators with the aim of a common and highly satisfying business.

How would you describe the changes in the laundry sector over the years?

Following the advent of electronics, digitization and remote control of processes, the laundry manufacturing sector has evolved, especially in the attention and management of energy and water consumption, respect for the environment and in the fabrics treatment.

From customers side, there is an increasing need of competent partners who can support them and manage all the organizational and operational aspects of their laundry at 360 °.

How important and strategic do you think IMESA's choice to go beyond the manufacturer's experience to offer the customer a complete service?

In my opinion, IMESA's strategy is perfect as the demand and needs of the market are to have, in addition to the ideal supply of washing, drying and ironing equipment, the service of a complete process. We offer our customers expertise in the management of washing chemistry, guarantee of textile hygiene (with certification) and management of inconvenient but essential activities in the "back stage", such as drainage, filtration systems and wastewater recovery.



What work goal would you like to achieve?

Certainly to carry out the project for which I was called to IMESA, culturally increasing the awareness of all commercial actors (Area Managers, distributors, final users, etc.) in believing that Optiwash® is an indispensable and complementary part of our business.

Let's close this chat with a curious and personal question: which historical or current figure fascinates you and inspires you in life choices?

Guglielmo Marconi. He is a character who fascinates me for his foresight and ability to intuit the future needs of humanity, putting his ingenuity, intelligence, passion and dedication at the disposal of all for a common good.

#IMESAPEOPLE



José Abel is the President of Norberto Rodrigues Lda, IMESA's portuguese distributor. José tells us about his company, his successes and his relationship with IMESA.

The Norberto Rodrigues company was founded in Campo de Ourique in 1944 and was a pioneer in the Portuguese national market of solutions for industrial laundries.

Our offer is wide and includes machines, spare parts and accessories for industrial laundry of the best international brands, consumables and professional technical assistance.

Our know-how stems from the close relationship we have with our customers and from the continuous internal training activity that elevates the skills of our technicians, making them in turn a source of training for the end customer.



Self-Service laundry has been your core business for a long time. How has the market changed over the years?

The self-service laundry market has experienced significant changes driven by shifts in customer preferences and habits, technological advancements, and evolving business models.

Here's how the context has transformed:

Convenience and Automation: modern customers prioritize convenience, and as a result, the market has shifted towards automated and more efficient solutions. Our machines now feature cashless payment systems (credit cards, apps and payments through mobile devices).

Demographic changes: the pool of traditional laundromat users has expanded over the years, now including millennials, urban professionals and all those people with a busy lifestyle who prefer a fast and large capacity laundry service. As cities become more crowded, and space in the home increasingly limited, people are replacing home washing machines with a reliable self-service laundry service, thus driving the demand for laundry machines towards efficient and easy-to-use products.

Business Flexibility: the market has also moved towards diversified business models, such as laundromats offering subscription services, partnerships with dedicated platforms for linen pick-up and drop-off, and even offering multi-service spaces such as cafes or co-working areas to attract more customers.

These changes have driven us to continuously evolve our product range and service offerings to better serve modern consumers and businesses in the self-service laundry market.

What are your strengths that set you apart from the competition?

As a Portuguese company with 80 years of experience, we stand out for our strong historical heritage that combines artisanal product with innovation. Our machines, designed specifically to meet the needs of the local market, are known for their quality, durability and energy efficiency. Our product range satisfies both small businesses and utility-scale projects, thanks in part to personalized customer support and a strong focus on sustainability. Our long-standing relationships with customers and partners, along with our ability to adapt to changing markets, strengthen our position as a trusted leader in the industry.

What are the determining factors for opening a successful self-service laundry?

Opening a successful self-service laundry depends on factors such as selecting a high-traffic location, knowing your target market, and investing in reliable and efficient equipment. Competitive pricing, offering modern conveniences such as cashless payments, and maintaining a clean and welcoming environment are also essential. Finally, effective marketing helps attract and retain customers.



How would you describe the long-standing cooperation with IMESA?

Our long-standing collaboration with IMESA is a milestone in our success. For years, we have relied on their expertise in producing high-quality, durable and innovative laundry machines. This partnership is built on trust, mutual growth, and a shared commitment to providing superior laundry solutions. The reliability of IMESA equipment combined with our knowledge of the local market, has allowed us to provide customers with cutting-edge technology and high-level service. Together, we have been able to adapt to changes in the industry and constantly meet the ever-changing needs of our customers.

What motivates you to renew your trust in IMESA products and services?

Quality, innovation and reliability fuel our confidence in IMESA products and services. IMESA provides state-of-the-art and energy-efficient laundry machines, equipment that can meet the ever-changing needs of our customers. IMESA's predisposition to customer service, their always timely support and the adaptability to market trends, ensure that we can safely offer optimal solutions. Our partnership has proven to be reliable over the years allowing us to grow together, and this motivates us to nurture the collaboration and, of course, also the personal relationship established over the years.



