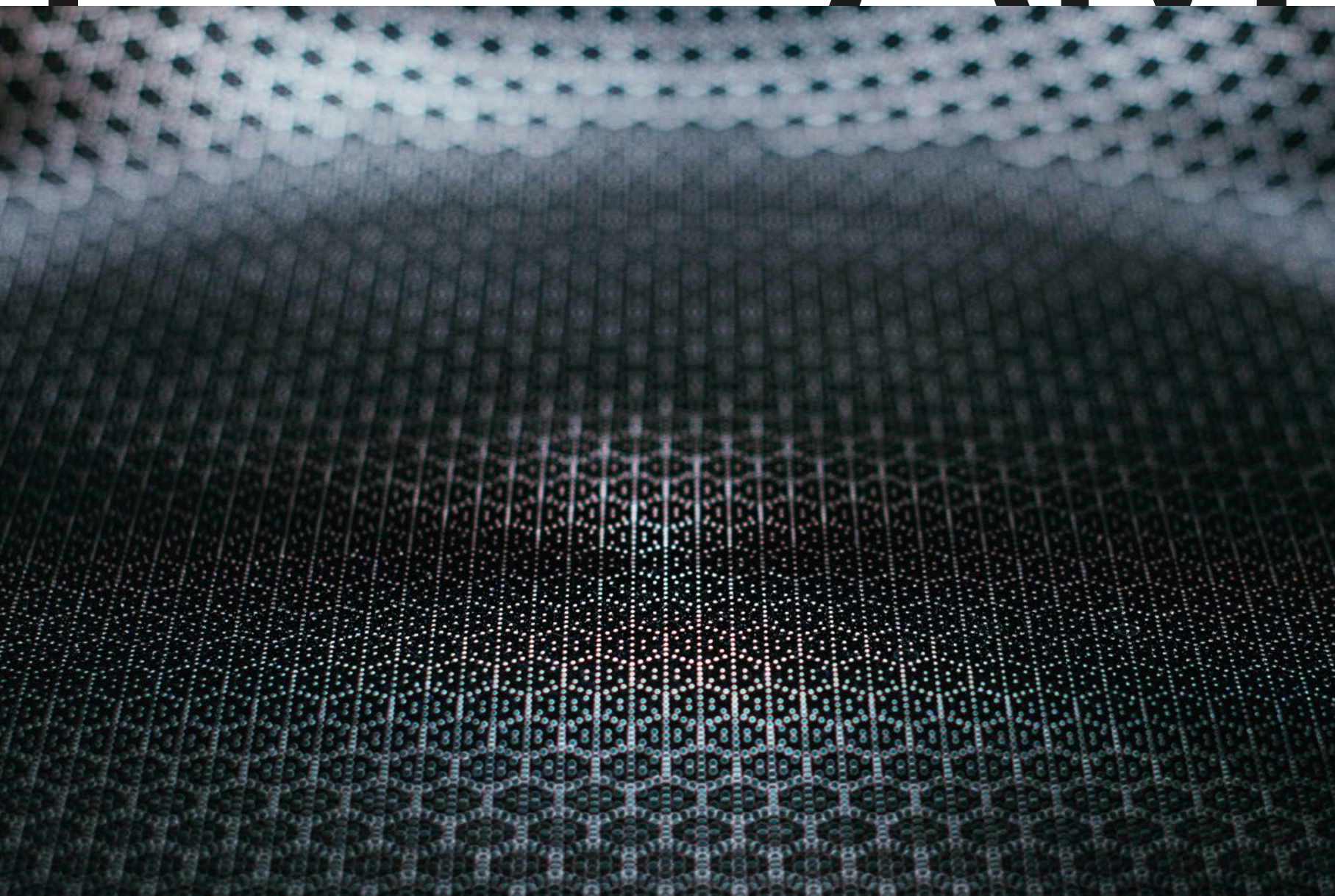


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# I AM





I have always lived in a company that has made scientific research and technological excellence its flagship, but it is well known that in the IT world the need to innovate is an essential success factor. What is becoming increasingly clear, however, is that the whole world of industry and services now has the same need because intellectual capital has become an increasingly decisive competitive advantage that can make a difference far longer than product or process excellence. And intellectual capital can only be generated by investing in research, development and training. This is a message that Italian companies have not always been able to fully grasp - we are a country that always thinks long and hard before patenting something, unlike the Anglo-Saxon world - but that the increasingly widespread use of technologies with a high competitive value such as artificial intelligence is forcing us to rethink. With extremely positive and lasting effects on our country's competitiveness.

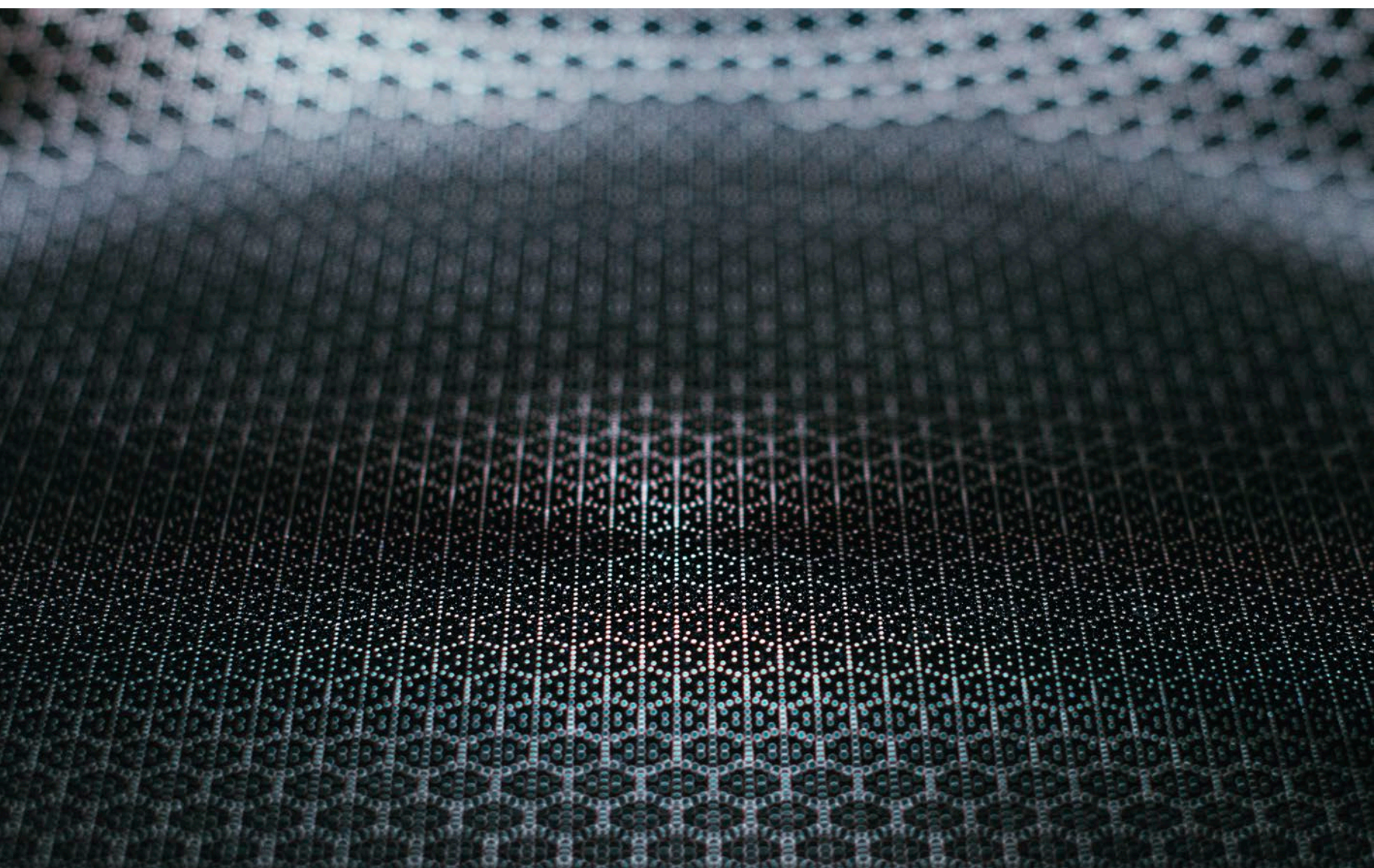
# Fabrizio Saltalippi

Director of IBM Ecosystem, Italia

A multit talented man with a degree in Physics from the University of Perugia, Saltalippi has been working for IBM since 1988. He has extensive managerial experience both in Italy and abroad, where he held the position of European Head of Services for Small and Medium Enterprises and later Head of IBM Ecosystem Development, also in Europe. In Italy, he was sales director for Channel and sales director for medium-sized companies in Northern Italy.







