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ivars|Magazine





# Looking to the future towards important new goals.

**“Working together to face the challenges of a *World* that has suddenly changed!”**

In recent months, the emergency caused by Covid19 has brought about *significant changes to the international market structures.*

In this complex scenario, the lockdown forced many businesses to halt production not strictly related to essential services.

At **Ivars**, for some weeks we chose to work as effectively as we could to ensure we were able to provide

maximum support to our customers, in particular those operating in essential sectors. We did this without considering our internal financial costs.

Other weeks, we felt compelled to voluntarily close our production sites to protect all of you, the Men and Women of Ivars.

Subsequently, our desire to recommence stronger than before spurred us to **look to the future, towards new important goals.**

So, we continue to place our expertise, solid foundations and production capacity **at your service to meet all your requests and anticipate new market needs.**

**We want to remain your favoured partner** and we would like to thank you for continuing to choose us, despite these complex times and the inevitable delays they have caused. The ultimate goal of each and every decision we make is always **centred around assuring your business success.**

Carlo Ebenestelli  
**Ivars SpA President.**



Over these last few months, **we have been investing to grow further**, coherently and wisely, so that we can be even more responsive to a scenario that is likely to undergo more sudden changes. As you know, we actively responded to the **growing need for enhanced hygiene and “social distancing”**, in order to reduce the spread of the Covid19 pandemic. We did this in a number of ways. First, we tested the **potential to easily clean and sanitise all our seats with plastics at sight and in mesh** without damaging the materials. Second, we studied the possibility of **adding chemical antibacterial additives** directly into the production process of our plastic components; and, as a result, we launched **Cary, the first antibacterial chair**. Finally, **despite hugely challenging time pressures**, we were able to guarantee a large supply of **College kits, the model developed for Educational environments that ensures social distancing and hygiene**. We did this to support our customers in the Italian market who got orders to supply this innovative chair to schools. For this purpose, we **significantly increased our production capacity** and capitalised on **synergies with subsidiaries or associated companies; and first**



among these was **Brado**. **These strategic choices allow us to be now ready to provide you with first-rate support and face major new challenges**.

But our commitment does not stop here. We are continuously monitoring the **rapid social and cultural changes** taking place, and we predict with some certainty that they will lead to **new habits regarding also the use of seating components in different environments**. **Versatility** has always been one of our greatest strengths. And this is already allowing us to respond to the **evident shift towards home office,**

a trend which is potentially set to grow in the coming months. **College, Marilyn and Cary** are recent examples of our **versatile and innovative seating solutions**.

**Research, Innovation, Group Synergies, Production Capacity and Versatility:** these are just some of the **distinctive advantages** we offer **you every day... thanks for continuing to choose us!**

Carlo Ebenestelli  
Ivars SpA President.





