Letter from the Chairman

For the first time in its long history Carimali is faced with the drafting of its social report, a document of extreme importance, through which the company aims to recount and disseminate its results, activities and goals.

2013 was a successful year; from an economic and financial perspective we reached exceptional targets which have further consolidated the presence of our machinery throughout the world. We also obtained prestigious awards in the area of Social Accountability. This is why we wish to share the activities that the company has decided to undertake in recent years, focusing more and more on a responsible and sustainable growth.

This document is divided into three distinct sections, for which significant results were achieved that deserve to be disseminated and explained.

In the first part, called Corporate Identity, we present our company and outline the history which formed the company. The middle part instead focuses on Corporate Social Responsibility, the continuous commitment of the company in the management of issues of social and ethical impact which has resulted in obtaining the SA 8000 certification, a recognition that few companies in the world can claim to possess. Finally, the third part documents the care and respect that the company places on the environment, together with the various projects for the energy efficiencies which characterize our products.

We have tried to put together the most significant data, that which shows our strong commitment to sustainable development. A continuous responsibility, which the company also wants to cultivate in the future, in order to be a real point of reference for all its stakeholders.

Mr. Andrea Doglioni Majer, Engineer Chairman & CEO of Carimali S.p.A.
Carimali SpA

Board of directors
Chairman
Andrea Doglioni Majer

Directors
Francesca De Giorgi
Maurizio Boffelli

Board of Statutory Auditors
Chairman
Massimo Salvi

Statutory auditors
Roberto Frigerio
Tommaso Zambetti

Composition of the Group

CARIMALI HOLDING

CARIMALI SPA
Company founded in 1919
Chignolo d’Isola, Italy

CARIMALI SERVICES
Company founded in 2012
Chignolo d’Isola, Italy

CARIMALI CATERING EQUIPMENT CO.LTD
Company founded in 2013
Suzhou, China
Company

For 95 years Carimali has been dedicated to the production and worldwide export of professional coffee machines. It is one of the few companies in the world that can provide an extensive and complete range of traditional and fully automatic machines, together with a wide range of ancillary equipment specially designed to provide excellent performance of the machines. Since 1919, it has been producing and distributing its coffee machines in over 70 countries through two product lines: the Carimali product line was created together with the company and embodies the spirit of tradition, history and innovation; the Macco line is synonymous with customization and identifies flexibility in meeting the most sophisticated needs of customers.

The passion for innovation and a willingness to satisfy the needs of its customers has enabled the company to establish itself as an industry leader worldwide.

General information

Head office: Via Industriale, 1
24040 Chignolo d’Isola (BG) - Italy
Tel: +39 035 4949555
Mail: carimali@carimali.com
Website: carimali.com

Annual turnover

- 2009: €25,000,000
- 2010: €30,000,000
- 2011: €35,000,000
- 2012: €40,000,000
- 2013: €45,000,000
History

1919
The company was founded in Milan by Angelo Carimali and was located in Via Ripa Ticinese. After the end of the First World War, at the age of 31, Mr. Carimali decided to fully dedicate himself to the company, which in the early years was made up of a staff of 10 people.

1932
The company moved to Via Giambellino, 84 in Milan. Carimali produced the first coffee machines having vertical boilers and gas heating. The approximate price of the first machine was Lire 2,050.

1940
Carimali developed its first horizontal Liberty-style machines. From a simple workshop, Carimali became a real corporation.

1943
The company grew and moved to Via Forze Armate, 320 in Milan. In 1945, Athos Carimali, Angelo’s son, returned from the war and took over the management of the company. Athos Carimali gave the first impetus to the production and trade of the coffee machine, an equipment still unknown at that time all over the world. At the end of the 40’s the company had 60 employees.

1950
In this period we saw the beginning of the espresso era together with the first lever machines. It is at this time that we saw for the first time espresso covered with a layer of cream on top. The company exported more and more coffee machines abroad: Carimali became synonymous with reliability and quality.

1960
Carimali was among the first companies in the world to believe in and focus on fully automatic coffee machines: 1965 saw the creation of Vega, characterised by a 3 litre coffee boiler and a 3000W power output. In 1969 the company was purchased by Mr. Marco Taddei.

1970
The company moved to Valbrembo, Bergamo. During this time the company not only developed traditional and fully automatic coffee machines, but it also extended its range by producing a series of ancillary equipment such as grinders, choco dispensers and small grill ovens.
Carimali and Macco coffee machines were now being distributed worldwide: the company exported more than 95% of its products. At the end of the decade the range of fully automatic machines Armonia and MX-3 were launched on the market, which even today represent a certainty for customers.

