



# Company Profile

FERROLI GROUP

# FERROLI GROUP



Thanks to great intuitions, will and vision, in 1955 Dante Ferrolì founded FERROLI Group which today, after 67 years, is still on track with its developments. The target is always the same: to set the innovation in heating and comfort sector, through the continuous development and manufacturing of high quality products, reliable and usable all over the world. From the Headquarter in San Bonifacio (VR) FERROLI controls the global activities of its European and Asian facilities, the sales network made of 12 direct subsidiaries and of 2.116 employees.

The Group holds iconic brands like Lamborghini CaloreClima, Ferrolì, Isea, Cointra, always a reference in terms of brand image, technology and design.

A continuous improvement process towards innovative technologies, solutions for energy efficiency and for climate protection has built up FERROLI reputation as one of the leaders in its sector. The wide product range is undisputedly well known for the technical features, the performances and the extension of the commercial proposition. Along the years the offer has evolved from the sole product to a range of services integrated towards the customers.

The R&D effort is very high: through a number of R&D locations worldwide more than 100 engineers are working to satisfy present and future customers' expectations which envisage always the best offer in terms of product quality, efficiency, low environmental impact.



FOUNDATION YEAR

1955



EMPLOYEES WORLDWIDE

2116



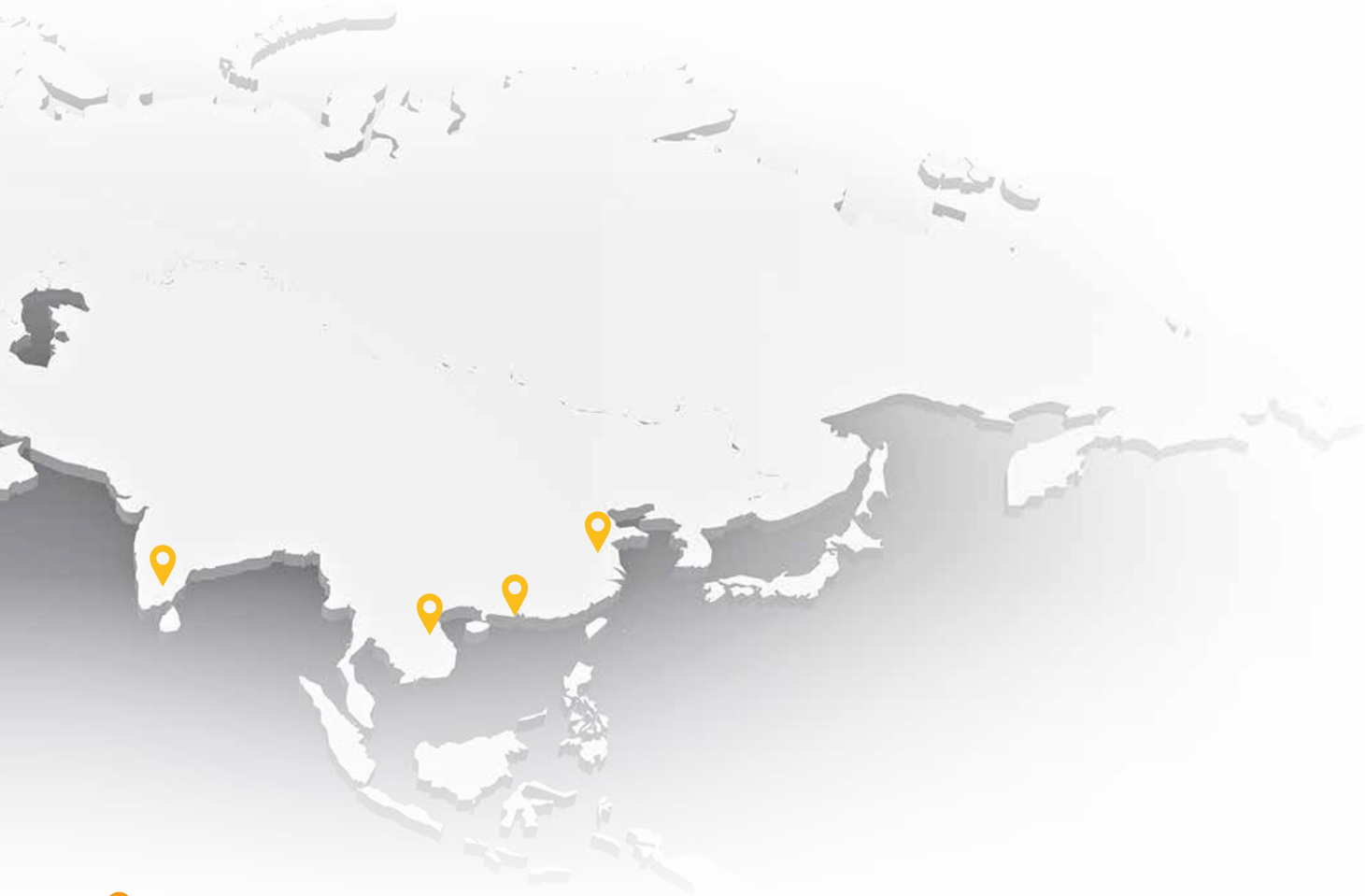
MANUFACTURING SITES

10



COMMERCIAL SUBSIDIARIES

12



**FERROLI S.p.A.**  
**PLANT+COMMERCIAL**  
 VIA RITONDA 78/A  
 37047 SAN BONIFACIO (VR)  
 ITALIA

**FERROLI ESPANA**  
**COMMERCIAL**  
 AV. ITALIA, N°2 EDIFICIO FERROLI  
 28820 COSLADA (MADRID)  
 ESPANA

**FERROLI Casole d'Elsa**  
**PLANT**  
 VIA DI CAVALLANO  
 53031 CASOLE D'ELSA (SI)  
 ITALIA

**FERROLI Heating Equipment (China) Co. Ltd**  
**PLANT+COMMERCIAL**  
 N.9 JIANSHE ROAD, TAOYUAN  
 ECONOMIC DEVELOPMENT ZONE  
 HESHAN, GUANGDONG PROVINCE  
 529725 HESHAN – P.R.C.

**FERROLI POLAND SP. Z.O.O.**  
**COMMERCIAL**  
 UL. NARUTOWICZA 53  
 41-200 SOSNOWIEC  
 POLAND

**COLA S.r.l.**  
**PLANT**  
 VIA RITONDA 78/A  
 37047 SAN BONIFACIO (VR)  
 ITALIA

**FERROLI HEATING (SOUTH ASIA) PVT LTD**  
**COMMERCIAL**  
 EVOMA, PRESTIGE FEATHERLINE  
 TECH PARK, WHITEFIELD  
 560066 BANGALORE  
 INDIA

**FERROLI FRANCE SARL**  
**COMMERCIAL**  
 ZI DU CHAMP DOLLIN 3  
 ALLEE DES ABRUZZES  
 69800 SAINT PRIEST  
 FRANCE

**FERROLI Terre del Reno**  
**PLANT**  
 VIA STATALE 342  
 44047 TERRE DEL RENO (FE)  
 ITALIA

**FERROLI QINGDAO Hvac**  
 Technologies Manufactory Co. Ltd  
**PLANT+COMMERCIAL**  
 JINLIN IND. ZONE – CHENYANG DISTRICT  
 QINGDAO – P.R.C.