# The College “case study”:

An important test of strength  
for **IVARS TEAM!**



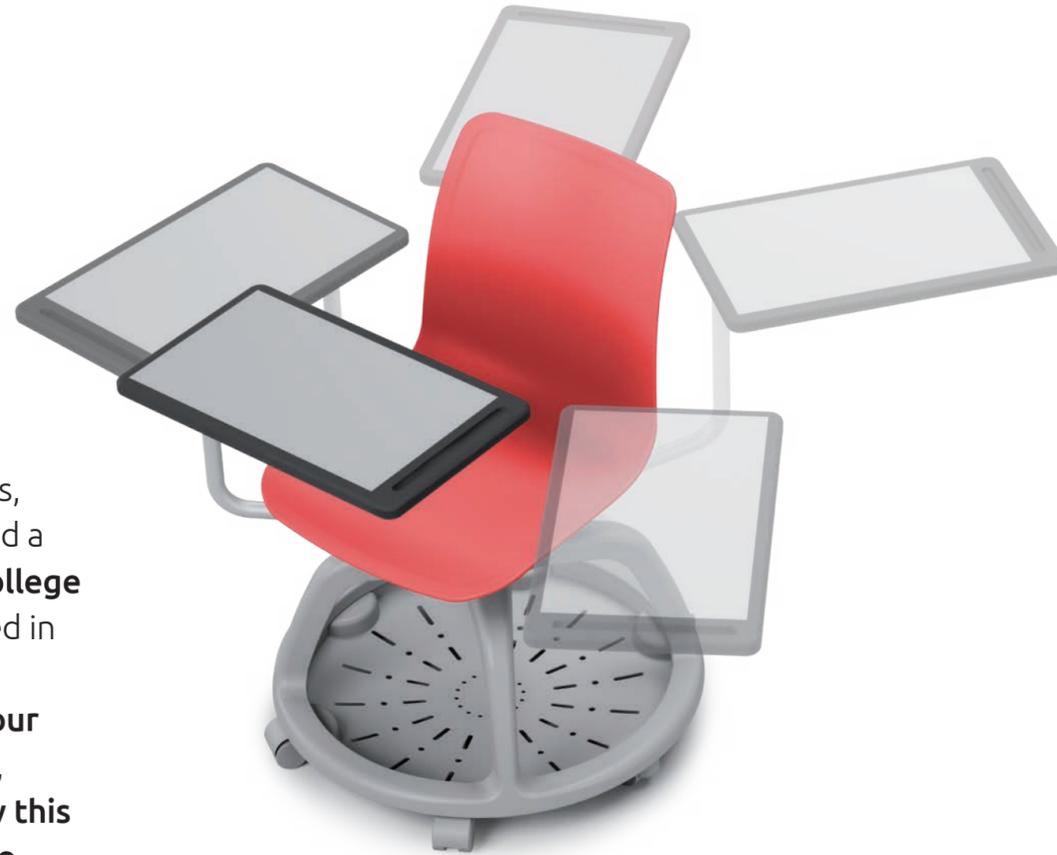
In the last few days, we have completed a **huge supply of College kits** that we started in August in order to support **some of our Italian customers**, who had to **supply this innovative chair to Schools**.

To ensure we could **meet the tight deadlines for the orders**, we chose to **reorganise our production strategy, both internally and within the Group**.

This resulted in us creating the conditions to produce **nearly 200,000 College kits in various configurations in just three months-time, a total of over 2 million components**.

We achieved this result thanks to our decision to **invest in the creation of new moulds**, which enabled us to immediately **double our production capacity**, but also by intensifying **the partnership with our sister company Brado**.

At the same time, we revised



our **organisational structure**, so that we could dedicate a specific production line to the School order, both in **Ivars** and **Brado**.

Moreover, we **took steps to swiftly adapt the College product's specifications**, including **customising it** where necessary to assure it complied with the **strict criteria set out in the national tender** that our customers had won. **Our flexibility** enabled us to **promptly respond**, both ensuring we could **meet the deadlines** and produce the huge quantities of required **components**, but also guaranteeing **the development of a College product with specific features**.

We are also proud of the **logistics and production management strategy** we implemented to provide regular and timely workflow in the supply of plastic and metal components as well as in the delivery of these College kits.

Key element for **the success** of this exceptional "operation" was undoubtedly the work of all the **Men and Women in Ivars**. The teamwork made this great achievement possible. And at the same time, this experience made us now ready to tackle **major new challenges** also on an **international level**.

We therefore wish to thank all those who has contributed to this success.

Our particular thanks go to those who have been on the front line, namely: **Andrea Balletta** for the **procurement of raw materials** and **Giuliano Bertelli** for the **supply of metal components**, **Michele Stagnoli** for **quality certification** and **Daide Folchini** for the complex work within the technical

department. **Claudio Guerra** for **production coordination and planning** and finally **Cristian Quarenghi** for the complex **operational management of the orders** received from the various customers.

**The College "case study"** has been

for us an **important example of corporate synergy, reliability, productive power, organisational capacity, along with the effective harnessing of group complementary skills**; and as such it testifies the **potential** that we can place **at your service** every day.



