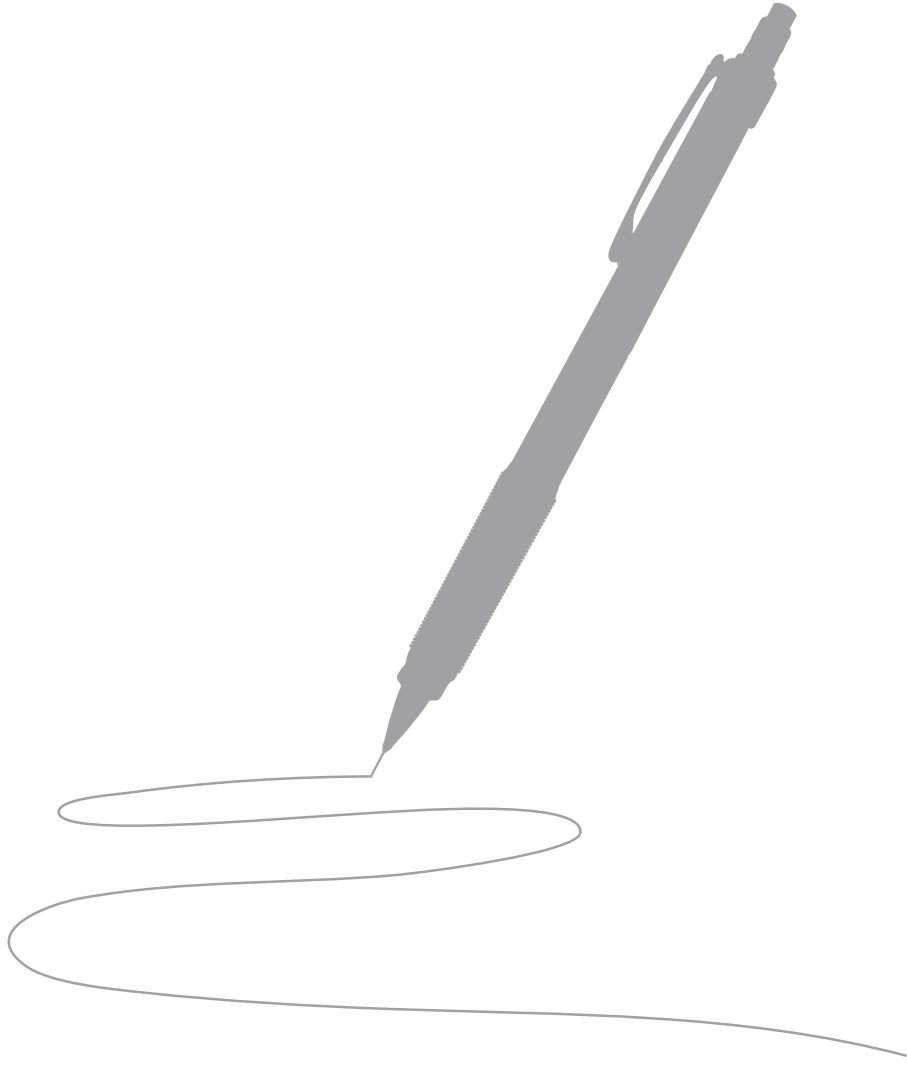