**FERROLI Limited**  
**COMMERCIAL**  
 LICHFIELD ROAD, BRANSTON IND.ESTATE  
 BURTON UPON TRENT - STAFFORDSHIRE  
 UNITED KINGDOM

**FERROLI ESPANA S.L.U.**  
**PLANT**  
 C/ALCADE MARTIN COBOS 4  
 POL. IND. VILLAYUDA - 09007 BURGOS  
 ESPANA

**FERROLI ASEAN CO. LTD**  
**PLANT+COMMERCIAL**  
 LOT CN 4-6 THACH THAT QUOC OAI  
 IND. ZONE – HANOI  
 VIETNAM

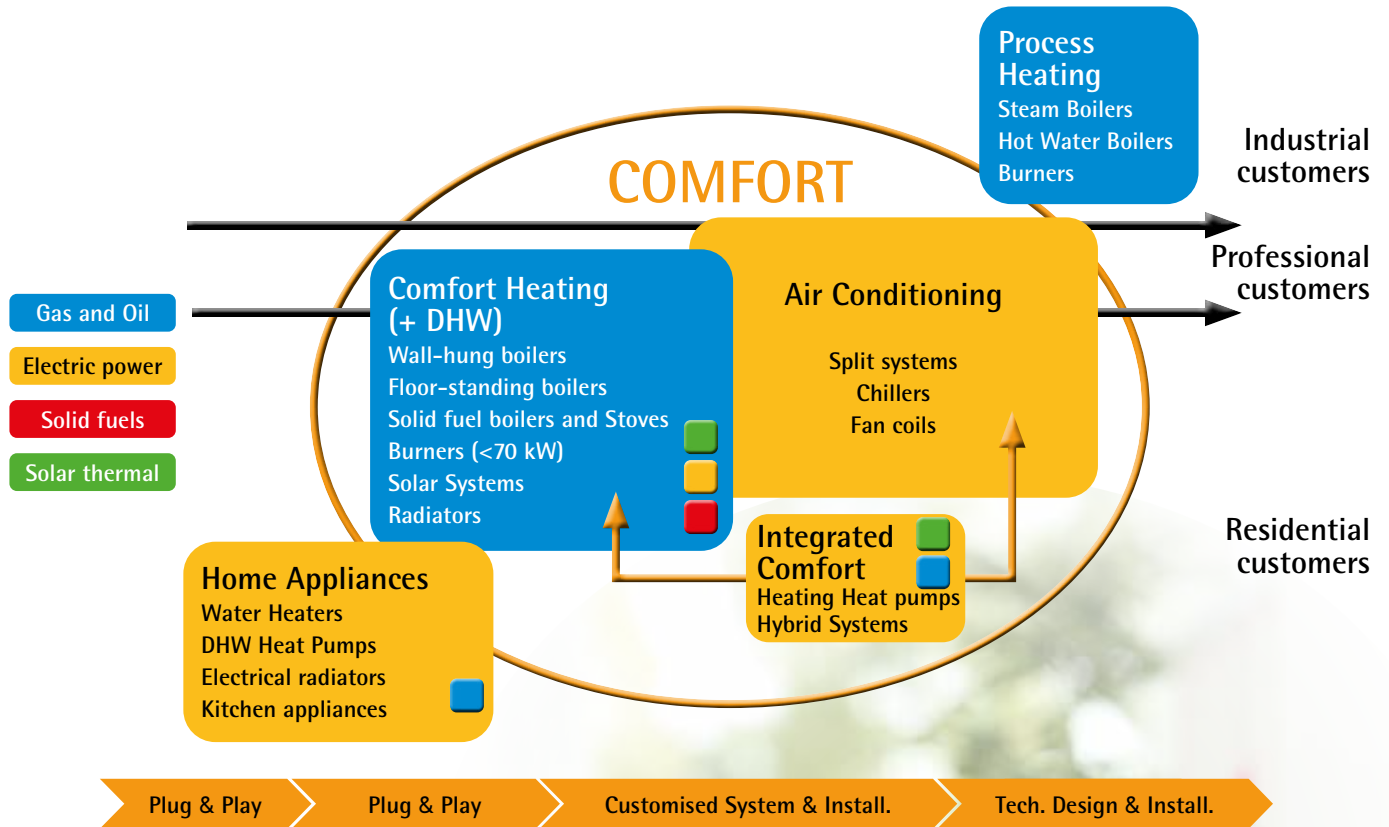
**FERROLI ROMANIA**  
**COMMERCIAL**  
 BD. TIMISOARA NR. 104 E , SECTOR 6  
 061334 BUCHAREST  
 ROMANIA

**E.L.I.C. S.r.l.**  
**PLANT**  
 VIA P. ZORUTTI, 13/14/16  
 33074 FONTANAFREDDA ( PN )  
 ITALIA

**FERROLI NEDERLAND B.V.**  
**COMMERCIAL**  
 TAKKEBIJSTERS, 62  
 4817 BL BREDA  
 NEDERLAND

# BUSINESS DEFINITION

FERROLI is today one of the very few traditional heating companies in Europe which is able to deliver nearly every commercial-scale solution for each of the market needs here represented, from a single heater or home appliance to a big industrial steam boiler or a commercial chiller.



# MISSION

Whenever you enter your home or office we would like to accommodate you with the peaceful sensation of comfort which comes from a well controlled environment, designed around you.

The outdoor temperature makes no importance: cold, warm or humid weather will not hamper your wellness, which you will program with easily adjustable and flexible controls, reducing the environmental impact to the minimum extent.

Ferroli Group encompassed a huge transformation in order to be ready to offer you complete solutions, properly scalable into other comfort systems for air and water, applicable into houses as well as into large commercial and industrial surfaces.

Men and women which are playing this revolution know that they have to leverage innovation and quality as key factors in order to provide a "smart comfort" to our customers.

We all wish a "smart experience" to our customers in setting and enjoying their comfort.

# COMPANY HISTORY



|             | PLANT   | PRODUCTS / MAIN SCOPE   | TOT. sqm        | EMPLOYEES |
|-------------|---|---|-----------------|-----------|
| 1955 > 2000 | San Bonifacio<br>(VR - Italy)                 | Wall Hung & Floor standing gas & oil boilers<br>Hybrid HP systems (heating/cooling/dhw)<br>Pellet stoves & boilers<br>Headquarter                 | 51.000          | 215       |
|             | Villanova di<br>San Bonifacio<br>(VR - Italy) | Chillers + Heat Pumps<br>Residential/commercial steel boilers<br>Industrial Boilers<br>Ferrolli Academy<br>R&D Center<br>Spare Parts European Hub | 67.000          | 83        |
|             | Burgos<br>(Spain)                             | Aluminium radiators<br>Electrical radiators<br>Tankless Gas water heaters<br>Steel industrial boilers   | 44.000          | 130       |
| 2001 > 2005 | Qingdao<br>(China)                            | Industrial boilers  | 79.888          | 141       |
|             | Terre del Reno<br>(Italy - FE)                | Burners   | 19.500          | 25        |
|             | Heshan<br>(China)                             | Electrical storage water heaters<br>Wall hung gas boilers<br>Tankless Gas water heaters   | 42.315          | 537       |
| 2006 > 2021 | Casole d'Elsa<br>(Italy - SI)                 | Electrical storage water heaters<br>Hot water HPs (tank)  | 56.500          | 64        |
|             | Hanoi<br>(Vietnam)                            | Tankless Electrical water heaters<br>Kitchen appliances   | 9.000<br>10.000 | 289       |
|             | Fontanafredda<br>(Italy - PN)                 | Domestic hot water HP<br>UTF  | 13.150          | 26        |