*We are committed to offering you the full benefits of **our added value** to be **your partner par excellence... always!***

**COLLEGE**  
swivel w/storage basket version





# Our watchword: Versatility.

**MARILYN**  
high swivel & low 4 star base version



**Versatility:**  
always one of our main strengths  
at your service!

For more than 70 years we have been operating skilfully and reliably in order to be your **partner par excellence** on the international market, focusing on the development of furniture solutions for **Office, Contract, Community and Home environments.**

We are committed to **offering** you not just mere components but **versatile, innovative and functional proposals that can help to improve everyday life:** this is the central goal of **our vision** which places first **Man at the Centre.**

This philosophy mirrors our increasingly strategic and effective response to current market demands, ensuring we are able

to anticipate future requirements through an ongoing analysis of each sector's needs, coupled with a constant in-depth research into future colour trends and ergonomics.

Our latest range of seating products embodies all of this perfectly: **College, Marilyn** and **Cary** are very good examples of **versatile solutions**, superbly designed and highly innovative.

Indeed, **College** shell, originally created for educational environments with its distinctive structure and storage basket, can also be combined with several frame types: 4-legs metal frame, cantilever or wire frame, and lastly the new 4-legs wooden frame. It is thus the ideal solution for furnishing **Contract, Community, Home and Office** environments in addition to classrooms. Available in **6 different colours**, it is suitable for even more varied furnishing projects too.

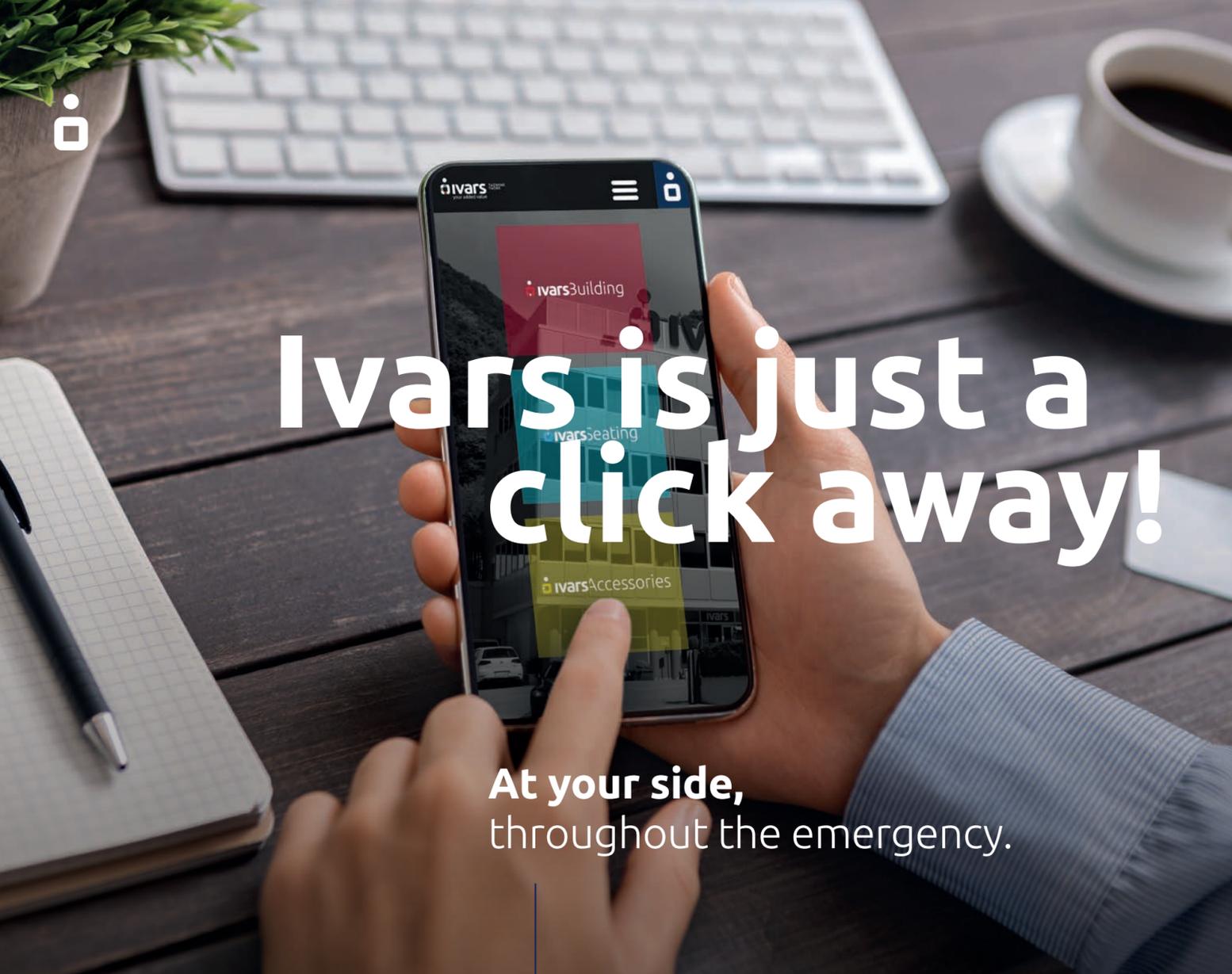
Among our latest products, **Cary** and **Marilyn** are the other two main examples of versatile and functional chairs. **Cary is an office desk chair that we have reinterpreted** for furnishing **community areas**, such as laboratories, waiting rooms and **working environments** (especially **start-ups**), as well as the **domestic settings** in response to the increasingly **phenomenon of home working.** **Cary** is made with materials easy to be **cleaned and sanitised** and it is **available in a specific antibacterial version.** What is more, you can also choose from **a range of different configurations:** swivel stool, classic swivel and 4-star base version.