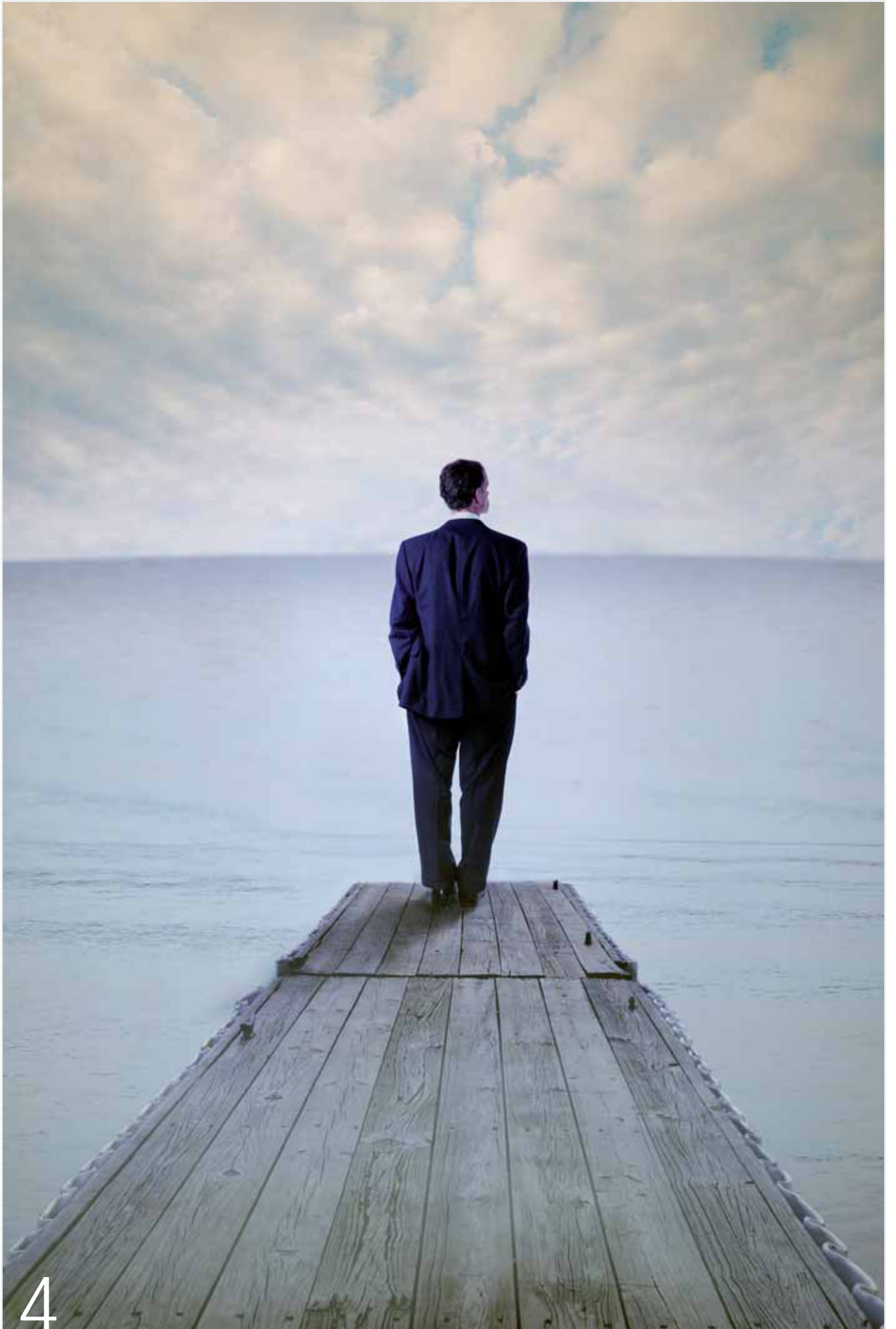