# FERROLI PRODUCT RANGE

## RESIDENTIAL PRODUCTS



1 CONDENSATION  
BOILERS

2 HEAT PUMPS  
HYBRID SYSTEMS

3 FAN COIL UNITS  
RADIATORS

4 MONO-MULTI SPLIT  
SYSTEMS

## COMMERCIAL PRODUCTS



1 PREMIXED GAS CONDENSING BOILERS  
FOR POWER PLANT

2 HEAT PUMPS AND CHILLERS

## RESIDENTIAL PRODUCTS



**5 HEAT PUMP/  
ELECTRIC/GAS  
WATER  
HEATER**

**6 WATER  
TREATMENT**  
WATER CONDITIONING  
FILTRATION  
DOSING

**7 CLEANING  
PRODUCTS**

**8 CONTROLS**

**9 SOLAR  
THERMAL**

## INDUSTRIAL PRODUCTS



**3 PRESSURISED HEAT GENERATOR**

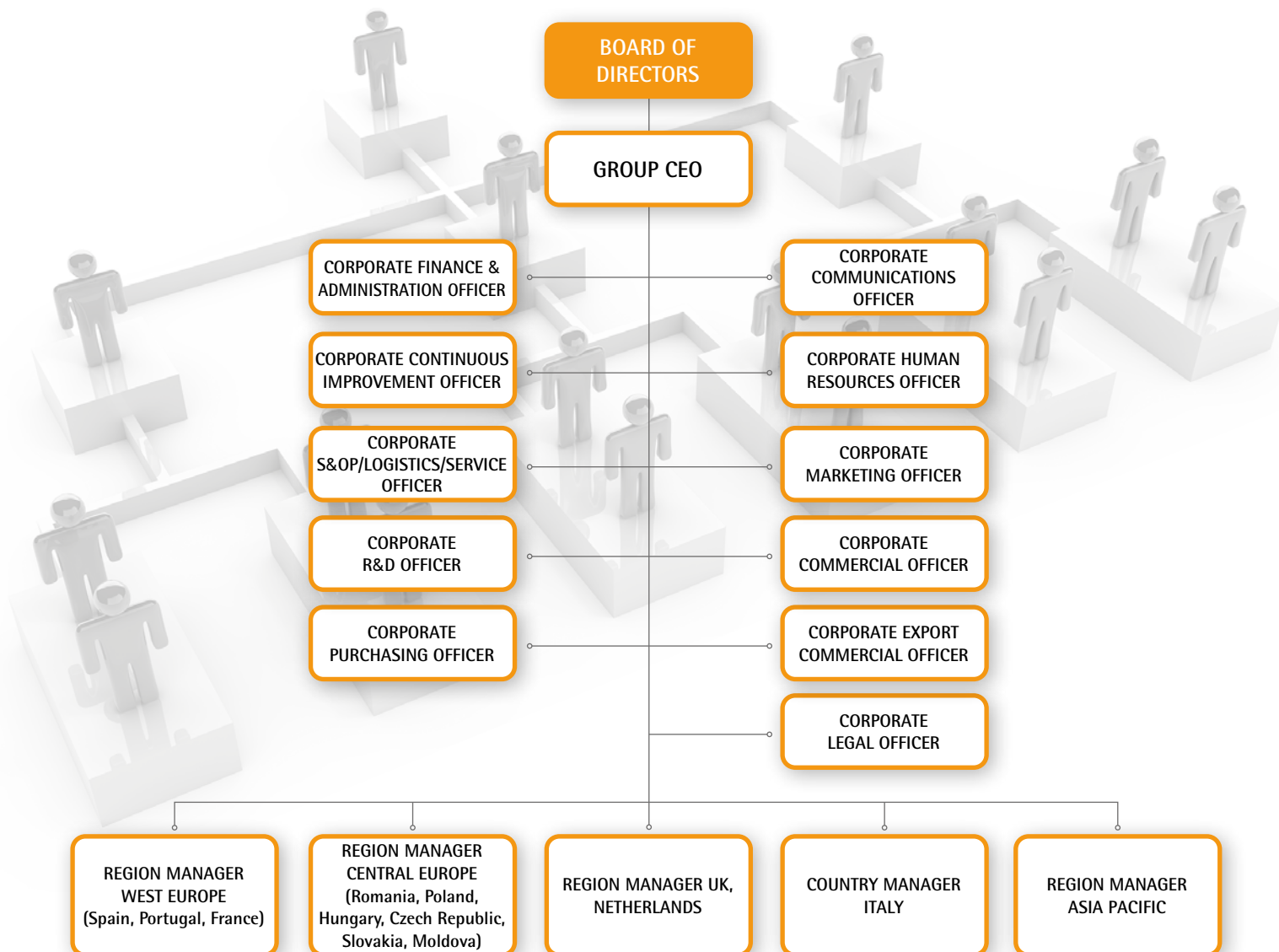
**4 STEAM BOILERS / SUPERHEATED WATER BOILERS /  
DIATHERMIC OIL HEATERS**

All the offices and all the production sites in Italy are TUV UNI EN ISO 9001: 2015 certified.





# CORPORATE TEAM



# AWARDS

For 3 years: 2017, 2019, 2021,

ALTROCONSUMO, a leading Italian consumer association, awarded the new generation of condensing wall-hung boiler BLUEHELIX TECH RRT with the «ALTROCONSUMO AWARDS», beating 11 competitor products in both categories:

- «BEST IN QUALITY»
- «BEST IN PRICE»

**2020 PREMIO INNOVAZIONE SMAU**

Ferrol vince il premio **Innovazione Smau** per il progetto **Mixed Reality**

**BLUEHELIX TECH 25C**  
**MIGLIORE DEL TEST**  
**ALTROCONSUMO.**

"La qualità della caldaia **BLUEHELIX TECH 25C** supera di gran lunga quella degli altri prodotti messi a confronto"

**ALTROCONSUMO APPROVATO**  
**MIGLIORE DEL TEST**

Test 10/2021 Effettuato in laboratorio su 14 prodotti sulla base di 76 prove. Prodotto con la migliore qualità globale.

altroconsumo.it/sigilli  
PICCOLI E GRANDI RISPESTE, SUGGERIANE A PORTATA DI MANO

**ALTROCONSUMO APPROVATO**  
**MIGLIOR ACQUISTO**

Test 10/2021 Effettuato in laboratorio su 14 prodotti sulla base di 76 prove. Prodotto con il miglior rapporto qualità/prezzo.

altroconsumo.it/sigilli  
PICCOLI E GRANDI RISPESTE, SUGGERIANE A PORTATA DI MANO

Sigillo rilasciato da Altroconsumo Edizioni srl, sulla base dei risultati di un test comparativo indipendente effettuato su 14 prodotti, dietro pagamento di una licenza temporanea.

**Migliore del test e Miglior Acquisto** sono i due sigilli rilasciati alla nostra ultima nata **Bluehelix Tech RRT** da **ALTROCONSUMO.**

Il valore di una caldaia si misura sul campo, ovvero in ogni ambiente in cui sia richiesto comfort indispensabile per vivere, lavorare... o festeggiare eventi come questo!

La caldaia **Ferrol Bluehelix Tech RRT** è stata approvata da **ALTROCONSUMO** come Migliore del test e come Miglior Acquisto. Con una medaglia così il comfort Ferrol diventa sempre più di casa.

**Ferrol Bluehelix Tech RRT**

# SPECIAL H<sub>2</sub> PROJECTS

## WELCOME TO THE GREEN GAS ERA

The energy system of the future is clearly defined: it must be powered by safe and clean sources that will trace a path of determined advancement towards the achievement of de-carbonisation.

The experimentation of "green gases", mixtures of hydrogen-methane for example, represents an indispensable step to reach this goal. Hydrogen produced from low-impact sources, such as photovoltaic energy, wind or biomass, can fuel combustion that eliminates or significantly reduces end-user carbon dioxide emissions.

## A REAL OPPORTUNITY...

The hydrogen economy is a real opportunity for change supported by scientific research, investments in the private sector and facilitated by local and European institutional incentives. By making the necessary changes to the means of transportation of these mixtures, the current gas distribution system has great potential as a storage and energy transport infrastructure, such as the extensive storage capacity and capillarity of the network.

**EVER FURTHER  
AWAY FROM COAL,  
EVER CLOSER TO  
HYDROGEN.**

## ...AN OPPORTUNITY TO BE SEIZED!

To fulfil this vision, we must deal with technical criticalities and safety aspects that must be tackled with strong interdisciplinary skills, especially when the focus is on functionality at the installation site, the operation of the gas condensing boiler itself. For these reasons, Ferroli and the Technical University of Eindhoven (TU/e) have started a joint project with the aims of developing a boiler that works with mixtures of methane and hydrogen. Ferroli is a specialist in condensing boilers, whereas TU/e is the world leader in combustion simulation.

## THE FUTURE IS IN THE PIPELINE

The project addressed the design of a device capable of working with mixtures of methane and hydrogen, based on theoretical analyses, experimental tests and computer simulations. Key components were defined, performance and pollutant emissions were characterised, and the operating range of the appliance were determined.

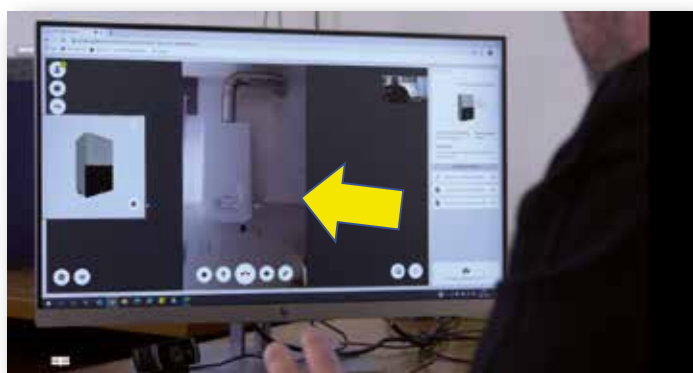
Despite the various critical aspects that need to be overcome before we shall actually see the large-scale deployment of hydrogen, the potential benefits far outweigh the challenges ahead.

Such challenges can no longer be postponed given the need and market demand for systems that aim for high efficiency and the lowest possible environmental impact.

# AUGMENTED REALITY



A new project in co-operation with HEVOLUS, a global worldwide Partner of Microsoft, launched on the Microsoft AZURE Cloud infrastructure and scaled to PC and mobile (smartphone/tablet) level for our partners: Installers and Service Technicians.