Carimali focused more and more on the super automatic machines by investing in Research and Development in order to bring in constant technological innovations to its machines. During this time the F’ Family was created, a comprehensive range of machines with one or two coffee groups and grinders, which for many years was the best seller among the Carimali super automatic machines.

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A new company, Carimali Services, was set up and the Carimali Children company crèche was opened. Carimali Catering Equipment Co. Ltd was also set up this year located in Suzhou, a town to the west of Shanghai. The production department covered an area of approximately 2,000 m² and started production at the beginning of 2014.

Andrea Doglioni Majer joined the company. In 2010 he became Chairman and CEO of the company and he focused more and more on the constant development of innovative products, characterised by an elegant and modern design. In 2012 the company expanded its production department by purchasing an adjoining portion of the warehouse.
Company values

Innovation

Quality

Dynamism

Entrepreneurship

Customisation
Mission

Since 1919 the company’s mission has been to contribute to the worldwide development of the Italian coffee culture by respecting the traditions of the international markets in which it operates, by offering innovative, state-of-the-art traditional and super automatic coffee machines, while at the same time assuring the highest quality products and manufacturing processes.

Carimali believes in strong relationships, based on sharing long-term goals with their employees, customers and suppliers.

Trade associations and product certifications

The company deals with the most important organizations in the field and those related to coffee quality and culture:

- **ASSOFOODTEC**
  It represents the companies that over the years have built a successful example of “Made in Italy” and technological excellence.

- **HKI**
  It represents the interests of European coffee machine manufacturers and it provides them with updated information on the latest regulations on food sector equipment.

- **SCAA**
  This association promotes the quality and culture of coffee and coffee-based drinks in America.

Carimali machines have the main product certifications that are recognised at an international level:
Carimali is a highly export-oriented company: it currently exports more than 95% of its machines all over the world, thanks to a trusted network of distributors which through the years decided to follow and share the company philosophy, where quality and the constant search for excellence in the products and services offered are always put first. The organisation of training sessions either in house or at the distributors’ offices to better explain the features and operation of its products is an ongoing commitment that Carimali offers to its customers.
In-house research and development

The commitment that Carimali has put, and continues to put, into its product research and development is the foundation for its future success. The energy and resources invested in this field are designed to increase its competitiveness and ability to distinguish itself from its competitors. Doing so will guarantee the company’s sustainability, i.e. its ability to remain competitive on the market.

More than 10% of the company workforce is dedicated to new product research and development. On the one hand this provides the opportunity to focus on new products and solutions, and on the other hand it provides the human resources necessary for the continuous improvement of existing products.

Continuous innovation combined with expertise and the constant monitoring of performance are the best guarantees for customer satisfaction.

The challenge initiated in the technology area is an attempt to apply the concept of Lean Thinking also to the design phase. “Lean thinking” is undoubtedly an effective response to the problem of competitiveness and a company that wants to be more competitive on the market simply cannot fail to use its methodology and tools in the area that is perhaps the most important: design.

Every day we are faced with development times which are too long compared to what is required by the market and product costs that are too high compared to the competition. How do you apply the concept of Lean Thinking to Carimali design?

By the elimination of non-value activities and by increasing efficiency guaranteed by a knowledge-based approach. By being aware that the more information is exchanged, the more this is productive, thus abandoning the old idea that there is only a single repository of knowledge.

During 2013, 2 patents applications were filed and during Host trade show the company was awarded the “Smart Label” for innovation.
Carimali’s social accountability

In 2013 the company decided to set up a company crèche called Carimali Children, which has been fully operational from September of that year. The idea of the crèche came from the company’s objective to provide a real support to their employees, by consistently focusing on their needs and improving the quality of life in the company, which was made easier for employees returning to work happier and sooner after maternity leave.

In addition to subsidised crèche fees for employees, the crèche operates flexible hours, which were designed to cover all working hours, and travel has been optimised thanks to the same company-crèche location.

The company wants to be active and present in the local territory. Carimali Children therefore provides a service which is also accessible to the families of Chignolo d’Isola and of the surrounding villages of Bergamo. The facility covers approximately 200m² and is adjacent to the head office, and cares for children from 6 months to 3 years of age.

The space is designed to express familiarity to both children and parents, to reassure and encourage learning and independence. The organisation, the differentiation of spaces and the care in the choice of furnishings are an integral part of the design.