Tell us about a project you are particularly proud of

We have many projects to be proud of, to be honest we are always proud of our work, but in the field of industrial laundries probably the installation projects on board the World Voyager, World Explorer and World Navigator ships are the ones to which we are particularly attached. As for self-service laundries, I would undoubtedly mention the latest project we have developed which includes not only self-service laundry service to people, but also includes a dog washing area, a vending area, storage lockers, barber shop and other services. A laundry room equipped with 12 machines, 6 washing machines and 6 dryers that offers customers a wide range of services.

Of course, our product "The laundry container" is also something we are very proud of.



CLEANHUB

Imesa Laundry Academy

Let's go inside CLEANHUB, the IMESA Academy, where you can live the laundry experience, a place where you can share, learn and develop solutions.



IMESA is a big family, where experience and knowledge are passed down, where we are open to dialogue and to the new, we experiment, we make mistakes, we improve but above all we support each other with the aim of achieving common goals and successes.

From today in IMESA there is a new space in which to share all this and this space is called CLEANHUB.

The strength of CLEANHUB is the possibility of experimenting and managing the entire laundry process, from the knowledge of fabrics and stains, to detergent management, from washing mechanics to drying and final ironing. Not a simple showroom in which to "passively watch", but a place in which to make and study together solutions aimed at the needs of each individual end user, through the application of knowledge.

At CLEANHUB we aim for service excellence by deploying our best skills.

EXPERIENCE AND TRAINING

Learning Organization

Our company operates in a dynamic and highly competitive scenario in which we emerge thanks to our cohesive organizational identity. It is essential for IMESA to support the alignment between the learning of all employees and the company's organizational strategies, so that these translate into effective actions and behaviors to achieve the objectives. CLEANHUB is the physical and virtual place of comparison, exchange and mutual contamination where we expect new ideas to inevitably be born and the path of innovation to be nurtured.

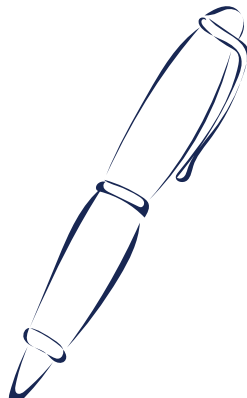
Continuous updating of Skills

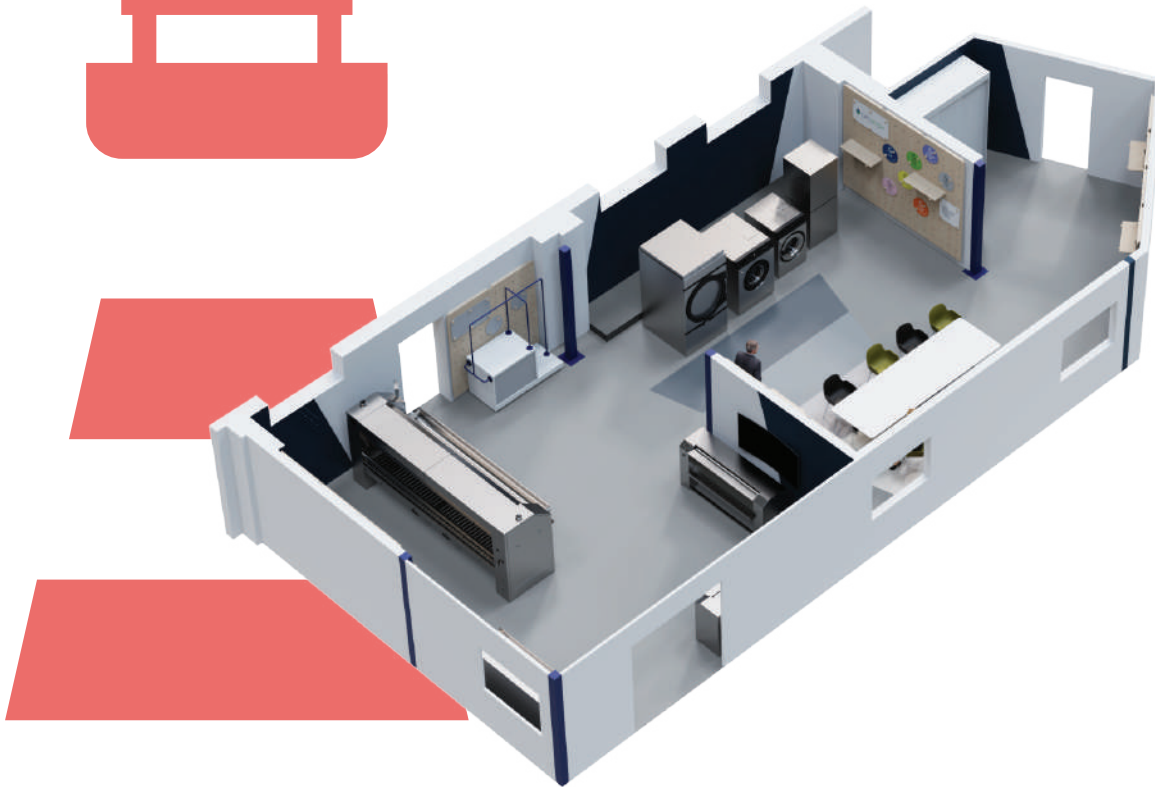
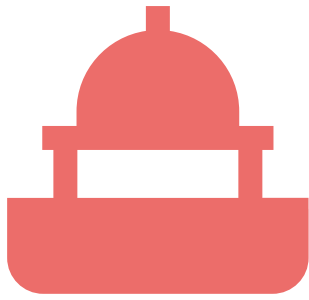
The training proposals that make up the program of our academy are aimed at internal collaborators and customers. Equipping our people with the skills they need to deal with the ever-changing market ,prepares them to be adaptive and innovative. By offering structured and tailor-made learning programs, we aim to keep employees in step with the times, both from the point of view of personal skills and knowledge of the technological trends that characterize the historical moment.