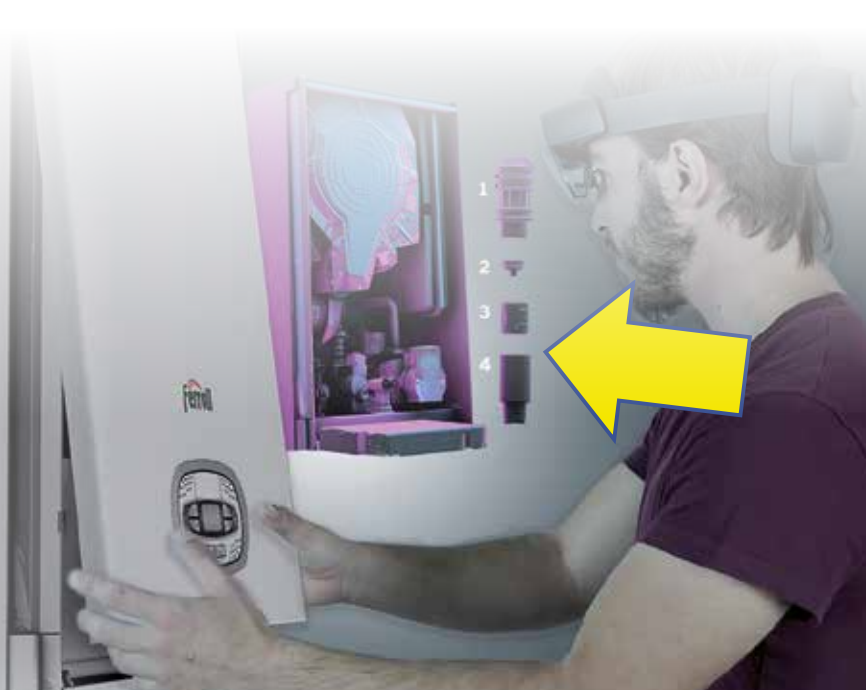


## WE MATCHED THE BASIC NEEDS OF OUR PARTNERS (INSTALLERS)


Installers need to optimise the time spent in pre-sales visits and offers, which are extremely time consuming. The virtual visit from the installer's office is the perfect solution to reducing time-wasting, thus saving money. It is also much easier to handle these types of pre-sales visits when the installer needs to involve a third party/consultant (e.g. a service technician with additional product expertise or an engineer), without physically leaving the office.

## WE ALSO SATISFIED NEEDS OF OUR AFTER-SALES NETWORK

They can send new, junior service technicians into the field more quickly compared to standard times because they have been trained directly and intensively by us, and not (indirectly) by them. Junior service technicians can rely upon prompt and remote support from the more expert senior staff / company owner directly from the office via PC video connection (or from another location via mobile phone). If even senior experts or service company owners encounter problems with a fault or new products, they can also rely directly upon support from FERROLI Offices experts via a video connection, e.g. they can «explode» the product components and discuss the issues on how to fix the fault.



# INNOVATION

THE FIRST RESIDENTIAL BOILER IN THE WORLD  
 CONNECTED WITH IoT   
 TECHNOLOGY WITH 4G GATEWAY



## KEY FEATURES

- IoT connectivity
- Patented vocal alert messages (in addition to inapp notification)
- Innovative new design
- 7" TFT touch screen - Glass front panel with LED ambient light (status function)
- Wide modulation range: 1:12
- Gas-adaptive technology allows Methane LPG Ready, with a simple configuration, boiler operation with methane and LPG
- Exclusive exchanger-burner system with self-cooled door

## USER CONNECTIVITY



- Ready-to-use (no configuration needed)
- Boiler status monitoring from APP
- Home temperature and schedule control from APP
- Thanks to Ferrol's exclusive feature (patent pending), the user can receive text or voice message boiler ALERTS sent directly via the Vodafone network.

# NEW HIGH TECHNOLOGY PRODUCTS

## NEW PRODUCTS WITH HIGH TECHNOLOGICAL CONTENT



### HYBRID SYSTEMS

New models with R32 refrigerant gas.

Solving the electricity power shortage problem for the meter thanks to the fuel switch flexibility (gas boiler backup).

Competitive, scalable solution vs. more expensive full-electric high power Heat Pumps.

Preferred solution for retrofits: works very well with old heating systems (no change needed with radiator heating).

## FERROLI LEADING INNOVATION IN HVAC



### ALL-IN-ONE

As compact as a gas condensing boiler.

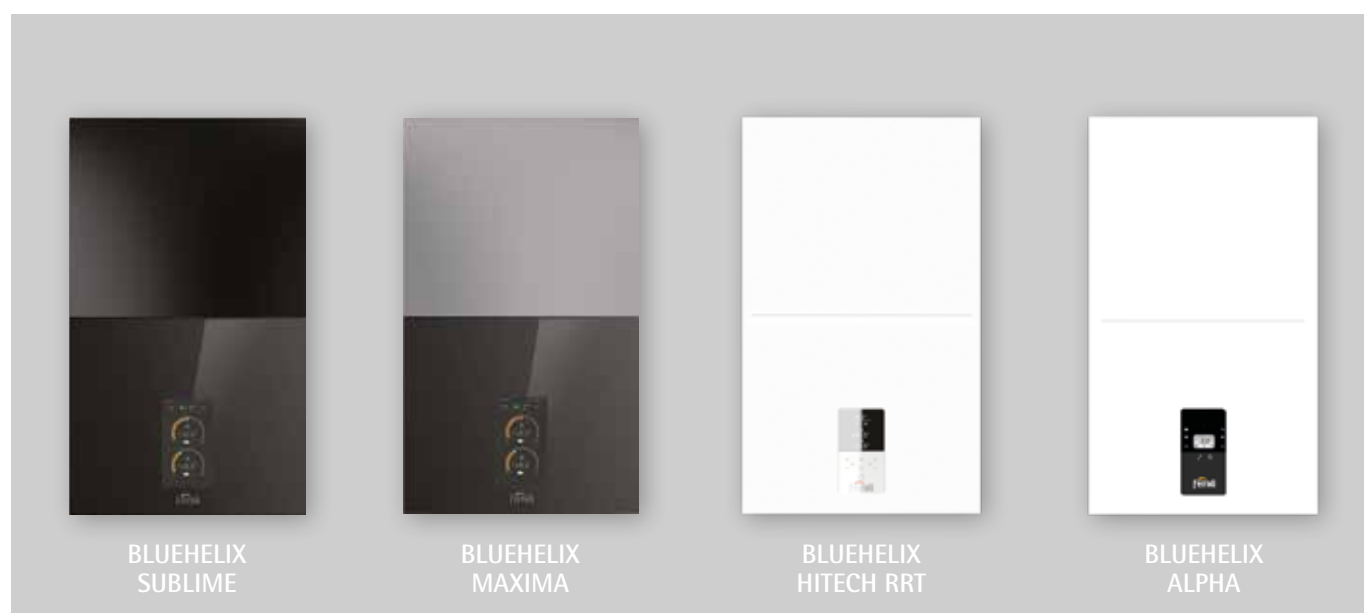
Combi and heating only models.

Incorporates water circuit and bivalent heat exchanger.

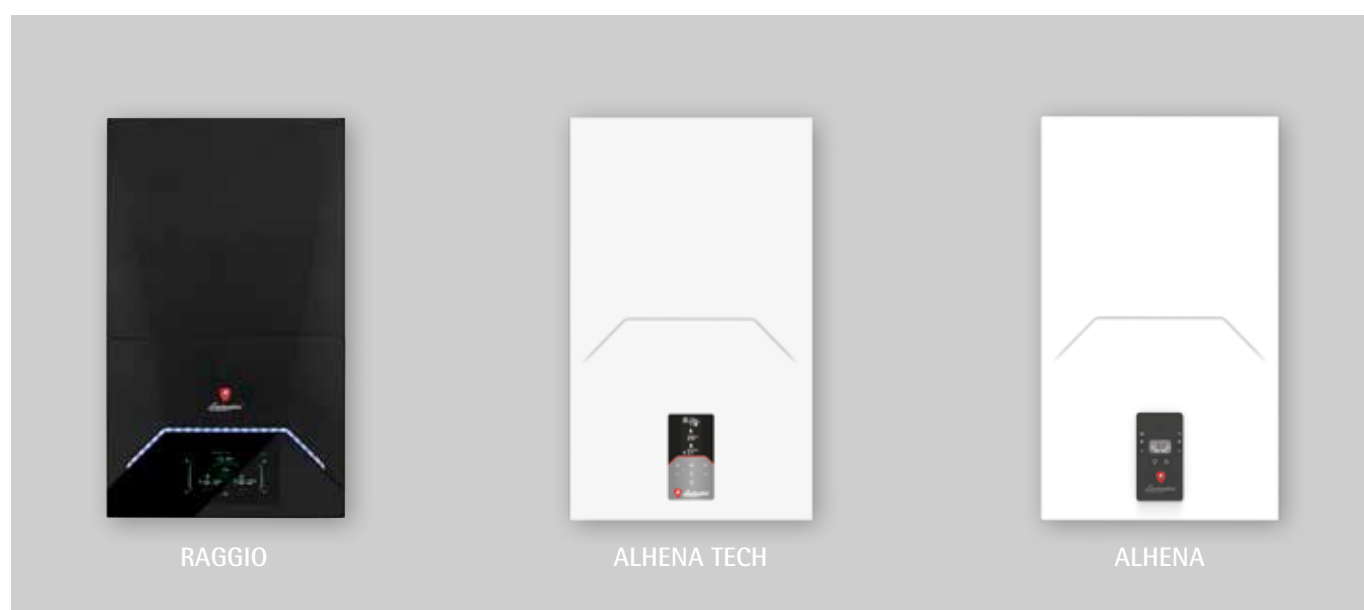
Automatic activation of boiler and/or HP according to climate conditions → efficiency, economy, energy saving govern the operational logic