# CIAM DNA

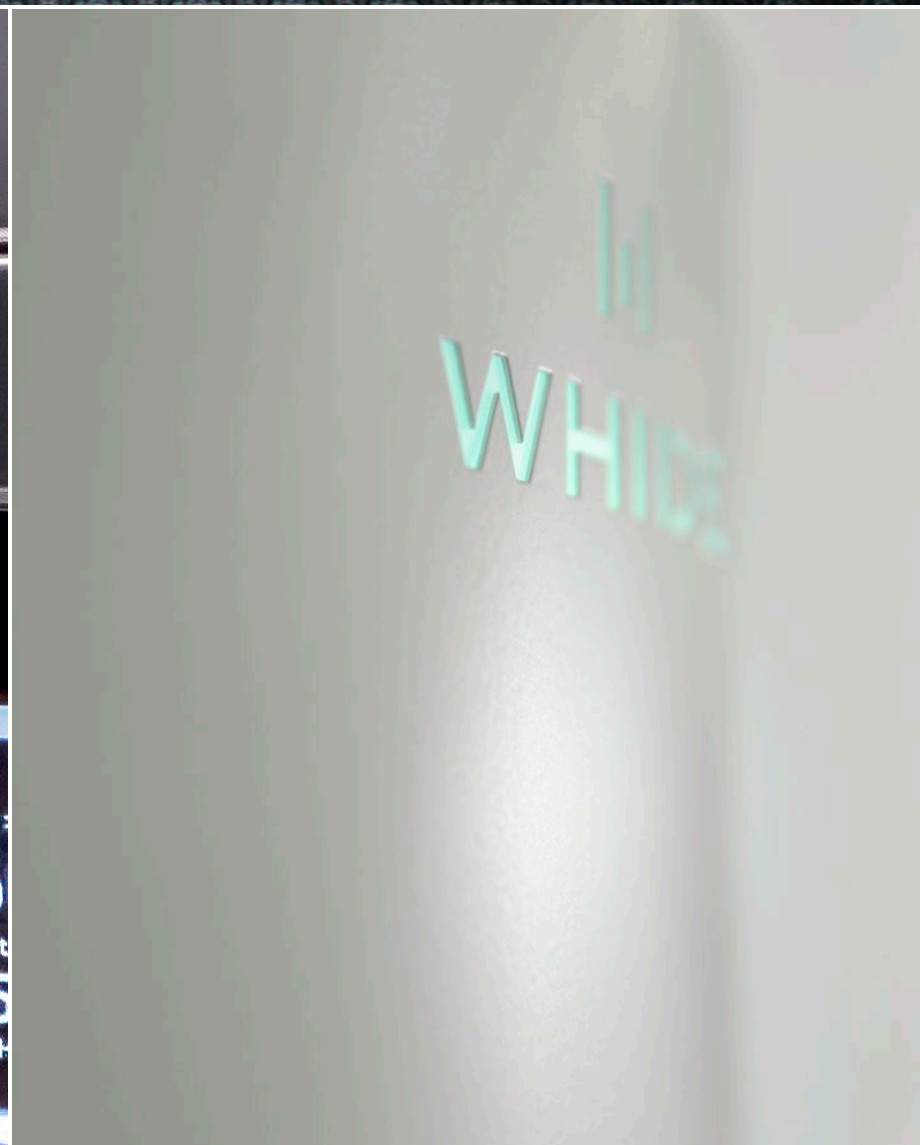
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# WHIDE TUBE

18

# ALESSIO SFORNA

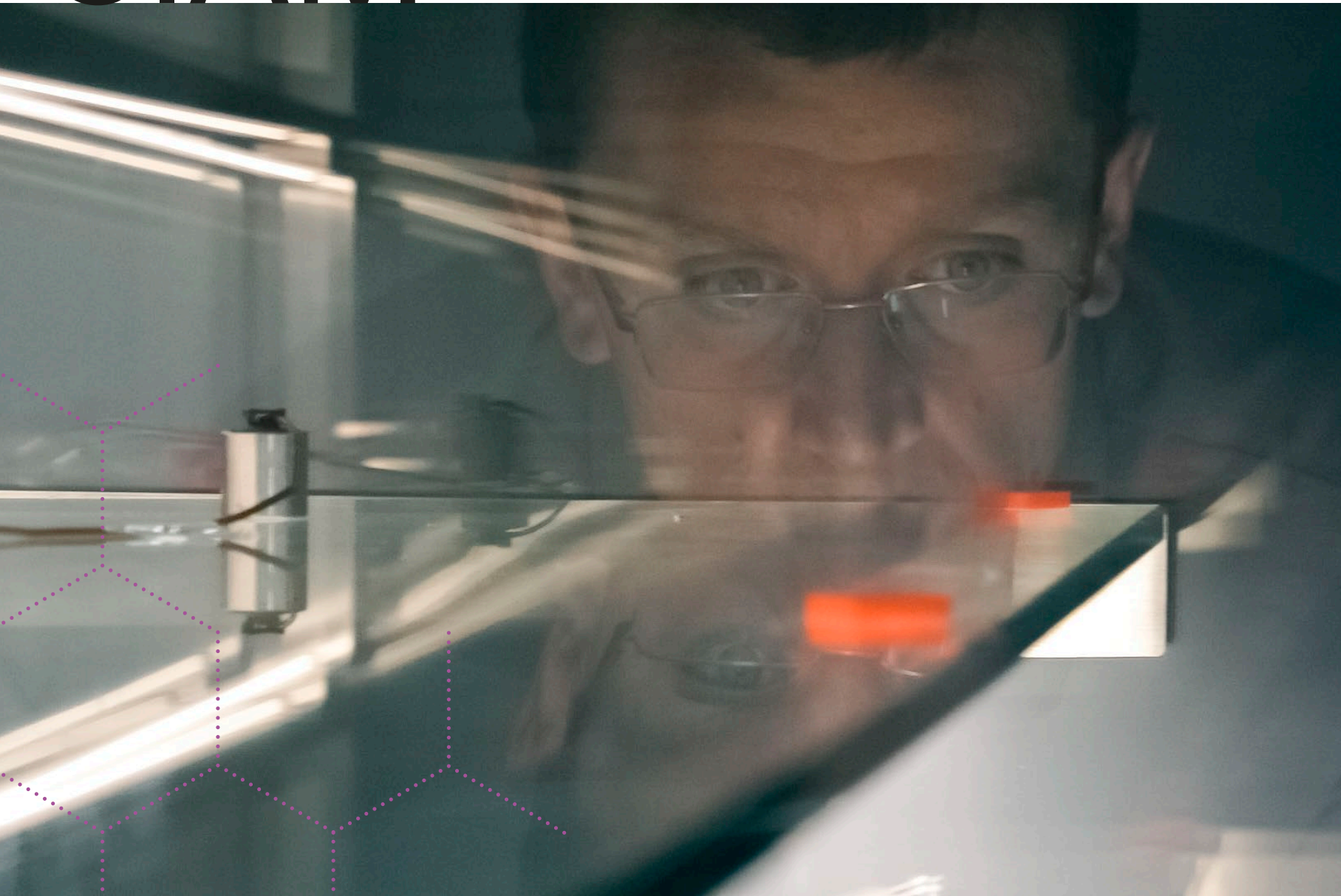
24



# PECCATO DI GOLA

26





## The technology hub with a human heart

In the midst of the uncontaminated nature typical of central Italy, stands a monolithic industrial building with a contemporary character, whose doors are the entrance to a world of innovation and research. What impresses first entering CIAM is silence: the intense silence made up of minds that think, plan and redesign the relationship between man, machine and nature. CIAM is the company that makes refrigeration systems special, and does so by giving value to its technological and creative process.



CIAM is the company that makes refrigeration systems special, and does so by giving value to its technological and creative process.



Each product reflects the story  
of a cerebral, highly-engineered company,  
for which producing is not the ultimate  
goal, but the tool with which to evolve.

