

*Alessi spa*

OFFICINA  
**ALESSI**

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**ALESSI**

# The dream factory

Alessi is known for its ability to reconcile typically industrial needs (in terms of operations and products) with a tendency (at an intellectual and spiritual level) to consider itself more in terms of a 'an applied arts research laboratory ' than as an industry in the conventional sense of the word.

**Alessi's role is that of mediator between today's most interesting creative expressions and the consumer's dreams!**



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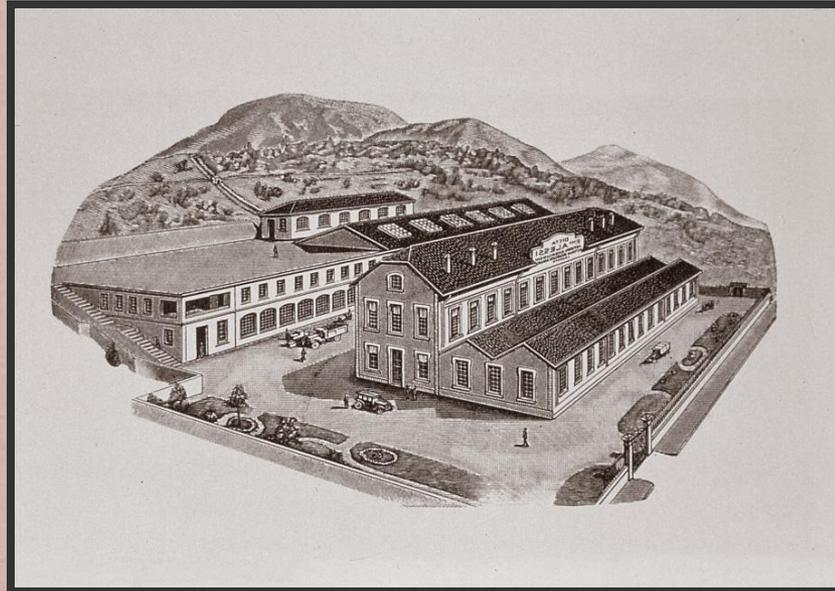
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# THE HISTORY

The Alessi company was founded by Giovanni Alessi in 1921 in Omegna. Giovanni was a skilled lathe turner, one of the last of a long line of craftsmen from the nearby Strona valley.

During the nineteen-twenties and thirties, copper, brass and nickel silver tableware and house wares were created with exquisite craftsman skill in his workshop. Many of the various objects have become part of the collective memory for their typology or design.