Educational experience

CLEANHUB is based on human relationships, and our strength is our ability to customize the experience from time to time based on the unique and unrepeatable characteristics of the person in front of us. Not only skills, but experiences ranging from human skills to information technologies up to Digital Transformation. CLEANHUB is a place to create value, through IMESA's knowledge and experience combined with the know-how of other professionals in the sector at dedicated events.

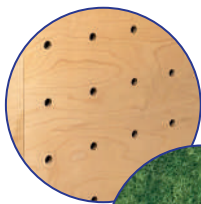
*The space of
relationships*



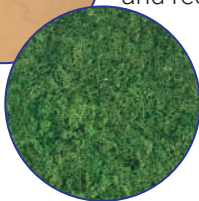


"We imagine a world where the washing process represents innovation, sustainability and excellence."

The **concept** that characterizes IMESA Laundry Academy comes from the values contained in the company vision and the idea of a sustainable future that guides future choices and strategies.



Natural, recyclable
and recycled materials



Eco-friendly design chairs, made with
sustainable materials in
vegetable fiber (miscanthus and coffee)



CO BRANDING

We collaborate with Made in Italy companies
chosen for the shared values and quality of their
products



CLEANHUB is the space for our customers, at their complete disposal where they can carry out activities training and work tests, a place to share ideas and solutions.

Artificial Intelligenxce

AND HUMAN UNIQUENESS
a synergy that creates value



CHIARA MATTIUZZO

I am "passionate" about conceiving and giving shape to projects that not only tell the story but transform a company. Creativity and enthusiasm are the driving force that push me, together with the Team, to experiment and always look for innovative and sometimes disruptive solutions. Intuition and empathy give me the awareness that understanding people is the first step towards effective communication. I like to face challenges with optimism, certain that in every situation, despite everything, there is always a positive side to grasp and a growth opportunity to explore.

"Creativity is Intelligence Having Fun"

- A. Einstein -

The evolutionary context we are experiencing considers the advent of generative artificial intelligence as one of the most revolutionary and promising innovations of our era. That's exactly how it is. AI represents a real opportunity for the way it is applied to the professional context, intervening both at the level of processes and relationships with customers, offering unprecedented speed and versatility.

Despite this, **"the intuitive mind"** will always remain a **"gift"** of our human beings (A. Einstein).

In fact, knowing how to "feel", emotional and relational skills are absolutely strategic in giving uniqueness to our work and, certainly, generative AI has the great ability to accelerate the creative process.

Even at IMESA, within the Marketing & Communications Team we are experimenting with numerous generative AI tools: the advantage is quickly obtaining creative contents or processes that are consistent with the processed request (prompt). If on the one hand we are amazed by the potential and speed of AI to combine data, words, images, texts and concepts in general to return a result that is as relevant as possible to our idea, on the other hand we cannot forget that our intervention, as professionals and people, is crucial to packaging, giving value and accuracy to the output.

And if in this new digital horizon "communicating" means entering a relationship with a subject who, by nature, shows willingness and availability to listen and understand (AI), what makes the difference will be our skill in demonstrating clarity and ownership of language in communication.



Il team Marketing&Comunicazione

The **prompt** is in fact the description, the instructions that we submit to the AI so that it returns us a result consistent with our input. Knowing how to ask the right questions is a fundamental requirement in order to receive relevant and meaningful answers and this presupposes language and analysis skills as well as critical reelaboration. Skills that are sometimes overshadowed by having numerous technological tools at our disposal today that make our lives, thinking and communication easier by giving us access to an enormous and constant amount of information. Technological simplification must absolutely not interfere with our ability to create **uniqueness**.