דנה



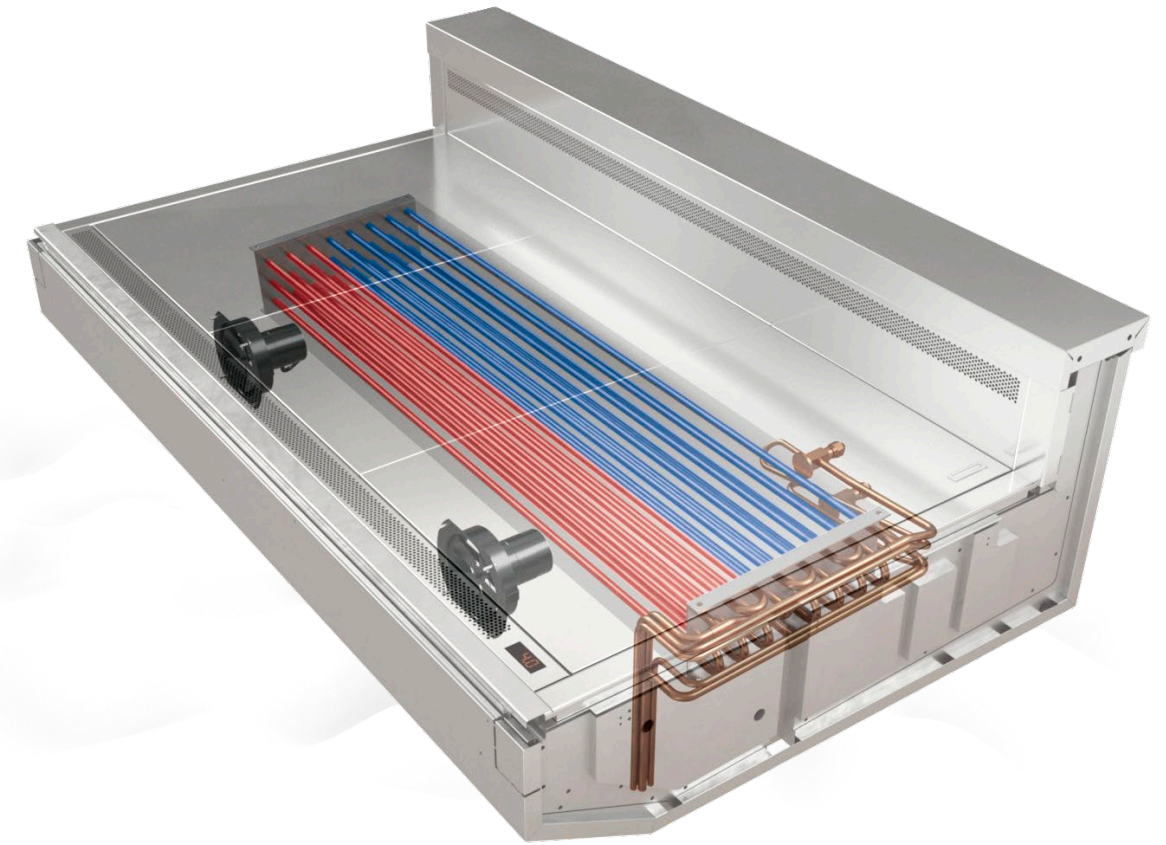
-CIAM's industrial vision is based on two pillars: design and technology, says Federico Malizia, CEO of CIAM. -I believe it is essential to constantly invest in research of solutions that keep up with modern technology to give added value to our products in terms of utility and service as well as style. -

A capacity for cooperative development that can be felt throughout the company: the feedback and requests of pastry and ice-cream professionals worldwide become the driving force behind innovative ideas and solutions, transforming the final product into a work of collaboration between CIAM and the user of its refrigeration systems. This continuous brainstorming leads to design drafts, sketches, prototypes that constitute the flow of an incredible technological know-how from which new industrial possibilities, patents and unique design elements emerge.



“In recent years only, CIAM's R&D has developed innovative solutions and patents that have encompassed product technology at its fullest”

Federico Malizia



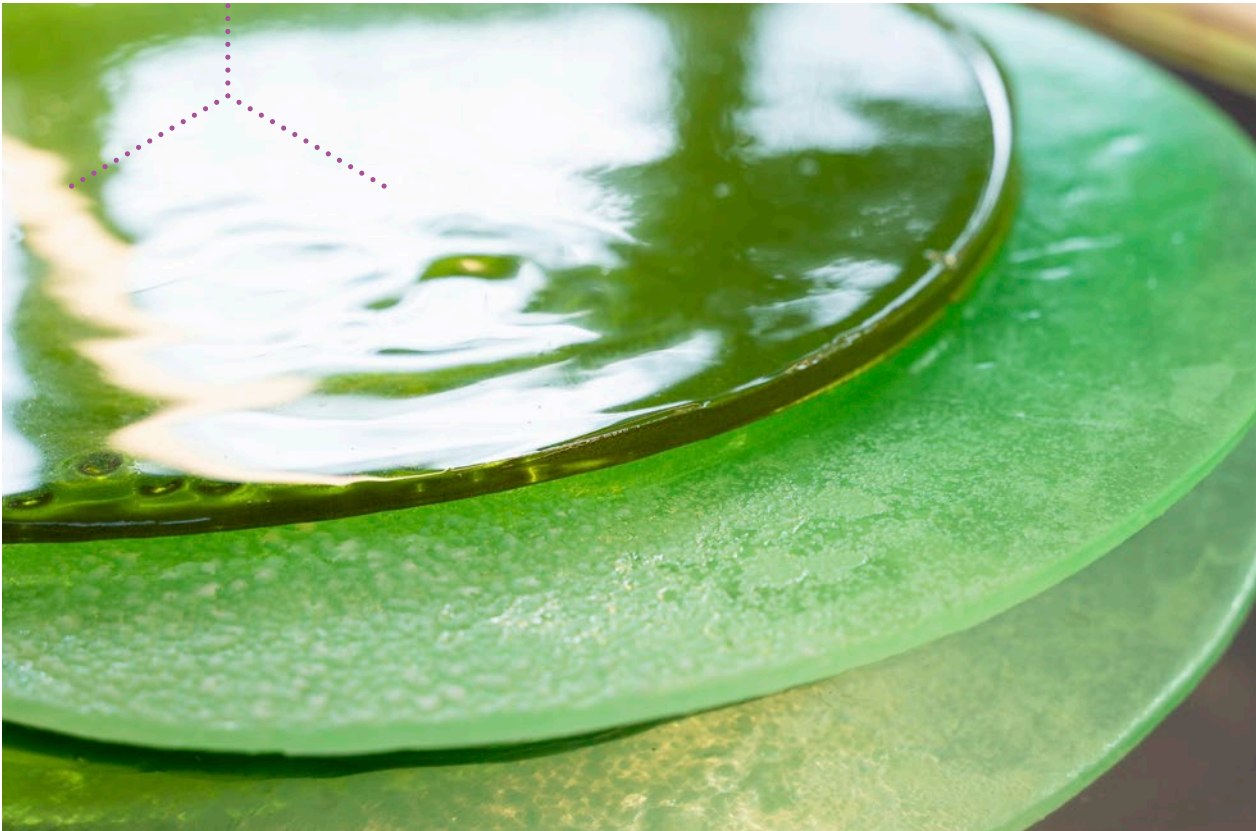
-In recent years only, CIAM's R&D has developed innovative solutions and patents that have encompassed product technology at its fullest", continues Malizia, "such as the automations of Move16 and Mirror, the new refrigeration systems including Multix, intensive use of eco-friendly gases, remote communication with refrigerators thanks to CIAM Connect, materials such as NoFog glass, hygiene and safety of the Whide/Tube sanitisation system, giving added value and functionality to the wide range of our products. In particular, Multix is a patented refrigeration system that combines different working areas within the same product, as well as achieving significant energy savings thanks to inverter-driven compressors combined with sophisticated electronics.-

Human technology and mechanics that learn to collaborate and strengthen each other, becoming one extension of the other: the CIAM dream is nourished by this harmony, from which a contemporary vision blossoms, linked to the culture of design, the territory, nature and the people who make all this possible every day. In fact, the company is not just a technology hub, but an entrepreneurial concept that puts the literal meaning of life in first place.



With a strong focus on environmental themes, inside and outside its walls, CIAM is constantly researching sustainable forms of technology and becoming an inspiring force for change for those who choose it. Drastic reductions in emissions and consumption, zero-impact technologies, digitalisation and the use of eco-friendly materials are just a few of the sustainability pillars on which its production lines are based.

