

## A new visual identity to mark Biesse's evolution path.



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**Pesaro, 20 September 2022** – Over the past two years, Biesse launched a thorough process of modernisation of the group, with the aim of becoming faster and more innovative.

This path allowed us to restructure the company in line with an approach intended to positively affect the way we operate and meet customer needs. As such, the project entails the rationalisation of the company structure, as well as its reorganisation at both internal and international levels, with the ultimate purpose of transforming the group into an increasingly more streamlined and efficient entity featuring simplified processes and the ability to adapt to global contexts that are in constant evolution.

We have adopted a transversal approach meant to ease the implementation processes of development projects. This path will also affect our branches abroad, with the goal of strengthening the company's international network through more efficient structures.

The new visual identity was deemed necessary to align group positioning and brands, and conveys the group's new values and identity traits while also retaining the distinctive features of the various sectors in which the group operates.

“Biesse's evolution will benefit our customers, as well as allowing us to compete in an increasingly changeable market. Due to the all-encompassing nature of this transformation, we decided to explicitly express it through a new visual identity” declared Roberto Selci, CEO of Biesse).

All will be revealed to our customers through a step-by-step release of the main touchpoints, starting at the Glasstec trade fair, held from 20 to 23 September in Düsseldorf, Germany, while full implementation will be accomplished within the next year.

**BIESSE S.p.A.** - Biesse is a global leader in technology for processing wood, glass, stone, plastic and metal. It designs, manufactures and distributes machines, integrated systems and software for manufacturers

of furniture, door/window frames and components for the construction, ship-building and aerospace industries. It invests an average of €14 million per year in R&D, boasting over 200 registered patents. The company operates through 12 industrial sites, 39 branches, and 300 agents and selected dealers, exporting 90% of its production. Its customers include some of the most prestigious names in Italian and international design. Founded in Pesaro in 1969 by Giancarlo Selci, Biesse S.p.A. has been listed in the STAR segment of the Italian Stock Exchange since June 2001 and is currently included in the FTSE IT Mid Cap index. It currently has 4,300 employees worldwide.