# NEW WHB RANGE WITH FAMILY LINE CONCEPT

FERROLI



## LAMBORGHINI CALORECLIMA



# SPLIT BUSINESS EVOLUTION

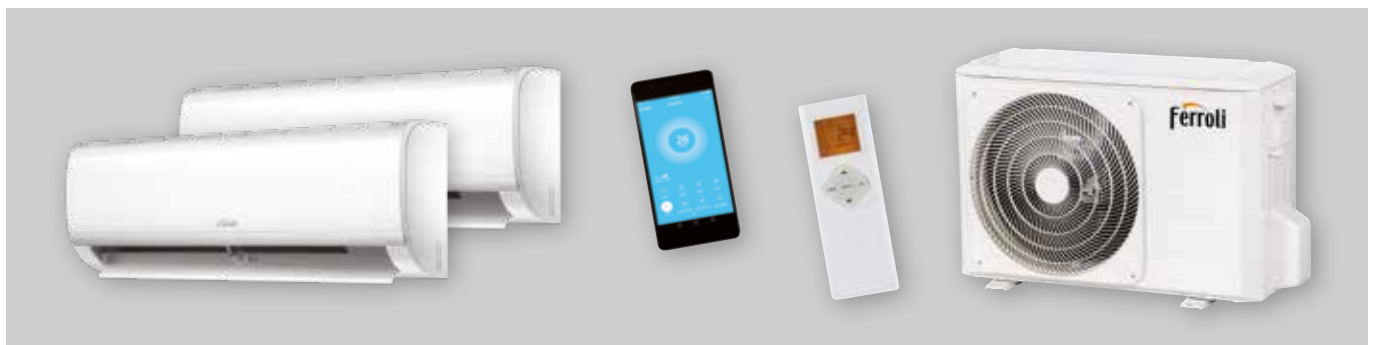
## 2019

R32 refrigerant (more compact external unit)  
New multi series (commercial)



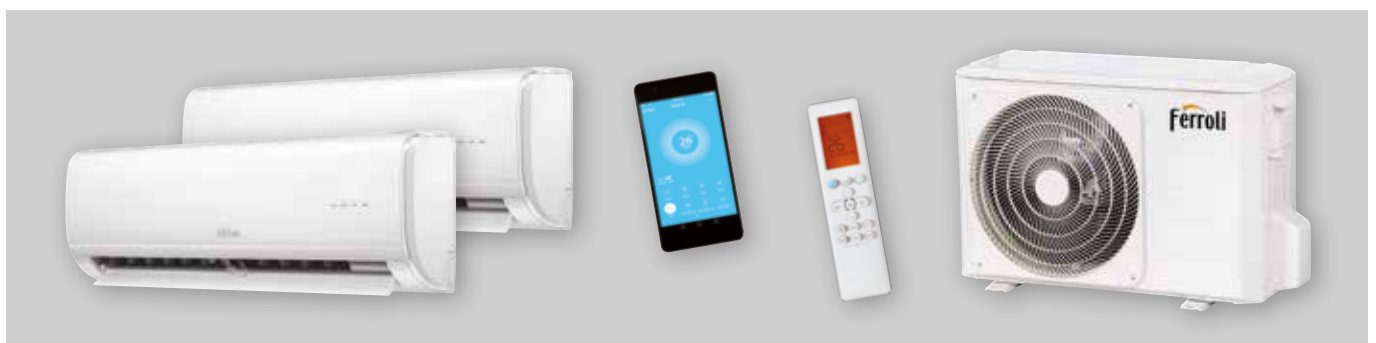
## 2020

WiFi + App  
R32 refrigerant (more compact external unit)  
New multi series (commercial)



## 2021

WiFi + App  
R32 refrigerant (more compact external unit)  
Double catalyst filter («plus» range)  
New multi series (commercial)





# HYBRIDS AND HEAT PUMPS

Fast roll-out of a complete new product range of air-to-water Heat Pumps  
Air-to-water HPs Product Range

**2019** Ferrolli catalogue offering just a small range of heat pumps

**2021** Full new range of air-to-water heat pumps available, at the highest market standard, ready to capture all the opportunities of government incentives

## HEAT PUMPS

- Split
- Monobloc (packaged)
- HYBRIDS (HP + gas boiler)



## HEAT PUMPS (split / monobloc)

## HYBRIDS

Integrated system offer including: Heat Pumps + Water Heaters/puffer tanks + climate control + water filters and water treatment appliances +external wall-box installation kits



# FERROLI ACADEMY



The Academy was completed at the end of 2020 and officially inaugurated on September 7<sup>th</sup>, 2021, by Ferrol's President, Paola Ferrol and the CEO, Riccardo Garrè. The Academy's mission is to train customers to help them strengthen their business in a global market.

## SAN BONIFACIO (VR)

Academy Best-in-Class in Italy

550 m<sup>2</sup> training & showroom

50 working products

3 technical sales

Showroom / Event Room for 80 people

2 Training Rooms for 50 / 25 people

## BOLOGNA

250 m<sup>2</sup> showroom

35 working products

Training room for 25 people

Meeting room for 8 people



# ENGINEERING COMPANIES NETWORK

**1,069**  
ENGINEERING COMPANIES IN CRM



**104**  
PROVINCES WITH ENGINEERING COMPANIES IN CRM



# FERROLI ROADSHOW



We have the biggest SMART TRUCK fleet: 5 BRAND NEW SMART TRUCKS to showcase products to installers.

Installers can get to know and touch a wide range of products, made operational from an electrical point of view to allow them an effective interaction.



# FAST-FIELD APPLICATION TEAM SUPPORT

To boost Ferrolli's best technology heat pumps – hybrid systems – building block boilers. Strong professional team covering all Italy to provide customers with solutions and technical support.

## 4 PRE-SALES ENGINEERS

To support engineers on issuing specifications.



## 2 INSTALLER SUPPORT TECHNICIANS

To support installers in the field.



# FERROLÌ PARTNER PROGRAM

FERROLÌ PARTNER is an INSTALLER COMMUNITY with EXCLUSIVE ADVANTAGES and NEW BUSINESS OPPORTUNITIES. FREE MEMBERSHIP with a dedicated APP. PROFESSIONAL PROGRAM for Installers and Maintenance Technicians.

**PIÙ LA USI, PIÙ TI PREMI!**  
 COSA ASPETTI A SCARICARE L'APP FERROLÌ PARTNER?

SCARICA L'APP:

**Ferrolì PARTNER**

INIZIATIVA VALIDA DAL 15 FEBBRAIO 2020 AL 30 GIUGNO 2021  
 RISERVATA AGLI INSTALLATORI  
 BUONI REGALO



# FERROLÌ PARTNER NETWORK

**4.890**  
 TOTAL FERROLÌ PARTNERS



# LAMBORGHINI CALORECLIMA LOYALTY PROGRAM

AN EXCLUSIVE  
INSTALLERS NETWORK



PROMOTIONS &  
DEDICATED APP



ACCESS TO  
H&D PLATFORM

for no risk Ecobonus incentives and credit sale



EXCLUSIVE  
NEWSLETTER



DIRECT TECHNICAL  
SUPPORT with a free hot line

PARTNER NETWORK

677 Total Lamborghini Caloreclima Partners

TRAINING COURSES  
AT FERROLÌ ACADEMY



**Ferrolì**

# CAT PREMIUM

## EXCELLENCE AND INNOVATION FOR CUSTOMER CARE

New service agreement with franchisee service partner:

- ✓ WEEKEND SUPPORT during high season
- ✓ SMART ASSISTANCE
- ✓ 3h to contact end user  
24h/48h to provide assistance
- ✓ PAPERLESS with Ferrolì Web APP Servicenet



# NEW LOGISTICS HUB FOR SPARE PARTS



The new Logistic Hub for spare parts was opened in Villanova (VR) in September 2019, one of the biggest in EUROPE.