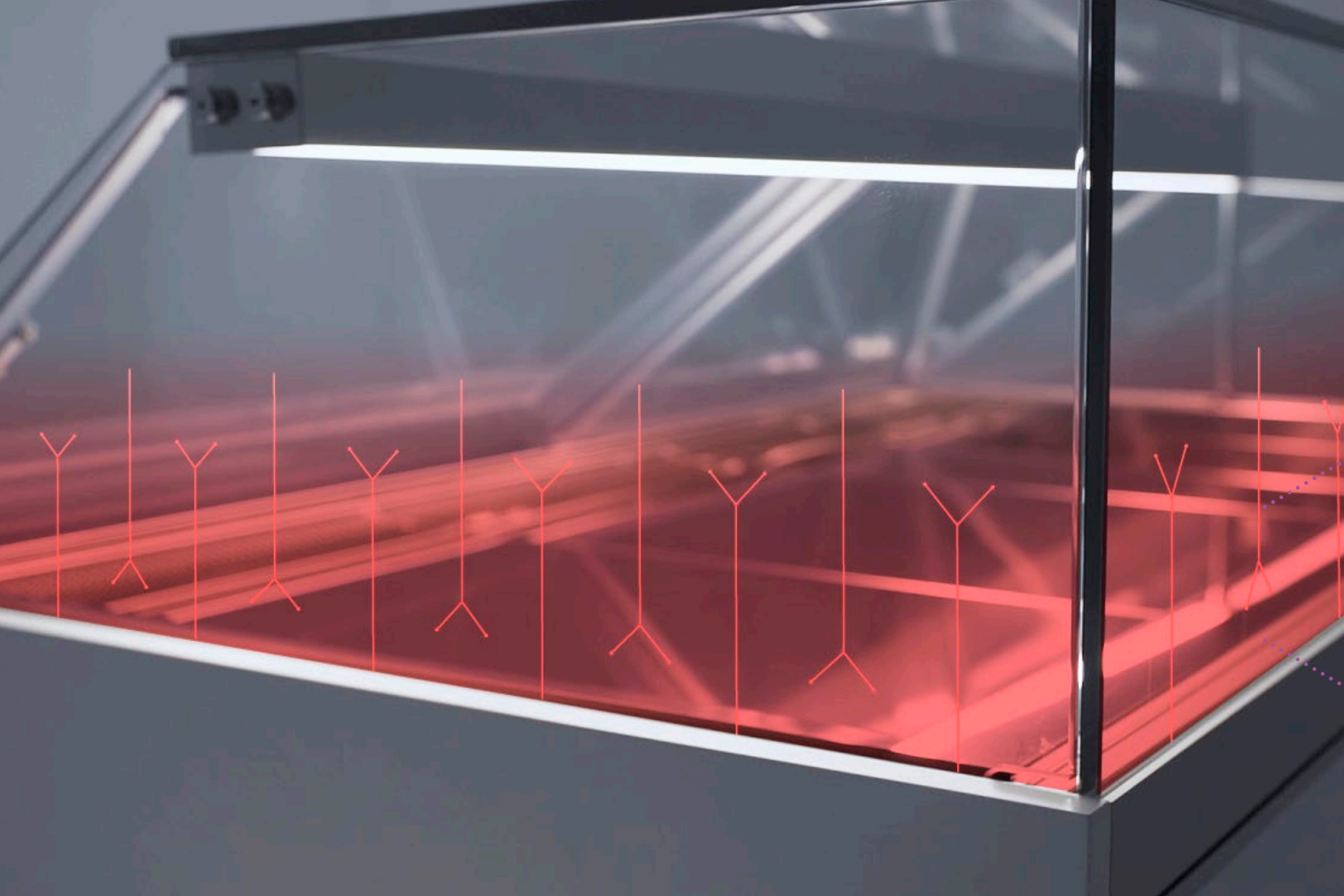
A truly green way of thinking that acts as a foundation on which to build, because in CIAM's contemporary vision, only things based on solid, ecologically aware principles can truly be called innovation. With the idea of a life cycle in mind, to be preserved both inside its showcases and in the nature that surrounds it, CIAM puts its technology and its spaces at the service of the environment, also by participating in events to raise awareness, hosting and collaborating with brilliant minds in international sustainable design.



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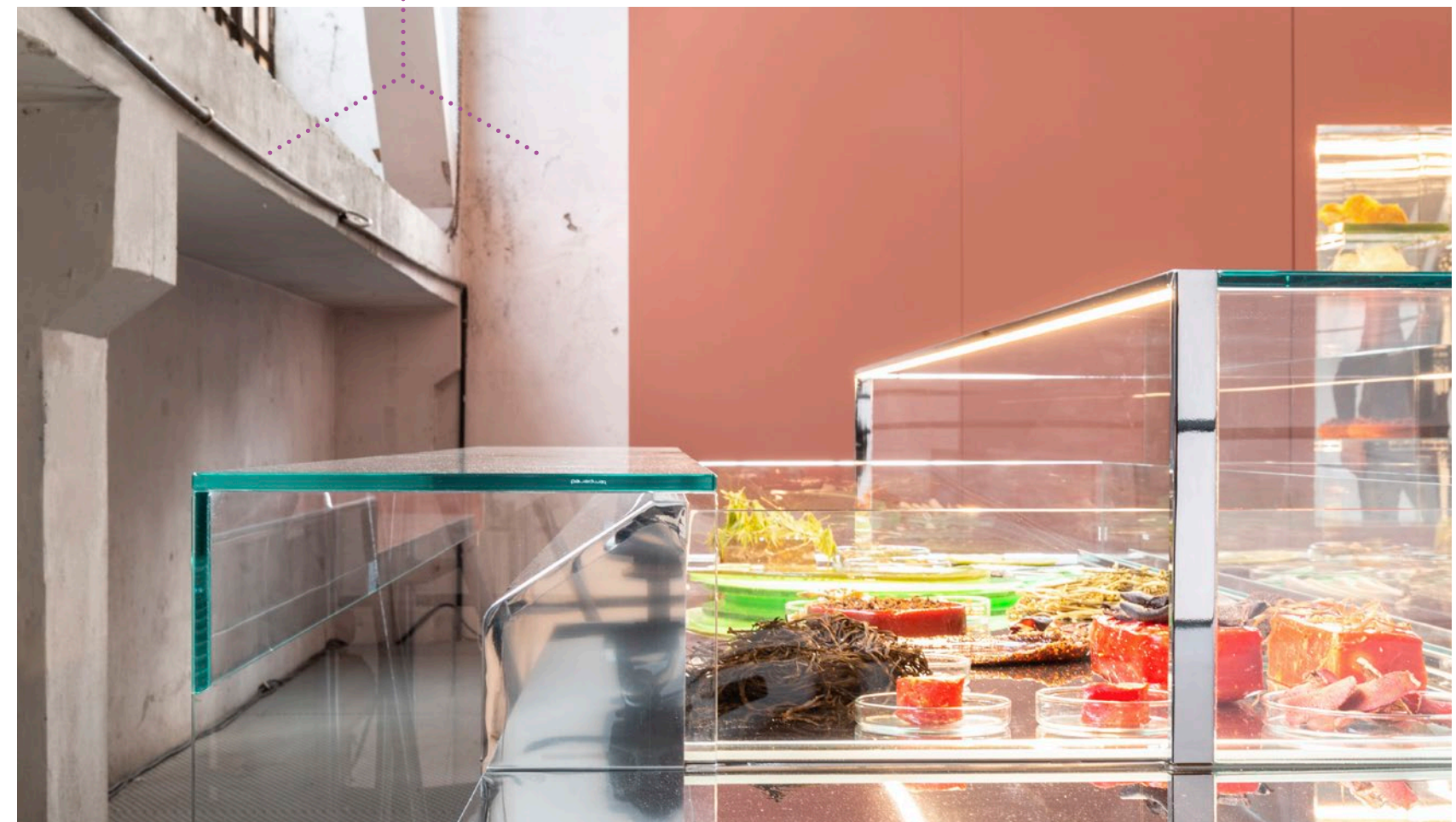
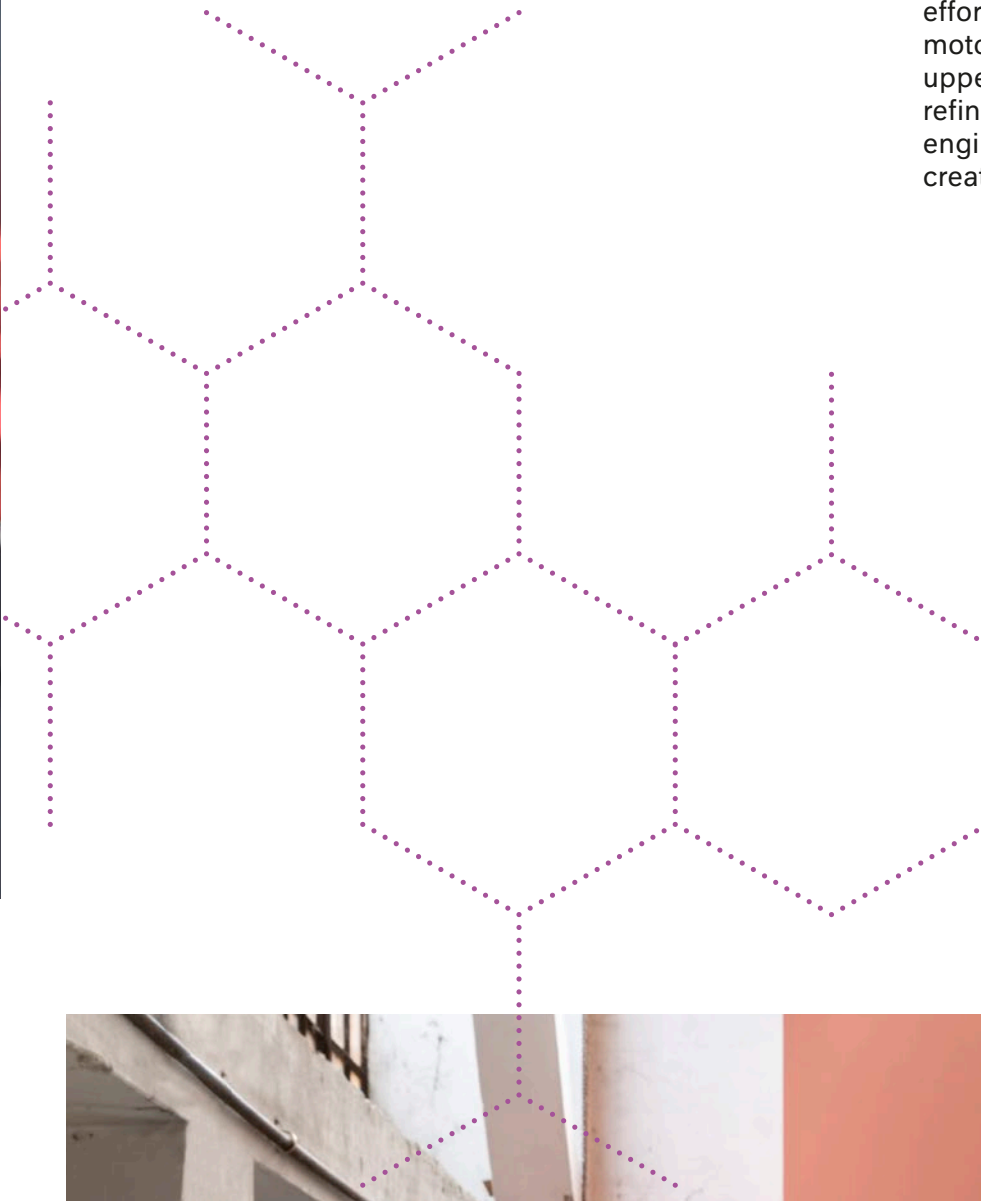