Expertise





# Incremental Innovation

Cicrespi's entire business is based on the principle of incremental innovation, which in turn is driven by the absolute satisfaction of the clients who avail themselves of its Communication, Image and Brand Implementation solutions.

This means that we must understand our clients' culture and history. We must know how to reveal their core values by making use of the research carried out on communication campaigns, by creating a visible, distinguishable identity, which is appreciated in every place that the company operates from, and if need be, defining a new, coordinated image. Convinced of our capabilities in being the ideal communications partner, we are committed to providing solutions to public and private enterprises, offering the best advice and the most innovative product and services. The attention we give to the client, through expert consultancy, which is considered part and parcel of the end result, is further evidence that Cicrespi does not only sell products but provides a complete service before, during and after the project.

## Mission

People must remember the company, its image, the organisational aspect and products offered. They must feel at ease in "unknown" environments.

Cicrespi intends to provide people with a personalised image which greatly reflects the environment which surrounds them, guiding them whilst developing solutions that help them reach their objectives without forgetting the company they have visited. Every company or organisation can convey a positive image by interacting with its physical surroundings. In fact, this can only be harmonious and efficient for the employees and visitors within the environment, when the same environment makes them feel "independent" and easily recognisable. Through professional consultancy, Cicrespi can study the best solutions for every kind of client.





## Cicrespi's Core Competence

Brand Communication and Information Management.

Brand communication. The brand forms part of a company's visible profile and represents both its tangible and intangible values. Communicating the right message is fundamental reflecting a consistent identity internally and externally.

It is much easier to recognise the "Brand Identity" or profiles of an organisation if these are consistent and unambiguous. Organisations that understand the importance of correct communication and consider it an identification parameter, seek a solution that satisfies the two principal functions: to support its identity (profile/image) and traceability of its paths (orientation direction/information). Information management. Every enterprise or organisation requires an efficient and productive working environment – an ambience in which workers and visitors can feel at home. Our clients expect Cicrespi to provide a professional assessment of the "personalised" environment – an assessment that will lead to the best possible choice of where and how to place the right information.

# Expertise: a mix of knowledge and skills combined with great potential capability.



“The company’s expertise is formed as a result of the right balance between the work of individuals and their integration in operational situations”.

Experience is a result of constant research and gradual, innovative internal development. Experience highlights the fact that Cicrespi can provide remarkable services to its clients, keeping a step ahead of competitors; hence it is deemed the largest network in the world for the development of Brand Implementation solutions.

- Product design and the most effective solutions. Our approach is based on the application of modern structural design. This has allowed Cicrespi to win major awards and honours. Our products have been developed in accordance with the qualitative and functional market requests, guaranteeing durability, flexibility, uncomplicated restocking, fine finishing and much more. The product also includes a graphics solution so as to fully satisfy the main “communication” function: balancing information and graphics.

- Quality assurance of the solutions is given in compliance with ISO 9001 standards and this is only part of the advantages offered by Cicrespi.

- Consultancy pertaining to the entire building. We offer individual, professional consultancy with regards to solutions pertaining to Brand Implementation, orientation, recipient behaviour and flow analyses, reading distances, graphics, text and perception of the information, change management (changes within the organisation) and implementation of identification programs.



- Reliable project management. We know how to create projects at international, national and local levels, which often involve various decision-making entities. Similarly, we can offer long-term services, supplies and upgrades to companies/organisations which have branches in several countries around the world.

- A Global Perspective. Cicrespi, with its international, strategic partners, is present in over 35 countries worldwide including the vast American market. All this makes it the greatest project management organisation in the world, with a solid international network, which no other company can compete with in terms of quality and service.

