

COMPANY **PROFILE** 2020

BERGAMASCHI & VIMERCATI S.P.A





BERGAMASCHI & VIMERCATI S.P.A

share capital euro 3,000,000.00 fully paid-up.

VAT No. IT 01842440156

Tax code/Register of Businesses no. MI 01842440156

E.A.I. 369471

ADMINISTRATIVE HEADQUARTERS AND WAREHOUSE

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REGISTERED OFFICE

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> INTRODUCTION

COMPANY

Bergamaschi & Vimercati S.p.A. has been working in the distribution of household goods since 1919 and has been a leader in the sector for more than 70 years with national capillary, competitive distribution.

The company underwent significant transformations in the mid-1990s aimed at a radical revision of its business and mission, slowly moving the balance from distributor to focus its dynamism on the definition of a role even more in step with the new demands of the market.

RESOURCES

Bergamaschi & Vimercati has 20,000 m2 of showrooms, warehouse and offices. All the concept and aesthetic processing stages are followed by expert, skilled staff. This great care of the product, design and packaging contributes to the definition of a strongly expanding brand that is a spearhead of the company and where it makes considerable investments in Research and Development with the aim of constantly renewing the product catalogue. Currently, Excelsa has more than 5,000 articles in the various sectors while Viceversa has 60 references with a unique design.

DISTRIBUTION

The Excelsa brand and its products can be found in the traditional channel, mass retailing, the promotional B2B world aimed at companies, points collections in the loyalty channel in mass retailing-mass distribution, and also the e-commerce channel where the brand has a leading role, and abroad through its distributors. Viceversa can be found in the same channels outside mass distribution.

> BRAND

The **Excelsa** brand took shape in 1998 and, since then, it has become the driver of the company and the cornerstone for future projects and the most compelling challenges. The vision changed, materialising in the development of real concepts which still, almost 20 years from the start, make the Excelsa style unique and personal. Passions are 'accentuated' through colour - an emotional tour that makes its mark and leaves a lasting impression.

In 2011, an important new step forward was taken in the process of development and strengthening the corporate structure with the acquisition of the historic design brand **Viceversa**, a brand that had left an indelible sign on the whole sector since the 1980s, becoming the undisputed reference model for household design with marked eccentricity.

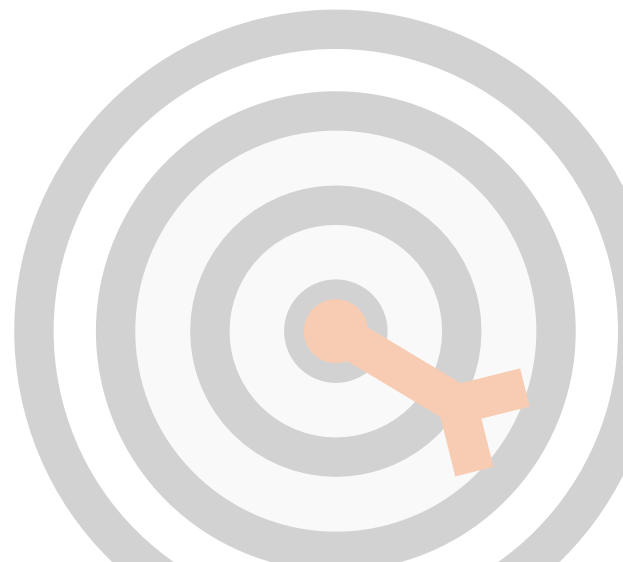
The company has been able to give a new vital, modern appearance to the whole Viceversa product catalogue, 'redesigning' it completely from scratch through work with young and established designers, Italian and foreign.



> **TARGET RETAIL**

The company's aim is establishment as a key player in the 'home' sector. Considerable resources are allocated to the creation of its concept stores and the perfection of its format for this purpose.

The company has a turnover of about Euro 22 m (2018). An increasingly significant part comes from its retail network and the aim is to pass from the current 17 points of sale (2019) to at least 20 throughout Italy by 2020.



> STRATEGY

DESIGN

The internal design office, dedicated to the search for new shapes, concepts and products, is an important indication of the company's attention to market trends and consumer habits. Bergamaschi & Vimercati is now a reliable, consolidated company with experience that grows, matures and evolves in a range of great opportunities given by products carefully and intelligently selected applying meticulous choices based on tradition, innovation, experience and technology.

PRODUCTS

With the Excelsa brand, the company aims at the development of products and ranges with almost infinite co-ordination options. Excelsa products meet the demands of an increasingly global market without neglecting the needs of the individual consumer, raising the average quality of its products so that the home atmosphere can be embellished and personalised with new ideas, colour and lots of vivacity. The distinctive features of the Viceversa brand are the design by well-known designers, the practicality of the product, the quality of the materials used and the check on all the production processes. The company personally follows the development of the product at every stage, from its conception through to its creation.

CONCEPT

The extensive co-ordination of the ranges proposed, fostered by the study of modern, alternative concepts, has certainly not only strengthened but also distinguished all the brand's offer, giving it a new emotionalism and personality. So there is ample space for mix&match and personalisation options for your rooms - table, kitchen, baking, textile and more through simple, effective products.