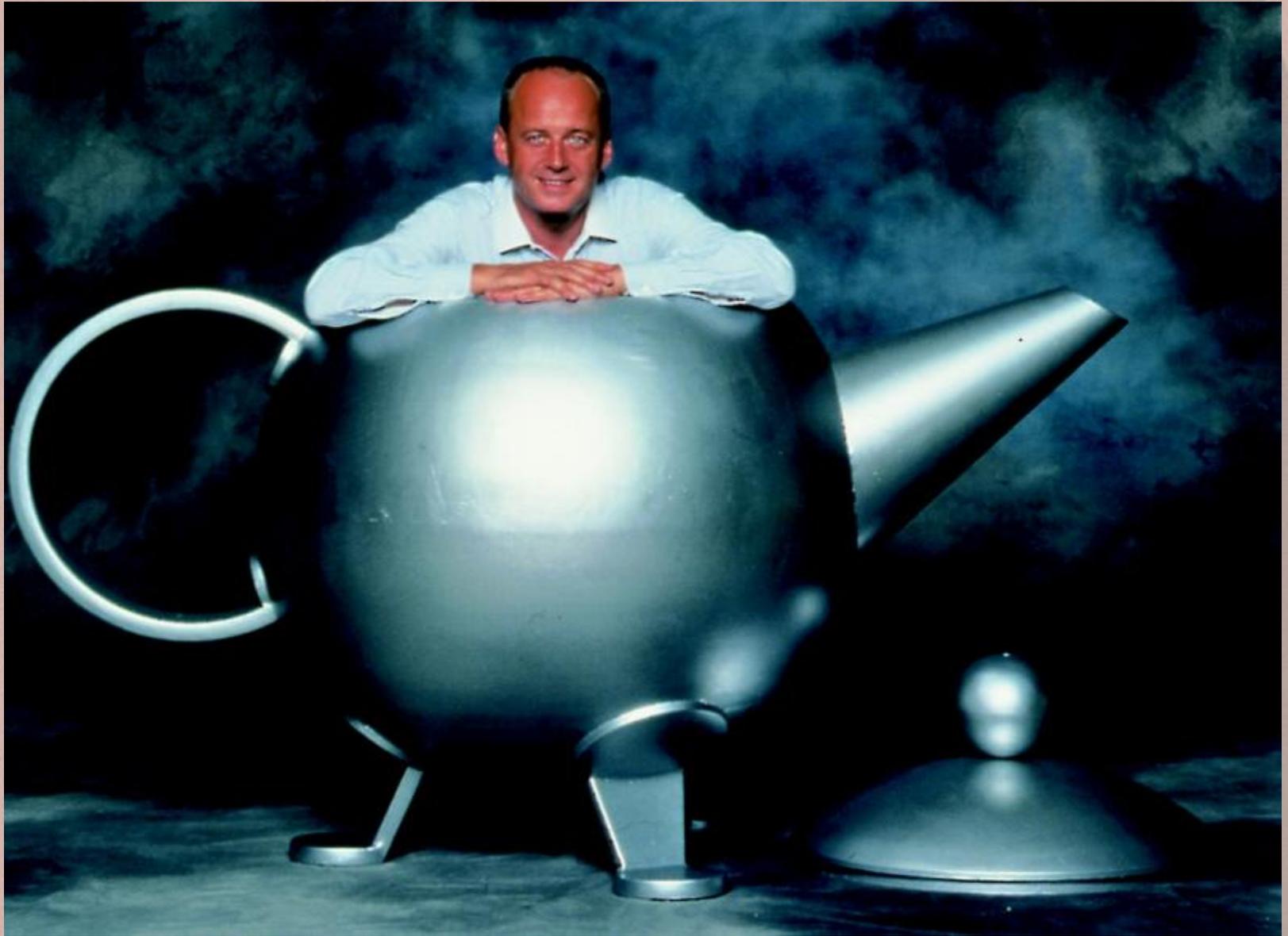
His son, Carlo Alessi, designed many objects between the mid 1930's and 1950. Then he became Chief Executive Officer of the company and, using the potential of stainless steel, he brought the company from its artisan origins to industrial dimensions.



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# THE COMPANY TODAY:

## Turnover

About 100.000.000 Euro

## Staff

500

## Subsidiaries

France

Germany

UK

USA

14 Showrooms & flagships

250 Shops in shop

## Internal Production

All products made of stainless steel except cutleries and some pots.

## Other materials

100 subcontractors around the world

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# The Alessi collection today

## Production lines

tableware

kitchenware

bar & wines

electronic kitchen appliances

professional bar and restaurant wares

giftware

furniture accent line

## Licensing

bathroom, kitchen, telephone,  
watches, textile, cars, pens, products for  
house care