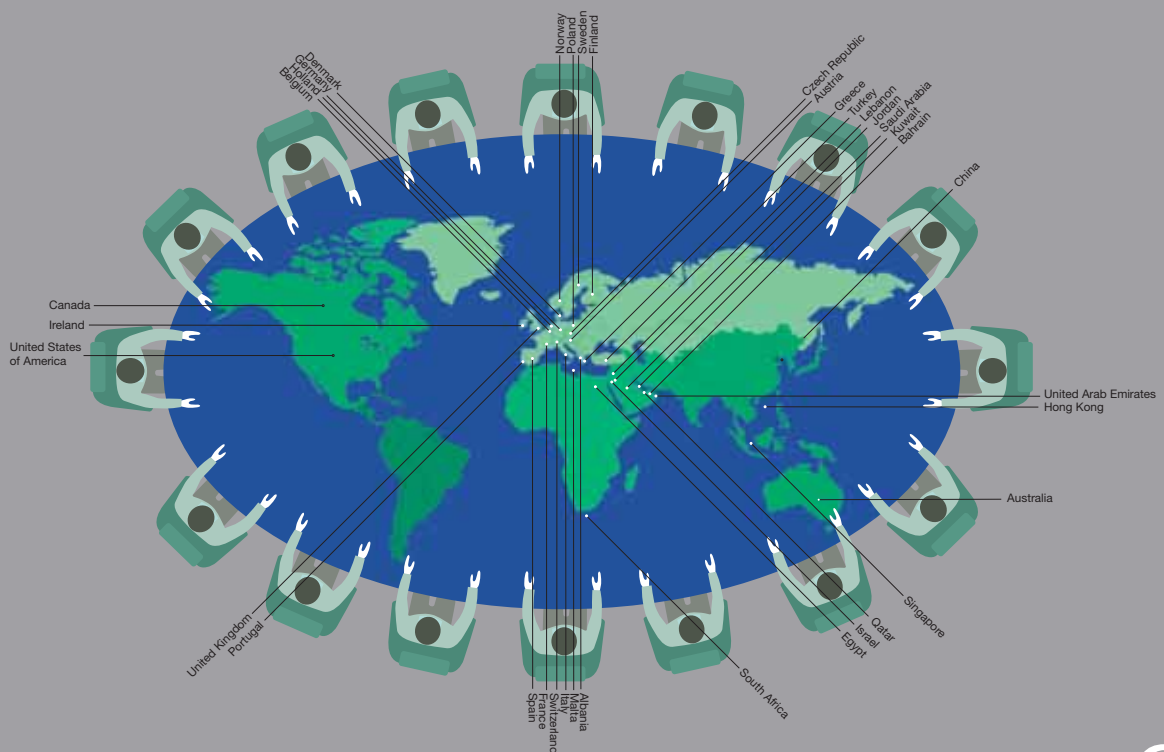
The objectives of the Cicrespi services:

- Enhance the Brand – signage strengthens the brand and redefines it in accordance with the company’s and the market’s evolution.

- Effective Signage – provides an overview of the destinations, shows the way, always contains directional symbols and informs when a certain destination is reached.

- Message Displays – enhances the marketing activities of companies in any sector and allows the correct information to be conveyed.

- Furnishings – provide tailor-made furnishings which have been designed together with the greatest international designers. Furnishings designed and produced with the precise objective of implementing the brand image.



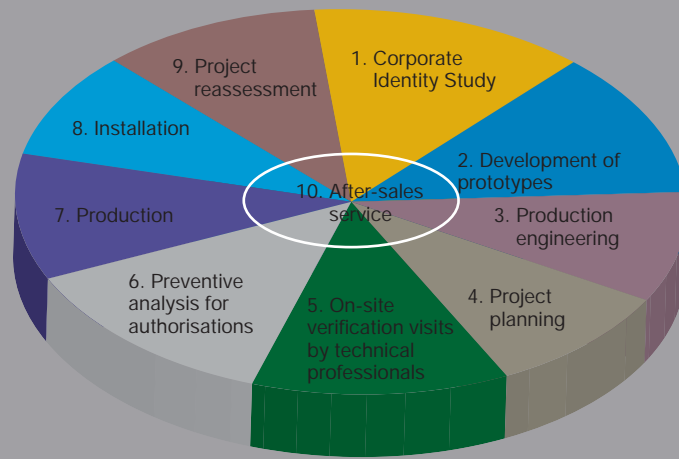


## Graphic Design

Graphic design complements the creative process and transforms more difficult concepts into clearly defined images and symbols conveying explicit meanings. The graphic elements can be adapted to the organisation's philosophy, to their needs and values whilst maintaining the message. Cicrespi graphic solutions are always developed with the aim of reaching a harmonious balance between information and creativity. It is more than just a basic solution. To enhance the graphic solution, we consider the importance of distinguishing between graphics used to enhance the image (brand communication) and graphics used to inform (information management). Our consultants, graphic designers and their assistants always develop the best possible solution with regards to the client's needs, identity and wishes. The result is always a harmonious combination of creativity and information, using graphics such as the client's logos, colours and identity in addition to text and pictograms. Graphic design activities include: production of adhesive graphics, digital printing, serigraphy, embossed characters and Braille.