- 3,000 m<sup>2</sup> area
- 6,000+ spare part skus
- Shipment in 24 h with online tracking





# NEW CALL CENTER

Goal: Call Center Ferroli n. 1 in ITALY  
Advanced multimedia technology TVOX

Phone + Chat + Email



## END USER CALL CENTER

EXTERNAL CALL CENTER

**800-59-60-40**

**Extended time (+64%)**

Monday - Friday 8.00-20.00  
+ Weekend in high season



## PROFESSIONAL CALL CENTER

INTERNAL CALL CENTER

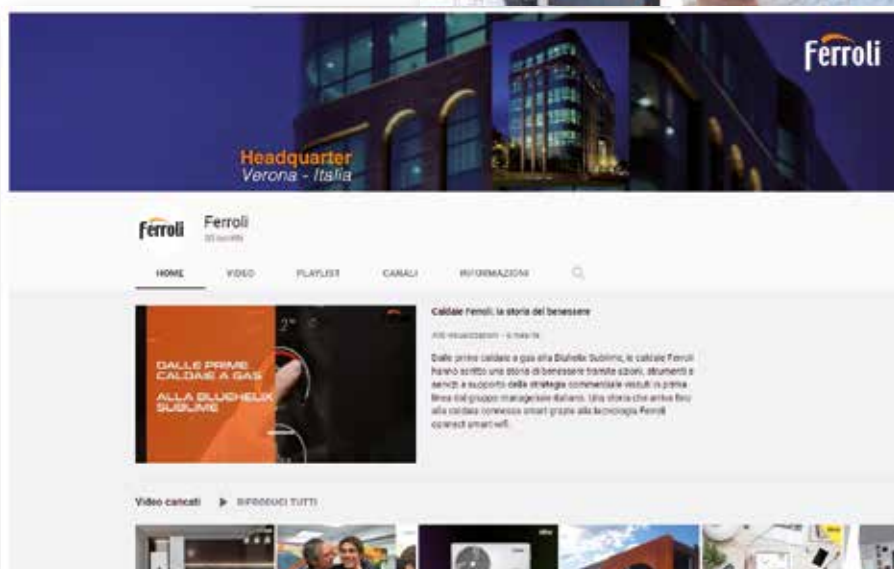
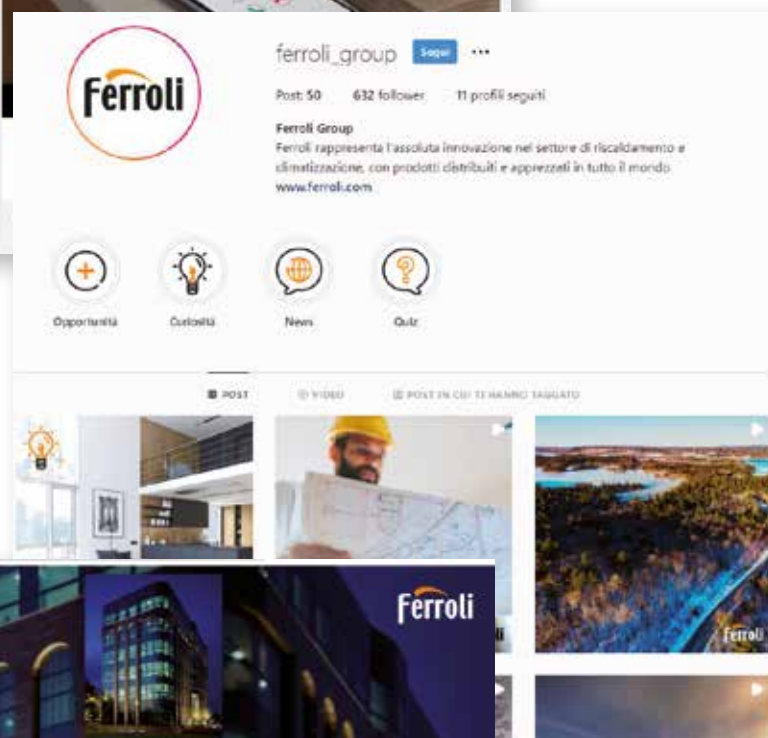
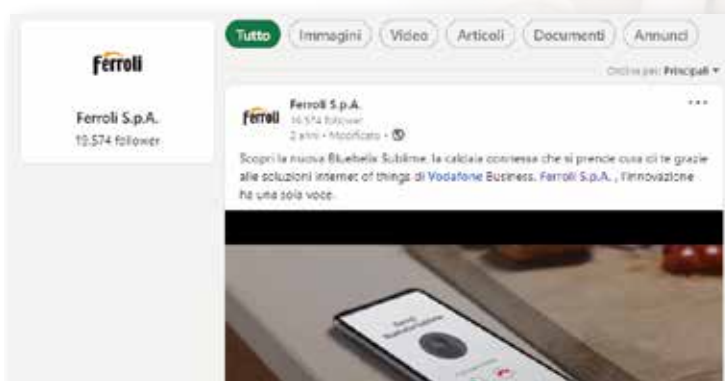
**800-25-40-50**

**30 technicians (+50%)**

Ticket for service monitoring  
Recall on lost calls

# NEW SOCIAL MEDIA COMMUNICATION

FERROLI IS PRESENT WITH AN OFFICIAL PROFILE ON THE MAIN SOCIAL PLATFORMS



# TELEVISION CAMPAIGN JANUARY 2020



**BLUEHELIX SUBLIME**  
in prime time on all major  
television networks.  
In collaboration with Vodafone.



**vodafone**



# ACTION PLAN AND CONTROL - APC

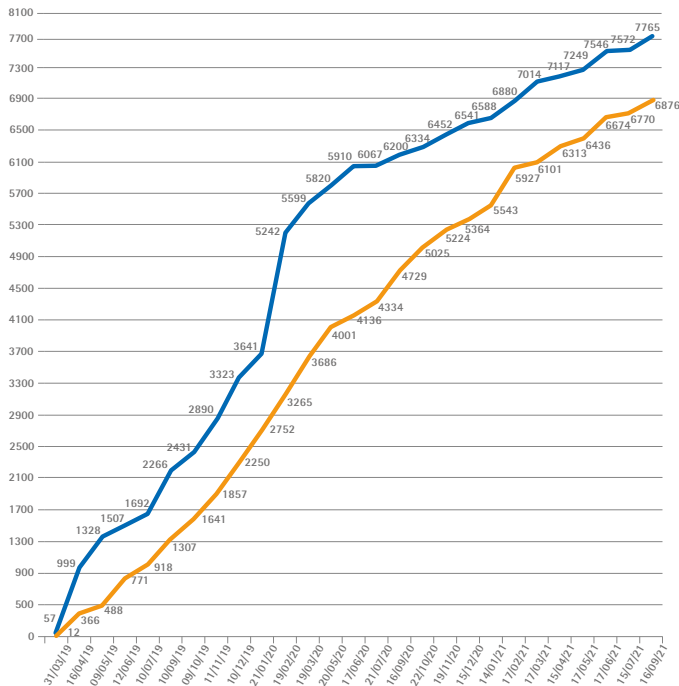
## APC TEAM SUPPORTS STRATEGIC GROUP PROJECTS

- ✔ Implementing action plans
- ✔ Monitoring and supporting activities
- ✔ Coordinating working groups

In Ferrolí all the meetings are concluded with clear:

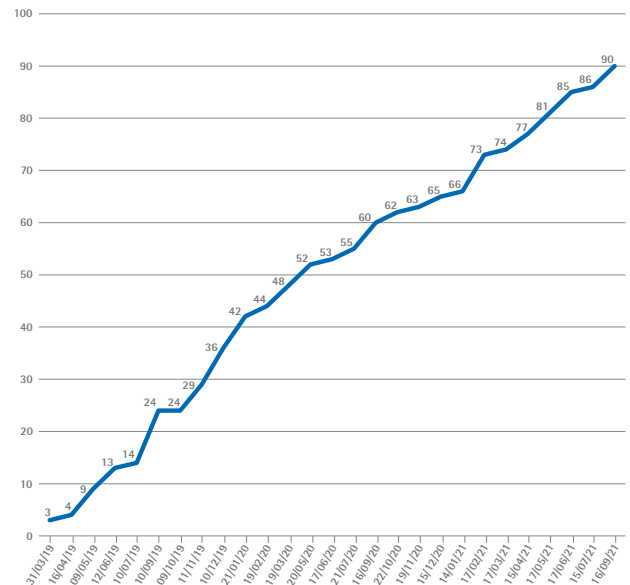
- actions
- staff in charge
- dates

GROUP ACTIONS



**7,765** PLANNED ACTIONS,  
**6,876** COMPLETED

GROUP PROJECTS



**90** PROJECTS IN APC

# MARKET ACHIEVEMENT

|                  | 2017      | 2018      | 2019        | 2020        | 2021               |
|------------------|-----------|-----------|-------------|-------------|--------------------|
| <b>SALES</b>     | 318 mln € | 336 mln € | 345,5 mln € | 312,1 mln € | <b>402,4 mln €</b> |
| <b>EBITDA</b>    | 18 mln €  | 18 mln €  | 23,1 mln €  | 23,8 mln €  | <b>44,5 mln €</b>  |
| <b>EMPLOYEES</b> | 2,504     | 2,222     | 2,188       | 2,089       | <b>2,116</b>       |