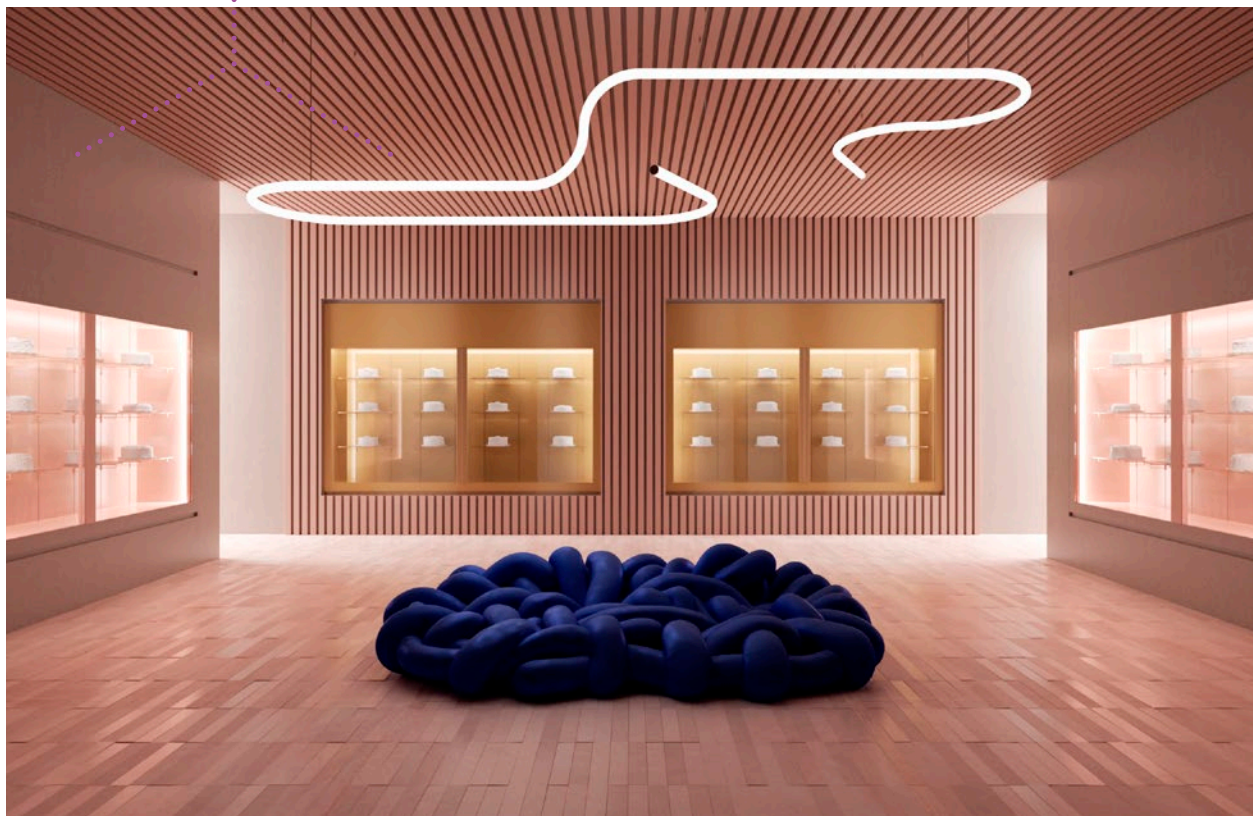
Green heart and technological research always aiming at enhancing functionality and aesthetics without compromise, working on the relationship between the two and always with the user and end customer in mind: NoFog, CIAM's patented anti-fog system, sets a new milestone for low voltage glass with an innovation that increases the performance of refrigerated display cabinets, enhancing the presentation of products inside. NoFog allows the transparent effect of standard glass to be achieved even when heated thanks to the use of 8 mm pyrolytic glass and the absence of visible resistances. Invisible technology that innovates in favour of design and display.

Green heart and technological research always aiming at enhancing functionality and aesthetics without compromise.

Movement, too, becomes an object of technical innovation and an aesthetic element: the automations developed by CIAM increase practicality of use and transform showcases into performance stages in which products perform as protagonists. Complex patented systems that use automatically operated levers with electric actuators to open the display case downwards, gas pistons that raise the display shelf for perfect, effortless cleaning, sliding glass tops with soft-closing, motorised rack and pinion mechanical elevations of the upper tops: a list that shows just a few of the technological refinements developed over the years by CIAM, thanks to an engineering department that has worked in great detail to create real experiences of interaction with its display cases.







CIAM Connect is an interactive solution designed to achieve a triple advantage: an independent connectivity, a Cloud interface for the remote control, and a certified Industry 4.0 system.

CIAM's technological know-how focuses on providing solutions which, as well as adding new features, have the ability to increase and simplify the performance of professionals who choose its refrigeration systems. An attitude perfectly represented by the brand's latest technological innovation: CIAM Connect, the integrated solution for remotely monitoring and managing all the functions of the refrigerator. -

CIAM Connect is an interactive solution designed to achieve a triple advantage," Malizia explains, "to have connectivity with a SIM card that is not linked to the local data network, to use a dedicated Cloud interface to interact with the machine, downloading operating graphs, monitoring alarms and product performance, and to have a system that is certified to take advantage of the 50% tax credit provided by the National Industry 4.0 Plan.