### It seems pretty easy...!

...then why is it so complicated? It is not just a matter of combining the right colours and graphics! Actually, yes and no. It is important to consider the function of the elements used as they must be clearly visible to be seen but should not deviate too much from the surrounding environment. It is the message itself and understanding it that are of fundamental importance and not the "product". Not bearing this in mind will lead to the wrong solution. Brand enhancement and the communication plan must be effective.



As Cicrespi clients you will receive professional assessment and recommendations based on perfect planning to ensure project completion. There are a number of other benefits in the Cicrespi solution, which in ten stages guarantee an effective, innovative and precise. Brand Implementation program:

the creation of our systems, with rewarding results for us as well as for our clients, occurs by following 4 parameters:

#### 1. Project management

The client's perception of quality during the entire process is the secret of our success.

#### 2. Functional performance

This is reflected in the everyday use of the products, considering any changes, installation and the client's perception of our systems. The "system's" suitability is an important issue as this must reflect the client's brand.

#### 3. Aesthetic beauty

The perception of beauty is forever changing. The only certainty lies in the typical perception of Scandinavian and Italian design, which takes us back to our sense of order, calmness, simplicity and serenity.

#### 4. Emotional impact

The simple design of our systems makes them neutral and non-invasive, enhancing the underlying message.

In fact, the Cicrespi solution:

- is flexible
- is able to satisfy the client's needs
- can always be upgraded and modified
- has uniform and recognisable characteristics
- has a clear visual identity
- is simple and easy to install
- is adaptable to the most diverse situations
- is easy to manage (even for maintenance and cleaning)



# Cicrespi Solutions: Myriad Advantages



## **Long-lasting**

Only the choice of materials combined with the constructive aspect can guarantee durability. Even the chromatic aspect enhances quality. Our systems are subject to numerous durability tests.

## **Resistance**

A structural resistance test is carried out, simulating windy weather conditions or electrical surges. The aim is not only to see how the product reacts in adverse conditions but also to verify compliance of various parameters.

## **Finishing touches**

The ecological paint we use has a number of advantages, including resistance to high temperatures, scratches, wind and adverse weather conditions (this has also been tested). Our systems are leaders in international markets due to rounded edges and compliance with safety regulations in the workplace.

## **Reorders**

We offer a 7-year reorder guarantee for any type of system.





## Cicrespi Solutions

The quality of our systems is not only due to precision, attention and training of our collaborators, who continuously prove to be true perfectionists. It is also due to many years of research, constant tests and keeping track of international trends. We first demand a lot for our expectations to be satisfied, then for those of the clients.

Many people discover when it is already too late that a good environment and a nice design are not enough: the building must be efficient and effective for everyone. Cicrespi makes the connection between the visual and virtual identity of the company and creates an intelligent environment. "Less is More" – we want to design solutions that have the best value for money for our clients. We want to maintain their communication and promote the brand respecting its values. Our key account managers can prove their high professionalism, or rather their expertise which is appreciated in the international market.



Cicrespi spa  
Brand Implementation  
20060 Liscate Milan - Italy  
Via Trieste, 11  
Tel. +39.02.95.75.42.75  
Fax +39.02.95.75.42.77  
[brandimplementation@cicrespi.com](mailto:brandimplementation@cicrespi.com)  
[www.cicrespi.com](http://www.cicrespi.com)

UNI EN ISO 9001:2000  
Quality Management System  
Certified by Certquality