## Materials

silver

stainless steel

aluminium

plastic

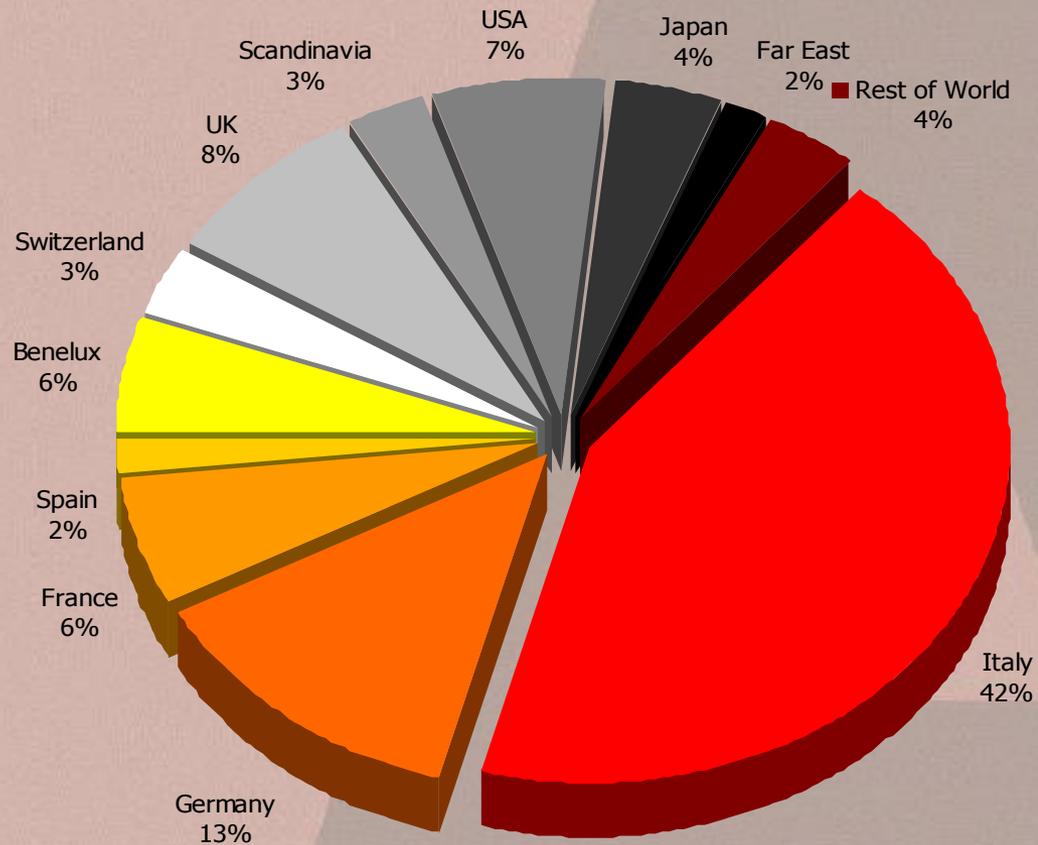
porcelain

glass

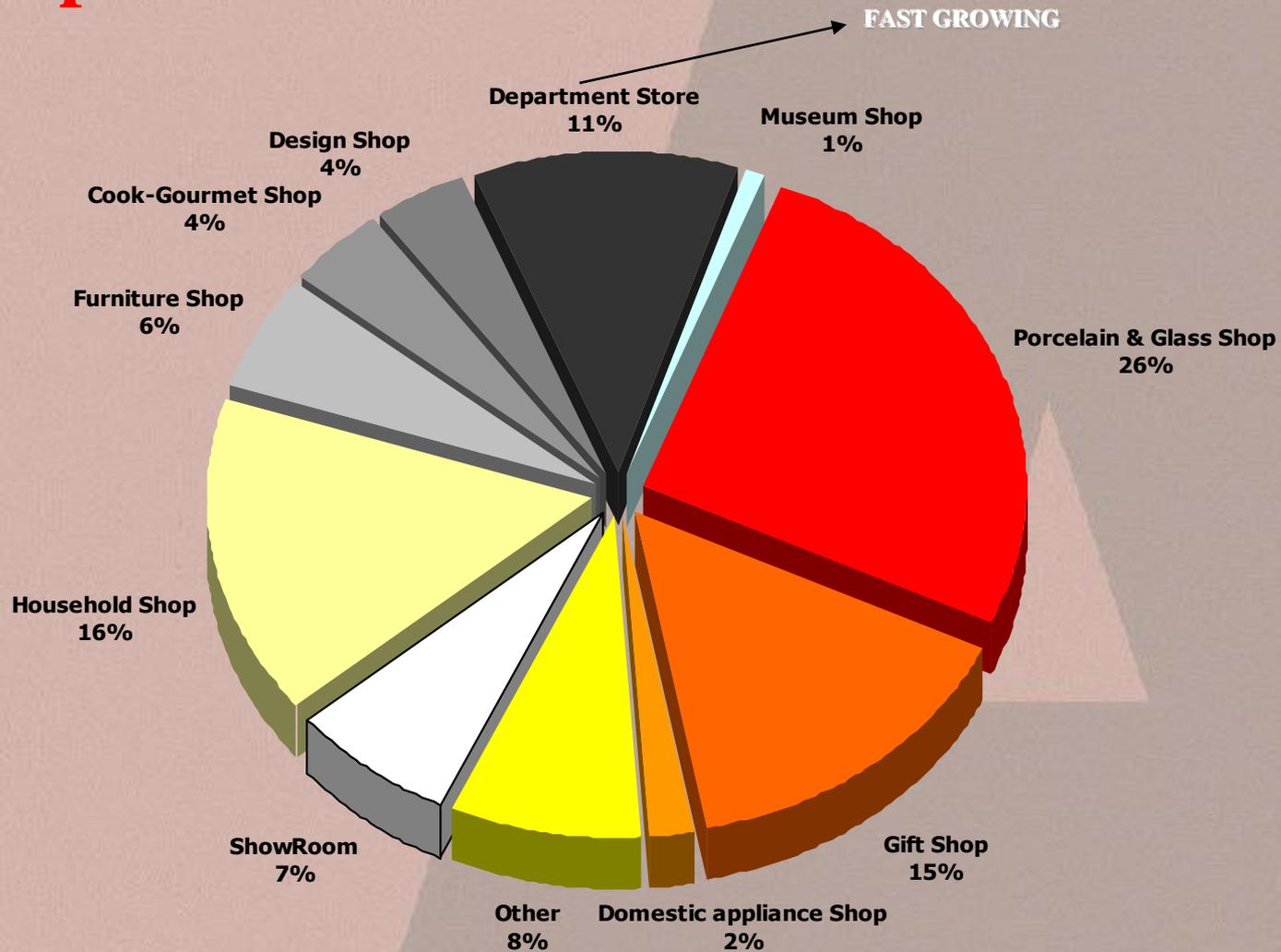
wood

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# Sales per country



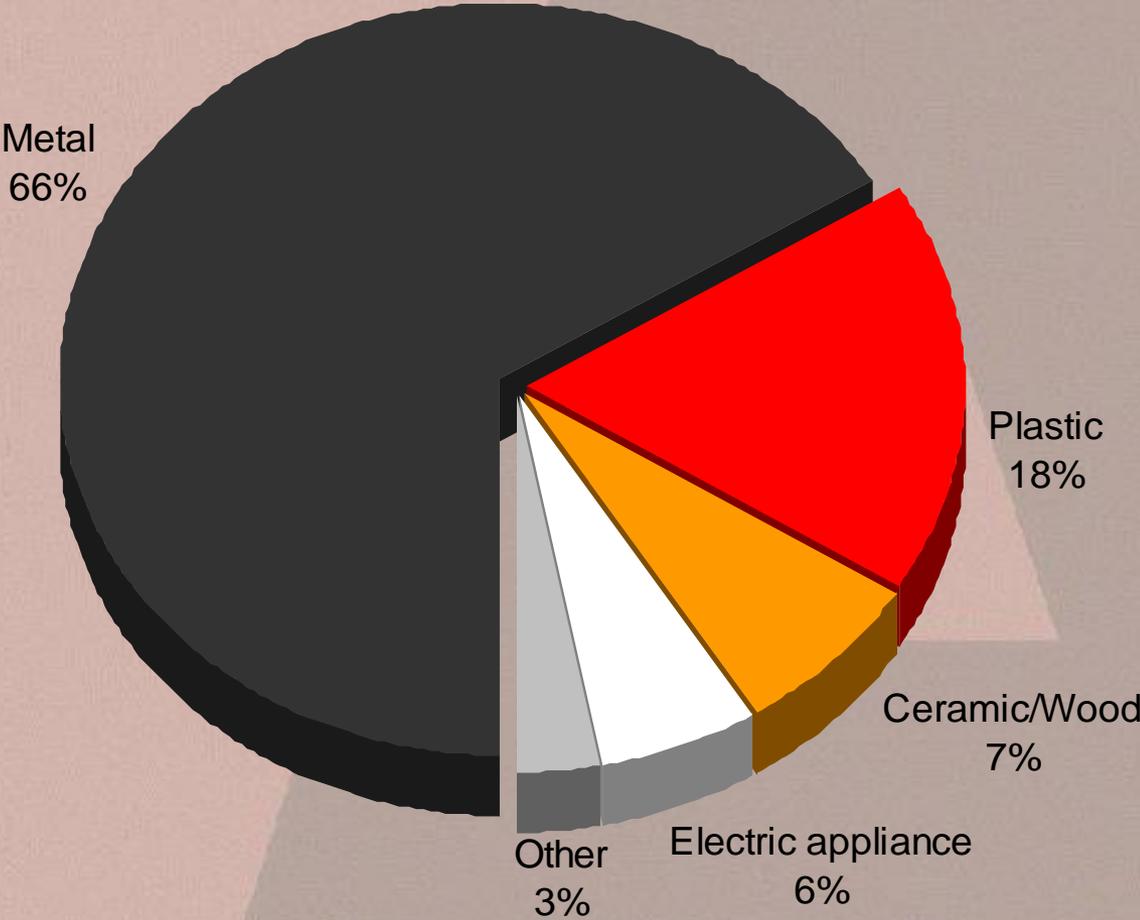
# Doors per channel



**TOTAL: 4.200 point of sales**

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# Sales by product material categories



**Internal production : more than 1.000 tons of  
stainless steel**



**Internal capacity (in terms of machinery) :  
2.300 tons of stainless steel**

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Differenziazione del catalogo attraverso 3 marchi con prodotti con contenuti di design, prezzo differente e indirizzati a canali distributivi diversi.