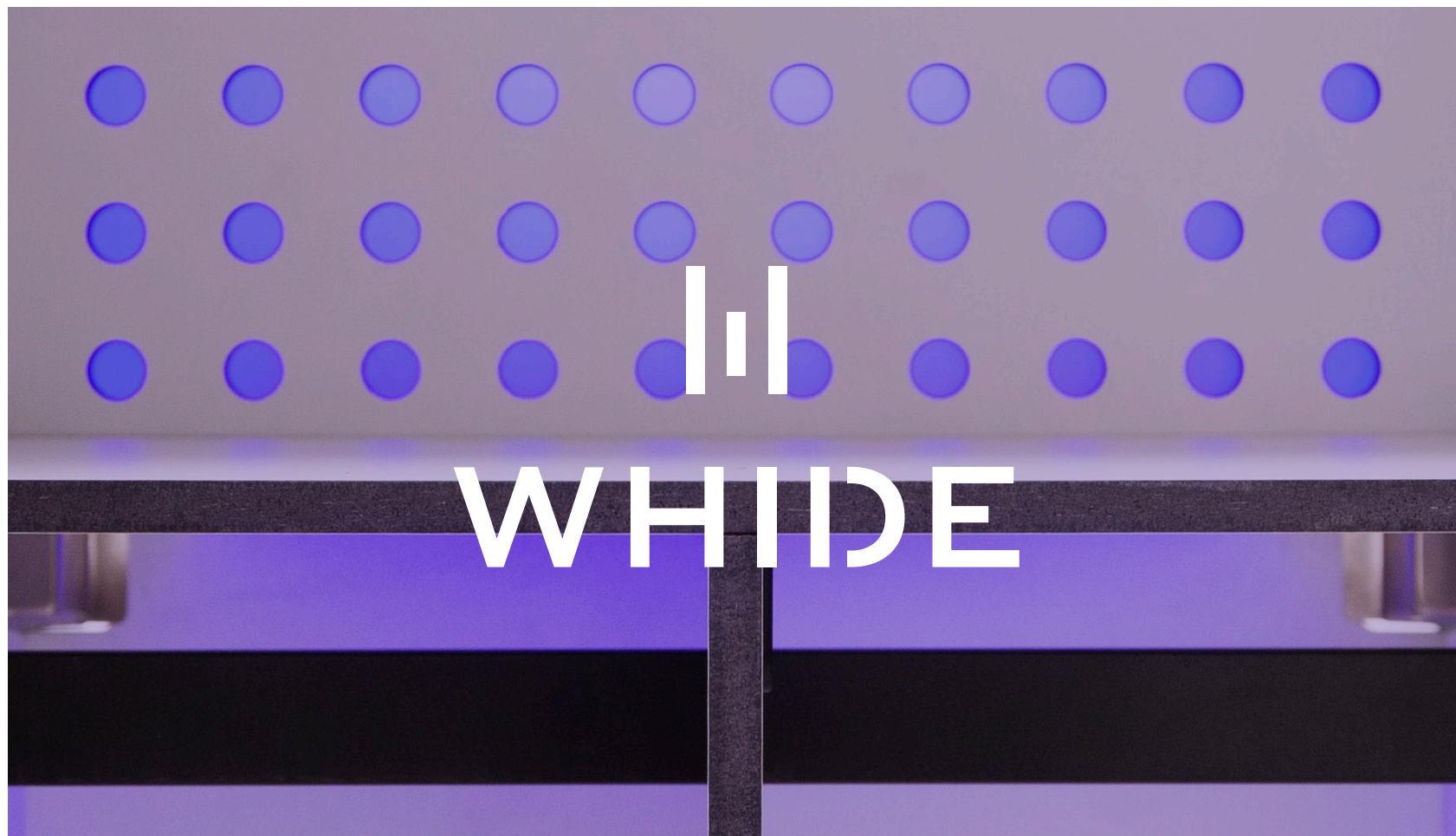
Walking through the company's showroom, among the products, systems and innovative technologies that CIAM has been able to create over the years, it is as if a stream of ideas, creative thoughts and intuitions were flowing through you, forming a common heritage, a collective identity: this is CIAM's DNA.





# WHIDE

Design: Fabrizio Milesi / Whide



Instinct, ability to see beyond and creativity: these are the most important component of experimental research focused on technological innovation, especially in the field of security. Whide is the start-up that was born from a collaboration that combines outstanding scientific backgrounds and design professionals of made in Italy. People, first and foremost, who combine the experience they have gained in their field

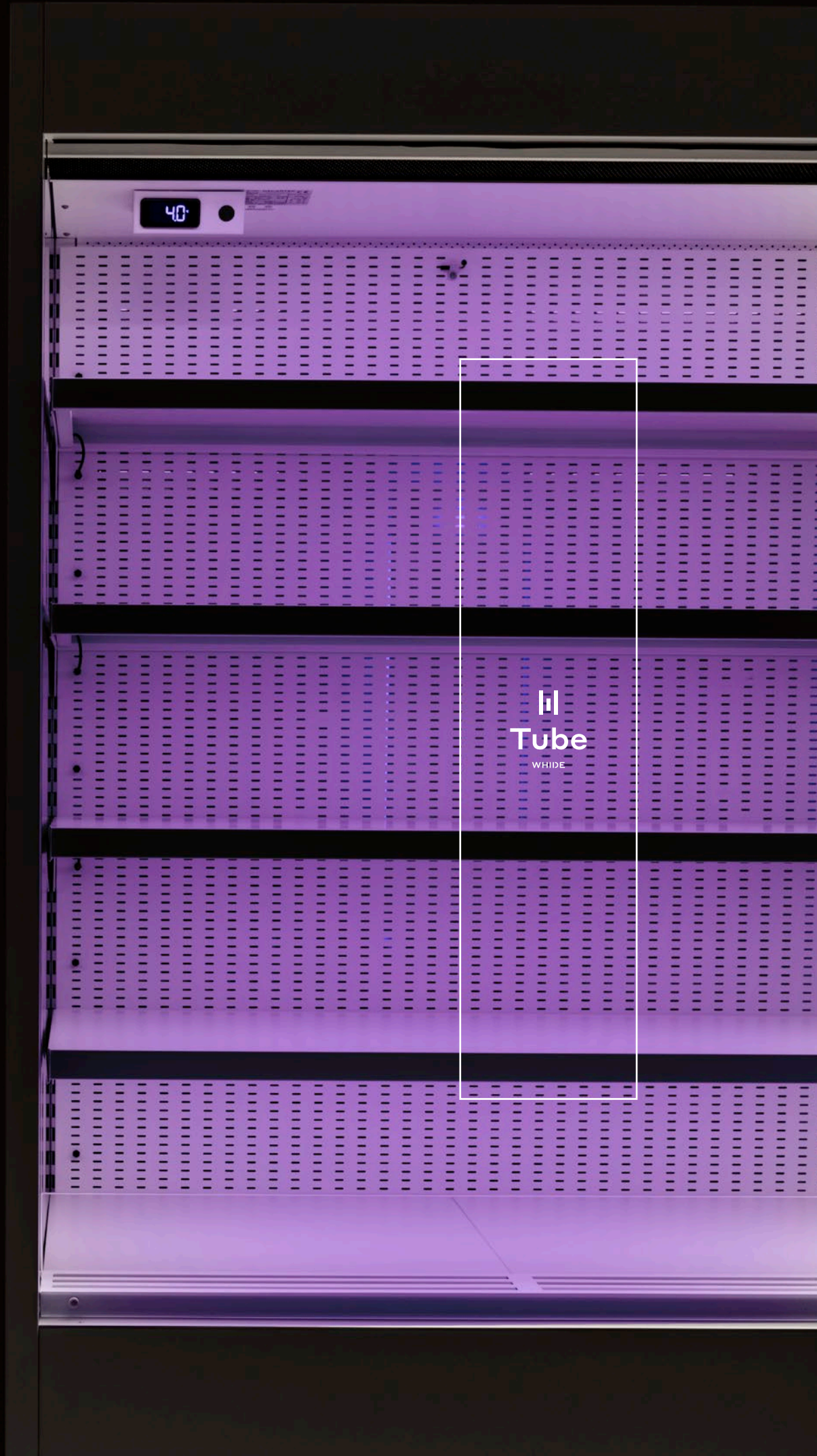
to overcome the limitations of the current times and build revolutionary protection devices. Whide, with the ambitious mission of reducing inter-personal distances expanded by the recent historical period, creates technological solutions in order to restore and evolve spaces for Ho.Re.Ca, retail, sport, wellness, industrial, medical and private activities.

Instinct, ability to see beyond and creativity: these are the most important component of experimental research focused on technological innovation, especially in the field of security.