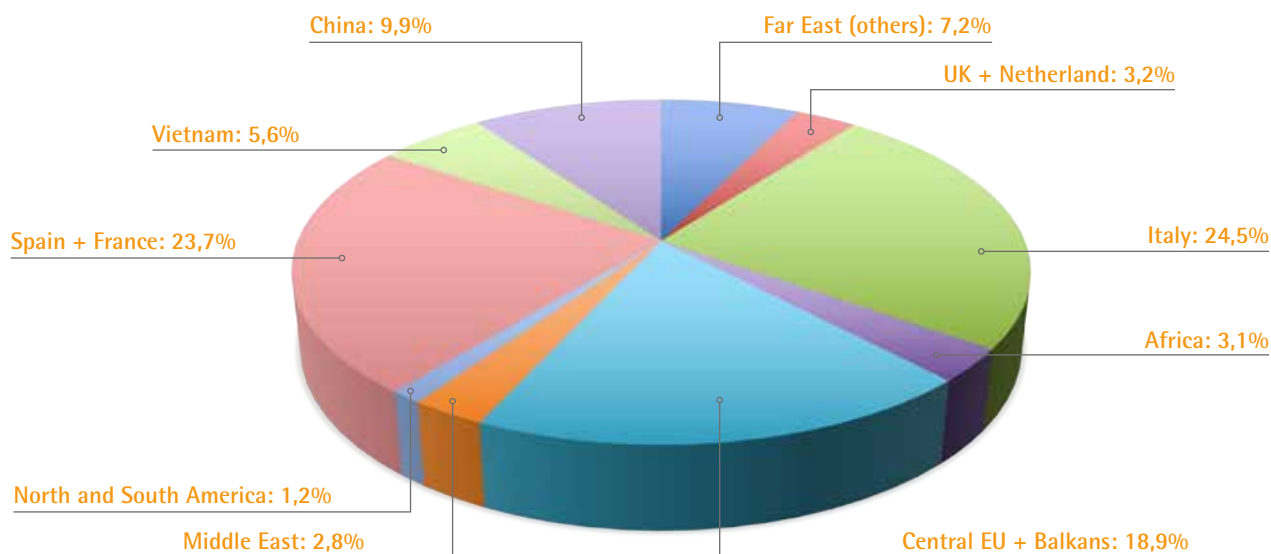
\*Data from Management Accounts



# SALES 2020

## FERROLI GROUP 2020 - SALES BY MARKET

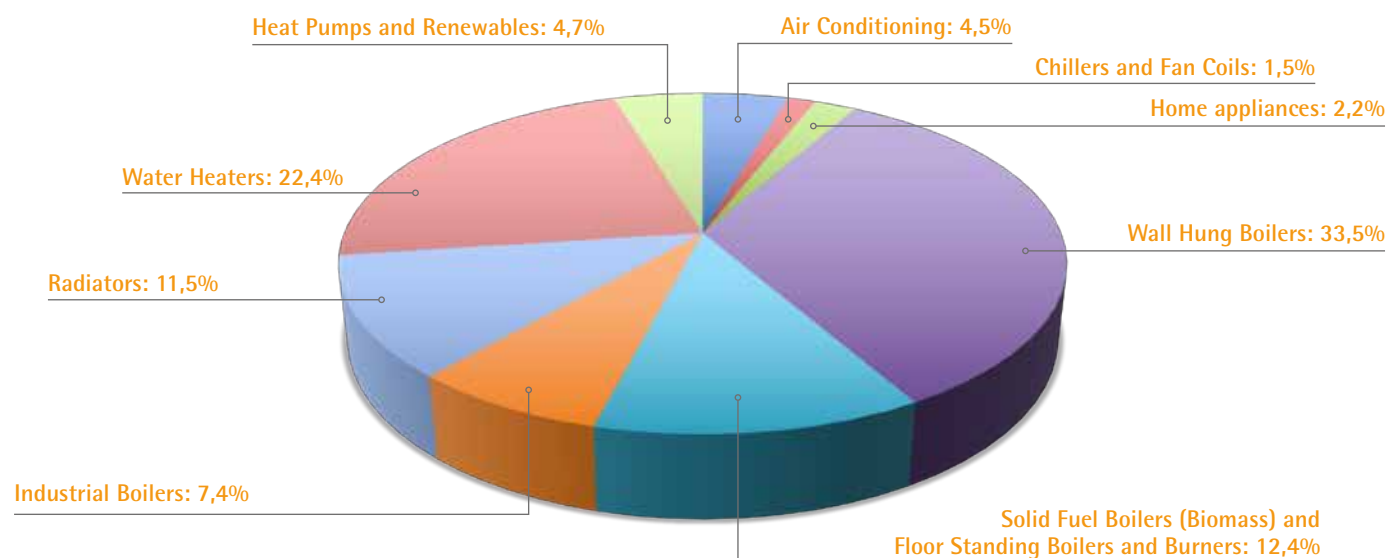
TURNOVER BREAKDOWN BY AREA - 2020



**TOTAL SALES 2020 = 312.1 mln €**

## FERROLI GROUP 2020 - SALES BY PRODUCT

TURNOVER BREAKDOWN BY PRODUCT FAMILY - 2020

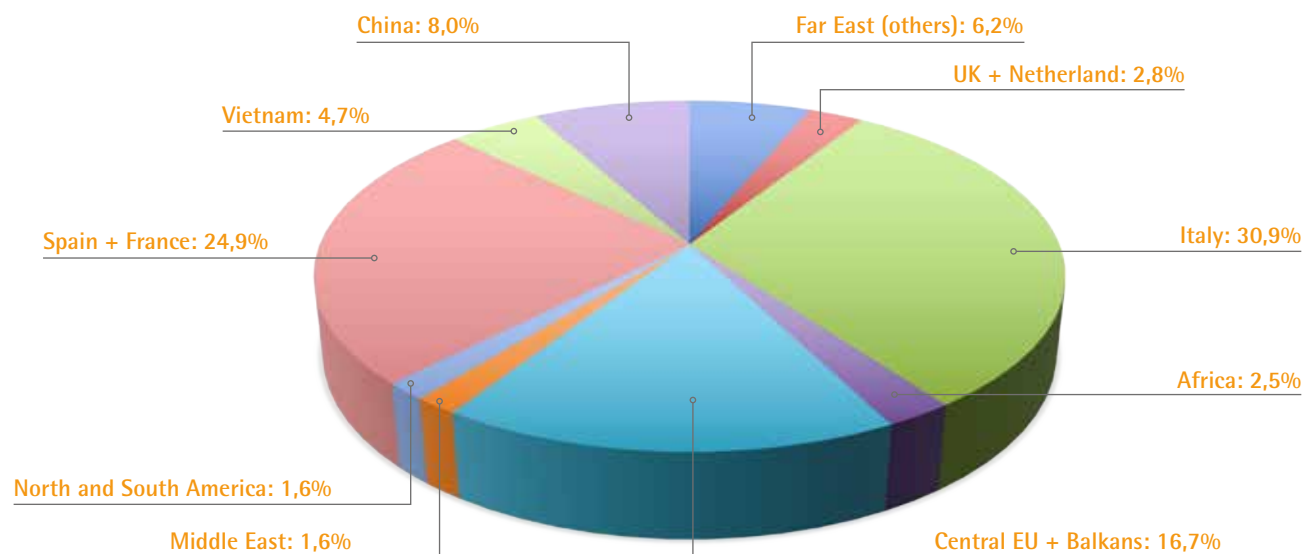


**TOTAL SALES 2020 = 312.1 mln €**

# SALES 2021

## FERROLI GROUP 2021 - SALES BY MARKET

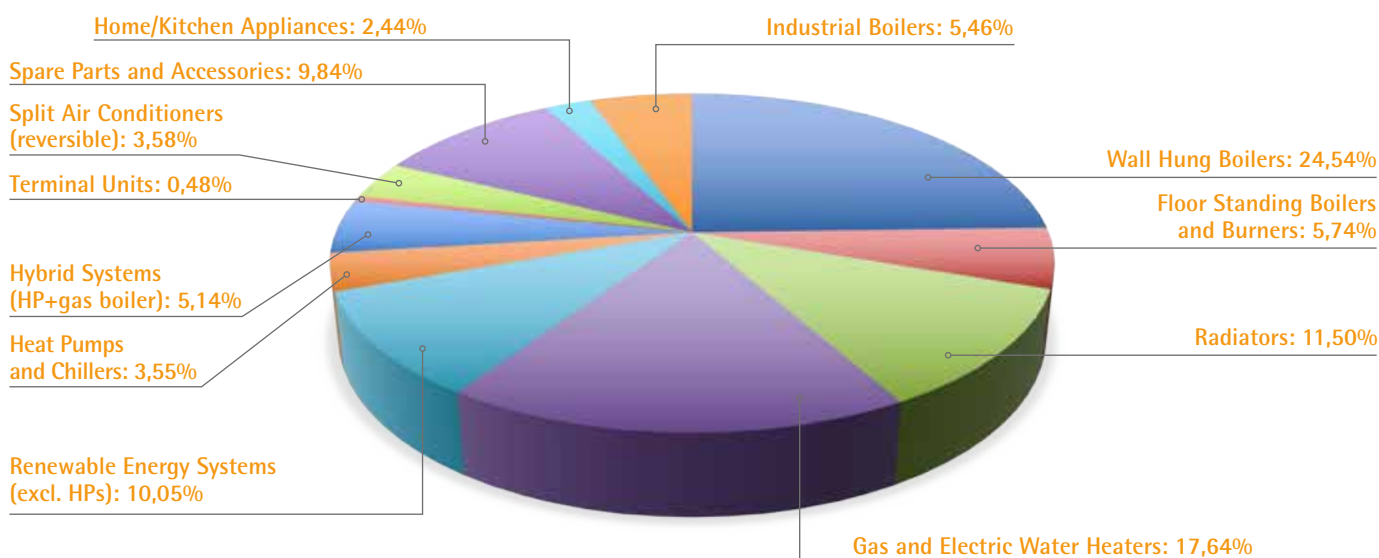
TURNOVER BREAKDOWN BY AREA - 2021



**TOTAL SALES 2021 = 402,4 mln €**

## FERROLI GROUP 2021 - SALES BY PRODUCT

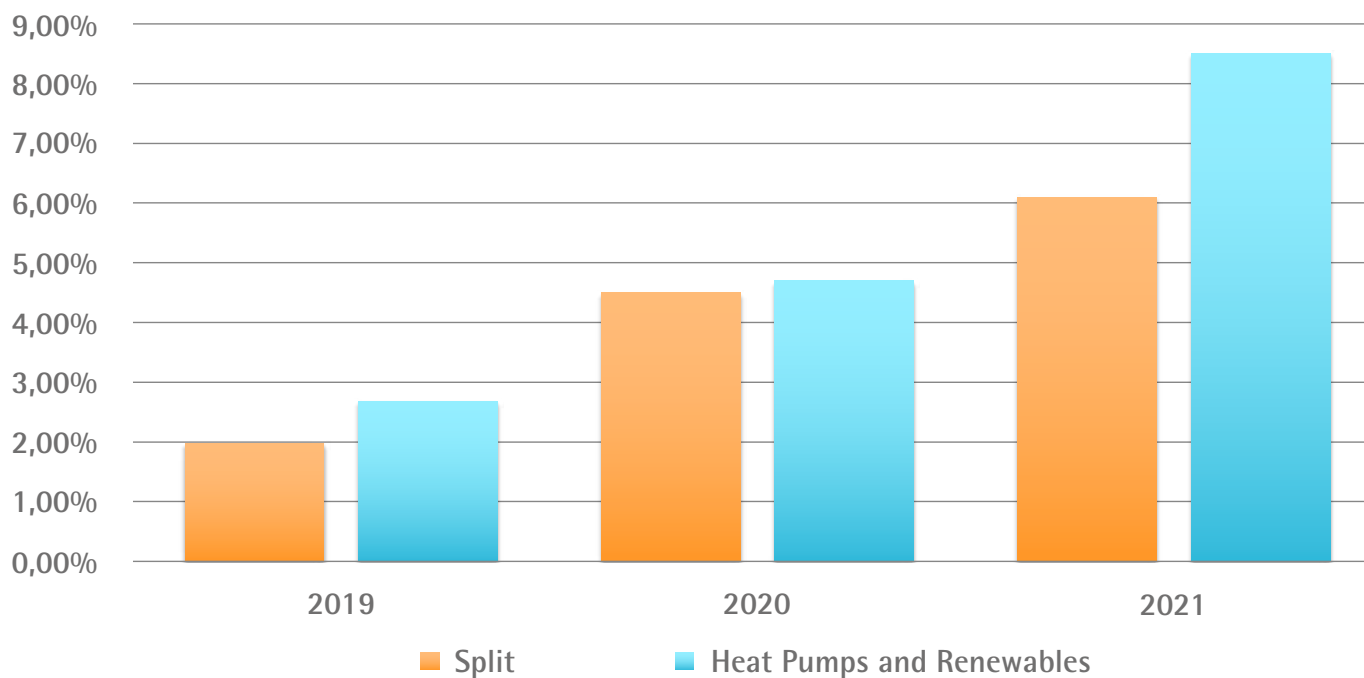
TURNOVER BREAKDOWN BY PRODUCT FAMILY - 2021



**TOTAL SALES 2021 = 402,4 mln €**

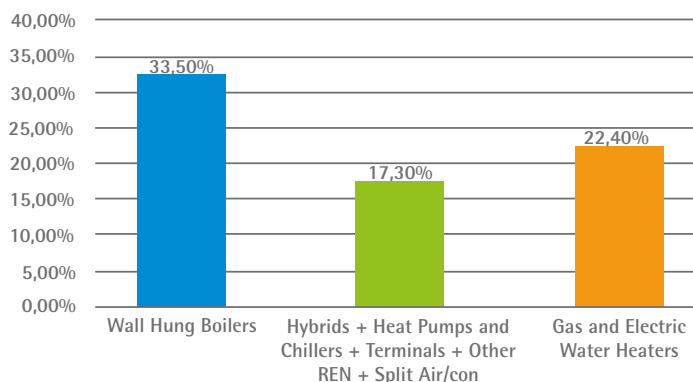
# SPLIT + HEAT PUMPS RENEWABLES BUSINESS EVOLUTION

## SPLIT SYSTEMS + HEAT PUMPS & RENEWABLES

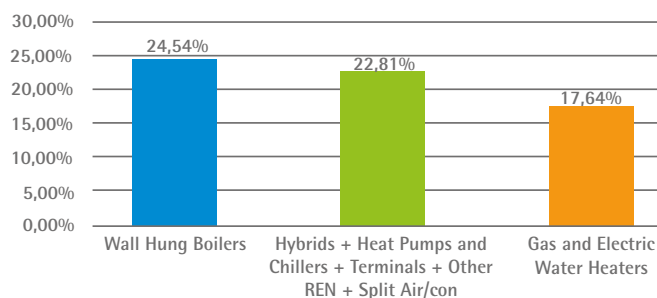


% OF TURNOVER ON TOTAL COMPANY TURNOVER

### 2020 LEADING PRODUCT FAMILIES



### 2021 LEADING PRODUCT FAMILIES













**NOTICE FOR SALES AGENTS:**

With a view to constantly improve its production range and customer satisfaction levels, the Company hereby specifies that aesthetic and/or dimensional features, specifications and accessories may be subject to changes.

Please place the utmost care to ensure all technical and/or sales documents (lists, catalogues, brochures, etc.) provided to the final Customer are updated according to the latest edition.

code 89AG307/01 - 11/2021

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