I am convinced that the true added value of all new technologies, including AI, lies in the synergy that we will be able to develop between their efficiency, speed and our "human" intelligence to guide and interpret them.

BELONGING and DESIRE TO GROW

M

aria Pia Magoga is the Head of the Administration Office of IMESA SpA, an important company reference for over 35 years. In addition to dealing with the economic and financial control of IMESA, Maria Pia is part of the first-level team and contributes to the planning and guidance of the company's project processes. In addition to numbers, Maria Pia is passionate about mystery books and economic publications and in her free time she practices Nordic walking.



The dream in the drawer? Continue the university studies in the economic and financial fields.

RELIABILITY, VALUE OVER TIME, 100% Made in Italy: characteristics that have identified the company and the IMESA product for 56 years now.

Based on your long experience, how do you place these requirements in the business context?

I have been working in IMESA for over 35 years, I mainly deal with the economic and financial part but my interest in the company has always been at 360 °. I believe it is essential to know the product life cycle, how it is born, how it is built and how it is positioned on the market in order to understand its economic/financial aspects in order to best contribute to the definition of investment and procurement strategies. Shared knowledge creates competence and professionalism, especially in a reality like ours. Thanks to the foresight of the owner and the trust they place in collaborators, I was given the opportunity to learn about all the phases of the production process and product development, including marketing, sales and customer service activities. This condition is essential for the role I play, it allows me to best advise and accompany the owner in investment choices. All this translates into **RELIABILITY** outside and inside the company, a characteristic not taken for granted in a fast-moving market, characterized by continuous technological evolutions and fluctuating financial markets.

A sentence that I care a lot about and that represents IMESA, its path and its people:

"Continuous improvement better than delayed perfection" -Mark Twain-

IMESA products are **100% Made in Italy**, we have recently received the ITALYX certification promoted by Sole24Ore in collaboration with Confindustria. IMESA is a manufacturer with a strong propensity for research and innovation, and over time has always recognized these activities as the only way to remain in a competitive market. As a result, it has continuously invested in technology, in the creation of a laboratory for testing activities, in the implementation of the lean methodology within company processes and in an effective quality control system, all tools that guarantee increasingly reliable products that comply with customer requests, but above all products that guarantee **value over time** to those who buy and use them..

Despite being a medium-sized company, IMESA has been able to maintain its constant presence in the market, or rather, I should say in the markets since it is present in more than 70 countries around the world. The financial solidity and flexibility have allowed the company, in its 56 years of life, to face and overcome periods of crisis of various kinds, always maintaining and creating **value over time**. The concept of value is also strongly linked to the people who, like me, have been collaborating in IMESA for years. Thanks to continuous training activities, both internal and external, we have been able to grow, feed our curiosity, satisfy the need to renew ourselves and always keep up with the times.

Let's talk about social responsibility. Can we share with readers examples of social responsibility actions, inside and outside the company, that IMESA has carried out over time and is carrying out today?

IMESA has always had in its DNA a particular attention to the socio-environmental context, both internal and the reality that surrounds it. There has never been a lack of active support actions towards its employees and many associations and institutions in the area. Over the years, donations have been made to the Red Cross and various disabled associations. Every year, resources are allocated for charitable donations with particular attention to schools and humanitarian associations. The cooperation with local schools, the regular presence of interns and the seasonal hiring of students are actions that the company has been carrying out for many years. Currently, in the company, in the departments where it is possible, flexible working and smart working policies are applied and additional leave is granted for medical visits, including for family members. In the recruitment phases, attention is focused on diversity and inclusion policies, because there is a firm belief that diversity helps to see processes from different perspectives with a positive return for the company itself. The communication of the positive outcome of the Unioncamere call for Gender Equality Certification services UNI/PdR 125:2022 in order to obtain certification is very topical.

Since the early nineties, the company has been promoting private initiatives, making spaces and resources available to preserve the environment within the industrial area in which it is located. Every business investment is always evaluated in environmental terms and the company strategy involves investing in machinery, structures and policies that reduce waste production, gas emissions and ensure lower water and energy consumption. A path has already been undertaken to acquire energy autonomy through the installation of a photovoltaic system; currently the company buys green energy. In addition, priority is given in procurement policy to companies that promote and practice sustainability.

In recent years, the company, in line with its path of growth, innovation and empowerment, has adopted a code of ethics and MOG 231 and strives to spread the culture of sustainability through internal training activities and concrete actions. Since 2023, IMESA has been part of the Sustainability group of Confindustria Veneto Est.

In the company, the Governance and all team leaders work in synergy for an economic/financial strategy aimed at preserving the integrity and solidity of the company with prudent management control. On the occasion of the last meeting, two new members of the Board of Directors were appointed in order to increase its skills with the contribution of external perspectives.