# TUBE

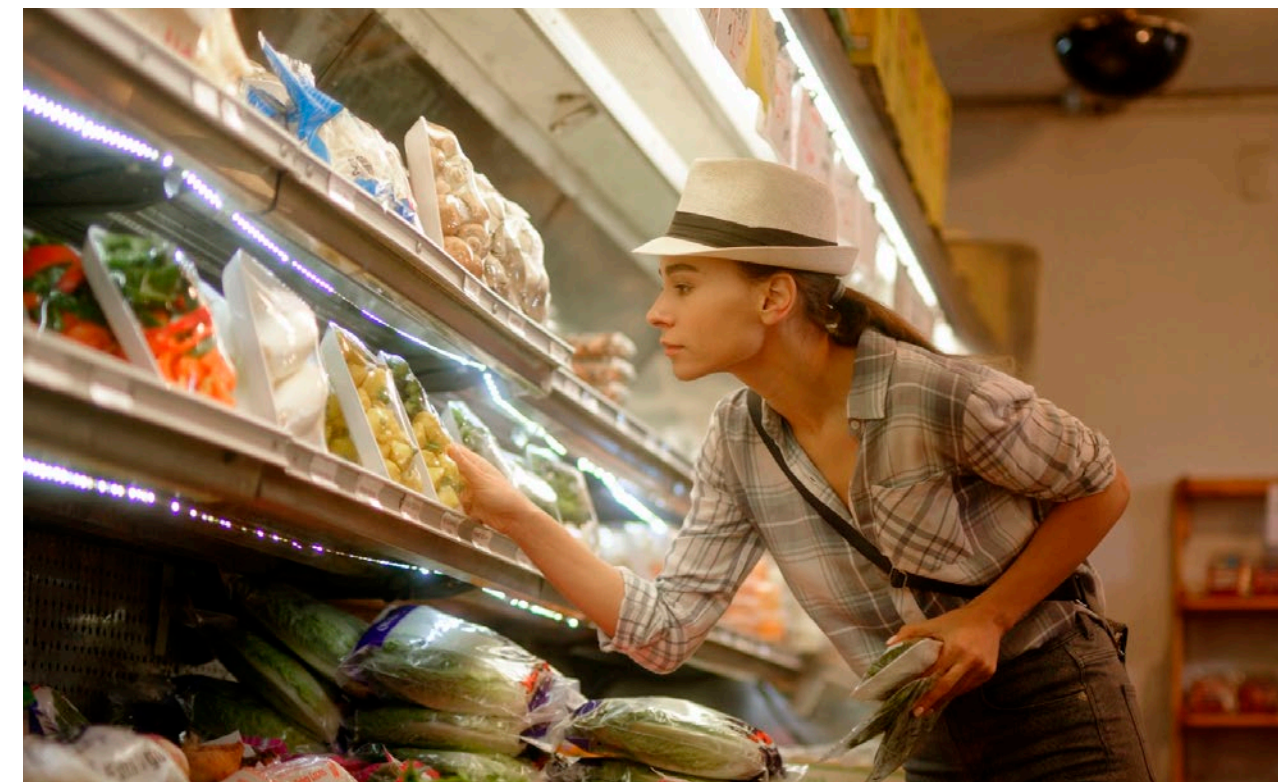




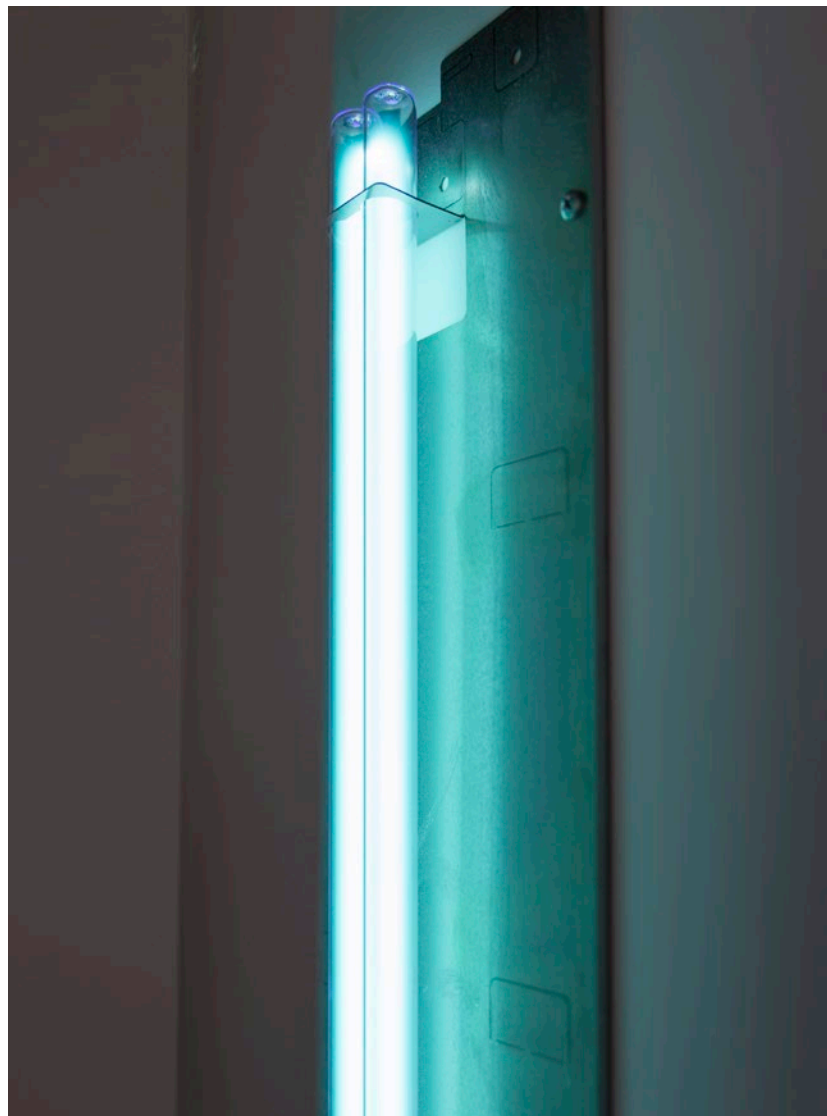
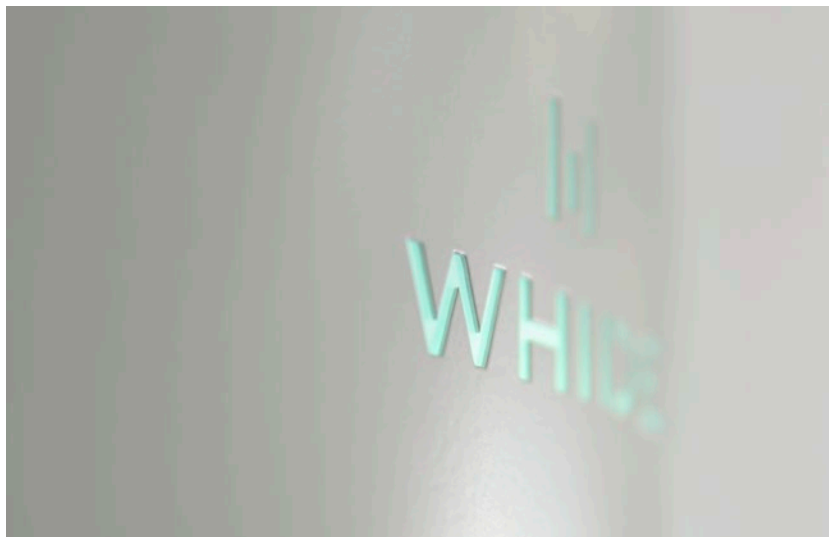


Tube is a patented plug&play device that is applied in professional refrigerators with air-blown refrigeration system and sanitises the internal surfaces and those of stored products through a germicidal action that is up to 99% effective against micro-organisms such as viruses, mould and bacteria.

CIAM, which has been investing in sustainable innovation for years, supports this young and solid business which has already launched two products with innovative features on the market: Tube and Homy. Tube is a patented plug&play device that is applied in professional refrigerators with air-blown refrigeration system and sanitises the internal surfaces and those of stored products through a germicidal action that is up to 99% effective against micro-organisms such as viruses, mould and bacteria. An element of technological avant-garde that adds new functions to the CIAM refrigeration systems, with three different sizes to best adapt to the display cabinets. The performance of Tube is recognised and certified by tests carried out in the accredited laboratory in compliance with UNI EN ISO CEI/IEC 17025:2005. Tube therefore represents a technological beacon for an exposed sector such as the Ho.Re.Ca., increasing the safety of social and food&beverage consumption spaces.







Homy is a patented technological furniture for sanitising the clothes and personal effects inside.