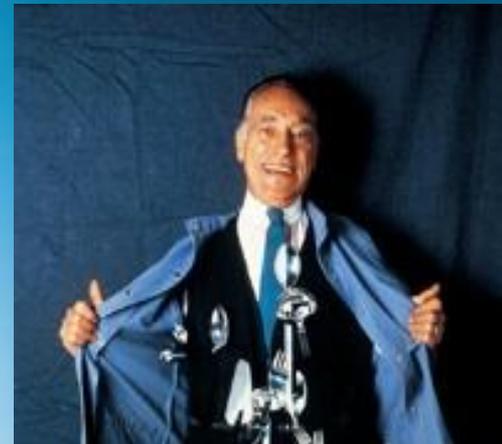


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Ettore Sottsass

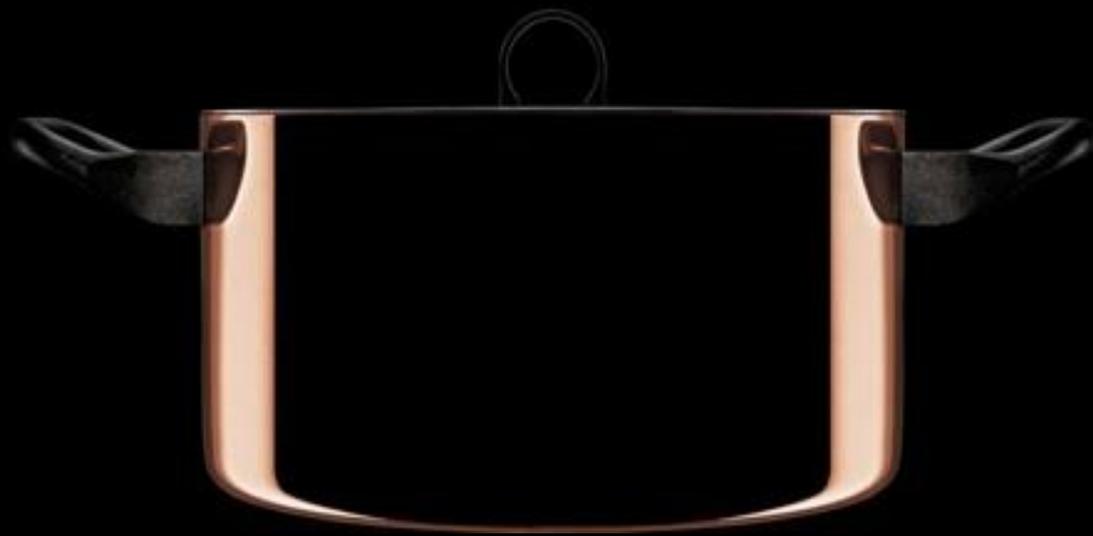




Achille Castiglioni



Richard Sapper





Aldo Rossi





Michael Graves





Alessandro Mendini



Paolo Portoghesi



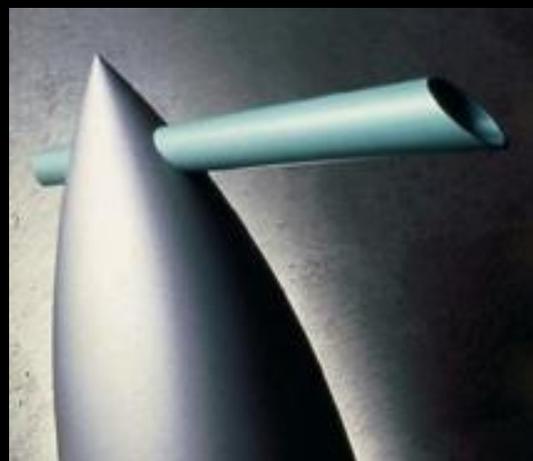
Richard Meier



Robert Venturi



Philippe Stark





Alessandro Mendini



Frank Gehry





King Kong





Zaha Hadid



Jan Kaplicky



Fratelli Campana

**Alessi. Extra ordinary.**

"Slow up"  
Centrotavola in acciaio inossidabile  
design Fratelli Campana  
2004



# **PRODUZIONE ALESSI :**

**Ridondanza di macchinario : oltre 100 macchine per la lavorazione della lamiera (presse idrauliche, presse meccaniche, bordatrici e rifilatrici, saldatrici TIG robotizzate, saldatrici a resistenza e laser, tagli laser 2D, marcatrici laser ..... ) con potenze e campi di lavoro variabili**

**Vari impianti speciali di trattamento termico e finitura superficiale .**

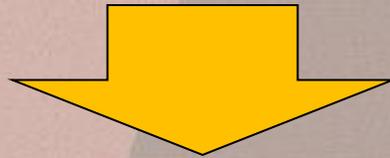
**Progettazione e costruzione interna degli stampi.**

**Gestione della Produzione (950 codici prodotto finito attivi) mediante SAP R3.**

# **PRODUZIONE ALESSI :**

**Prodotti di design = massima libertà di espressione del designer**

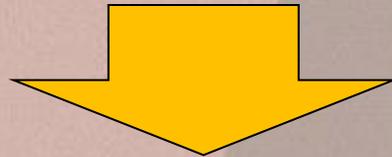
**Prodotti di design = esclusività, originalità, basse tirature**



**Impossibile investire in automazione**

# PRODUZIONE ALESSI :

**Contenimento costi : fare bene e in un colpo solo quello che altri fanno in più operazioni .**



**Elevate competenze di progettazione degli stampi, utilizzo al limite dei materiali, capacità di riprogettare macchinari e layout produttivi.**

**Controllo dei costi mediante report SAP.**



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