White has also developed a solution for other areas with a high risk of contamination, such as hospitals, clinics, pharmacies, companies, gyms, swimming pools, wellness centres and private homes: Homy is a patented technological furniture for sanitising the clothes and personal effects inside. Thanks to the integration of the two LED UVC and ozone cycle systems, the cabinet carries out a preventive action against harmful micro-organisms while keeping the focus on environmental impact with a totally ecological operation. UNI EN ISO CEI/IEC 17025:2005 certification attests to the functionality of Homy technology, crowned by an exclusive design and extreme flexibility of customisation. White represents the realisation of CIAM's innovative thinking: a drive that makes possible to evolve and overcome apparently insurmountable obstacles, combining technical and creative skills without ever losing sight of sustainability.





# Alessio Sfora

R&D Engineer



## Made in CIAM product: contemporary, functional, open.

The creation and development of each of our product have to guarantee three important aspects: style, innovation and integration. By style I mean the expression of the character that has always defined our company: a product having an attractive design, a strong attention to functionality and, therefore, to the specific requirements of market. In addition, it has to be flexible or, as we define it, “open”, so that it naturally lends to customization. When I talk about innovation I talk about our lifeblood: we have always been pioneers in introducing technological and design solutions

in our sector, and this is because we are great observers, and I admit that sometimes we are also inspired by other production sectors, which in some aspects, are more innovative than HO.RE.CA sector. Finally, the CIAM product has to perfectly integrate with the production structure, which has always been focused on self-sufficiency, meaning that it prefers to make as many parts as possible by using in-house skills, which leads to an increase of overall quality of the finished product.

## The production process: a dialogue based on direct experience.

I refer to the concept of integration: in order to best guarantee this, the company has invested in research and development, creating an autonomous working group with a production area dedicated exclusively to the prototyping and industrialisation of products, using specific equipment for this purpose. Furthermore, I would like to point out that all design is carried out internally: for us, a designer must have "lived" the company, otherwise he or she would not be able to perceive what a CIAM product must have in order to offer a competitive advantage on the market, and must also know the history of our

products, fully embracing the company philosophy. For the success of a good project, dialogue and communication with all the production areas is essential: this is why we usually spend a lot of time in the briefing phase, very often involving the operators responsible for manufacturing and assembling the components. In the final phase, it is the R&D team that makes the decisions, but not before analysing all the available information: we believe that this process is essential to grasp the details that can make the difference.

## CIAM challenges: technological innovation, prototyping, testing.

At the basis of a new project there is always the desire to innovate and improve, it is part of our DNA. Innovation is often radical, and we are not afraid of debunking design concepts that have always been used and replacing them with others that have never been used in our sector: these are the challenges that fascinate us. The CIAM management has always been encouraging this approach and all this allows us to work peacefully. As already mentioned, many resources are spent studying the production aspect of the components, all the phases must be perfectly integrated into the company's manufacturing structure and to achieve this it is necessary to establish a close link between design and prototyping: every new technical

solution and every new product is prototyped in order to analyse and improve its advantages and disadvantages. In this phase, in addition to our best technicians, we also rely on the advice of international experts in the HO.RE.CA. sector, who are also our customers. The testing phase is crucial before the project is released: nothing can be left to chance and our activities focus mainly on the performance, functionality, durability and handling of the product. This last aspect may seem a trivial matter, but exporting all over the world, and often in very different contexts, requires to facilitate installation operations in order to preserve the integrity of the product.

## The future according to CIAM: constantly evolving excellence.

We can only continue to imagine our product as a concentrate of design and technology, but above all it must be able to prove the absolute excellence that distinguishes us and that the market recognises, placing us in a high market segment. This recognition must not represent a point of arrival, but a boost to constantly improve and innovate. Unquestionable testimonials of this attitude are some of the latest projects we have developed, which are worthy of further discussion.

### Certification 4.0

CIAM Connect is the latest project developed to guarantee our customers access to the benefits provided by the National Plan for Industry 4.0, but that's not all, our platform allows worldwide connectivity of all our devices as well as remote control with smartphones and tablets, via a dedicated Cloud portal, of all the functions of the refrigeration unit. If the customer requires it, he can also access a premium service that allows our Customer Service to promptly assist in the event of a malfunction.

### Multix

This is an intelligent refrigeration system that eliminates electrical resistances, replacing the heat generator with hot gas injections, thus reducing fluctuations in temperature and humidity curves and avoiding sudden changes that could damage the product displayed. In addition, there is a 40% energy saving compared to traditional systems.

### Automation

We have developed and patented a range of products equipped with automatisms for accessing to the refrigerated product, both self-service and serve-over, avoiding contact by the operator and the customer with the surfaces of the display case; the range will soon be extended, given the particular healthcare context we are experiencing, which forces us to avoid as much as possible contact with the surfaces of commercial premises and therefore also of our showcases.

### Nofog system

A revolutionary low voltage glass anti-fogging system, also patented, which involves the use of pyrolytic glass 8mm thick, completely transparent and without visible resistances to obtain the effect of a standard glass case even in the case of hot glass.

### Sustainability and energy saving

In the past years, the energy efficiency of refrigeration systems has become a very sensitive issue that CIAM is proudly and successfully facing: for us, protecting and safeguarding the environment is an essential duty. It is no coincidence that we have introduced an absolutely innovative eco-friendly insulation system into our production process. In addition, we are continuing to expand our range of plug-in products that use ecological zero-emission gases such as R290.



# PECCATO

Designer: CIAM Lab / Year: 2020



At the management of Pasticceria Peccato di Gola, in Fondo, in the province of Trento, Diego Verber creates products ranging from traditional biscuits to festive leavened products, from cakes to mignons and ice creams during the warmer months. The pastry chef describes himself as fussy, but is aware of how much precision, dedication and perseverance his work requires. In order to meet the needs of today's professionals, CIAM has patented a revolutionary technology designed to be the perfect support in the production of excellence: Multix. The intelligent refrigeration system has been developed in collaboration with Gelsystem and allows considerable energy savings and management simplification. Multix technology can be applied to CIAM's 6040 showcases. This system allows to combine different working areas within the same showcase, it facilitates and digitalises the functionality of the showcases and adds the possibility of remote control, increasing the security of the activity throughout the process.

# DI GOLA



## Technology at the service of excellence



The touch screen is the quick and intuitive interface for constant electronic monitoring of temperature and humidity, so you can reach new heights of quality with the products stored inside. Thanks to inverter technology and control software that eliminates electrical resistances by replacing the heat generator with hot gas injections, fluctuations are reduced to a minimum. This is why Verber chose Multix in the renewal of Peccato di Gola. The pastry chef says he looked for a display case that would respect the characteristics of the product, in order to guarantee constant quality from morning to night, and that he found the perfect ally in the technology developed by CIAM and Gelsystem. Chocolate does not become opaque or condense, the characteristics of the mignons remain perfect all day long, the icings are brilliant, and the pastry and puff pastry maintain their crispness and fragrance.



“I looked for a display case that would respect the characteristics of the product, in order to guarantee constant quality from morning to night, I found the perfect ally in the technology developed by CIAM and Gelsystem.”







Peccato di Gola is yet another confirmation of CIAM's R&D CIAM capabilities, which find new ways and innovative technologies to provide concrete support to the professionals of today and tomorrow.

CIAM collaborated with Tecnohotel s.a.s. on the internal design of Peccato di Gola, creating an elegant and contemporary space without sacrificing liveability and human warmth. The furnishing is composed of the pastry display case model 6040 TS, mm.2600 with Multix technology, and the totally refrigerated display case model Tortuga 3 mm.2000 h.1350 with 3 intermediate shelves adjustable in height. The interiors are in powder-coated steel in the colour Black RAL9005 and the service top of the 6040 display case is in Florim Nero Marquina, as are the front and cash desk panelling of the display cases, which are equipped for remote assistance in accordance with standard 4.0. The showcases were supplied pre-arranged for remote assistance according to the 4.0 standard. The neutral back counter of the Standard Line has been customised by powder-coating the closing doors, the trash hopper, the open compartment and the service top in Florim Nero Marquina RAL9005. Perfection in maintaining the characteristics of the products, care for the design of the display and of the showcase itself with the wide range of customised possibilities by CIAM, but also a fundamental economic advantage: the constant regulation of Multix in fact allows an energy saving of 40% compared to traditional systems, cutting 50 kWh per month per showcase. Peccato di Gola is yet another confirmation of CIAM's Research and Development capabilities, which find new ways and innovative technologies to provide concrete support to the professionals of today and tomorrow.





I AM

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I AM is the periodical exploring the world from CIAM's perspective. It is a wide open eye on technology, art and culture, and also a living space aiming to create new ground for innovation. We like to think about it as a room to get closer and deeper inside the brand, by looking at what is around us.