Finally, we have **Marilyn** with its essential and well-refined design. This seating proposal is mainly aimed at furnishing more formal and elegant **Office Directional settings.** But it is also available in a **low backrest version** to give a touch of style to **Office Start Up** locations which are trendier-looking and less formal.

Despite being an extremely stylish model, **Marilyn** is indeed a pretty versatile solution that can be selected in **10 different configurations in a range of colours:** black with black mesh, white with grey mesh, white with black mesh among others. This means it is **also ideal for furnishing Home locations** and provides, as Cary, a perfect response to the new needs of **home working.**

In conclusion, our dedicated **configurator** for each model will allow you to explore **all the possible versions of College, Cary and Marilyn** and all of our other products too... We therefore invite you to visit the **"Create your chair" page** in the Seating section **on our website.**





# Ivars is just a click away!

At your side,  
throughout the emergency.

In recent months, the **Covid19 health emergency** has forced the whole world to **change many of its habits and working methods**.

While waiting for the international situation to return to some degree of normality, we have chosen both to **expand the use of our existing Ivars digital tools** and to **develop**

**new ones, thus increasing the possibilities to communicate** with you.

Our choices are guided by our commitment to ensuring **we are always at your side**, despite the current “physical limitations” imposed. We want to assist and promptly respond to your **specific needs**, by using tools that allow us to **interact continuously with you and optimise our service**.

Our desire is to ensure we provide you with an ample and uninterrupted flow of information. To this end, firstly we have improved and strengthened the tools you are already familiar with. This means we are constantly **updating Ivars website with news and information about our offers, publishing periodic newsletters as well as enhancing our LinkedIn, Instagram and Facebook social media feeds**. Then **we have also designed new tools to streamline communication**.

For example, we created our **configurators**, to allow you to explore the possible versions available for our **Ivars models** and choose in real time the combination of components that **best suit your needs**. In this way you can send your **selected configuration** directly to our sales department and demand for a specific offer.

But our commitment does not stop here. One of the most **important news coming** in the following months will be **My Ivars** portal developed for virtually welcoming you to the **“Ivars House” with your own dedicated space**. Here, you will be able to consult **at any time** your order confirmations, invoices, transport documents and more besides. So, with just a simple click, everyone will **have access to**

**all their documents – updated, archived and always available.**

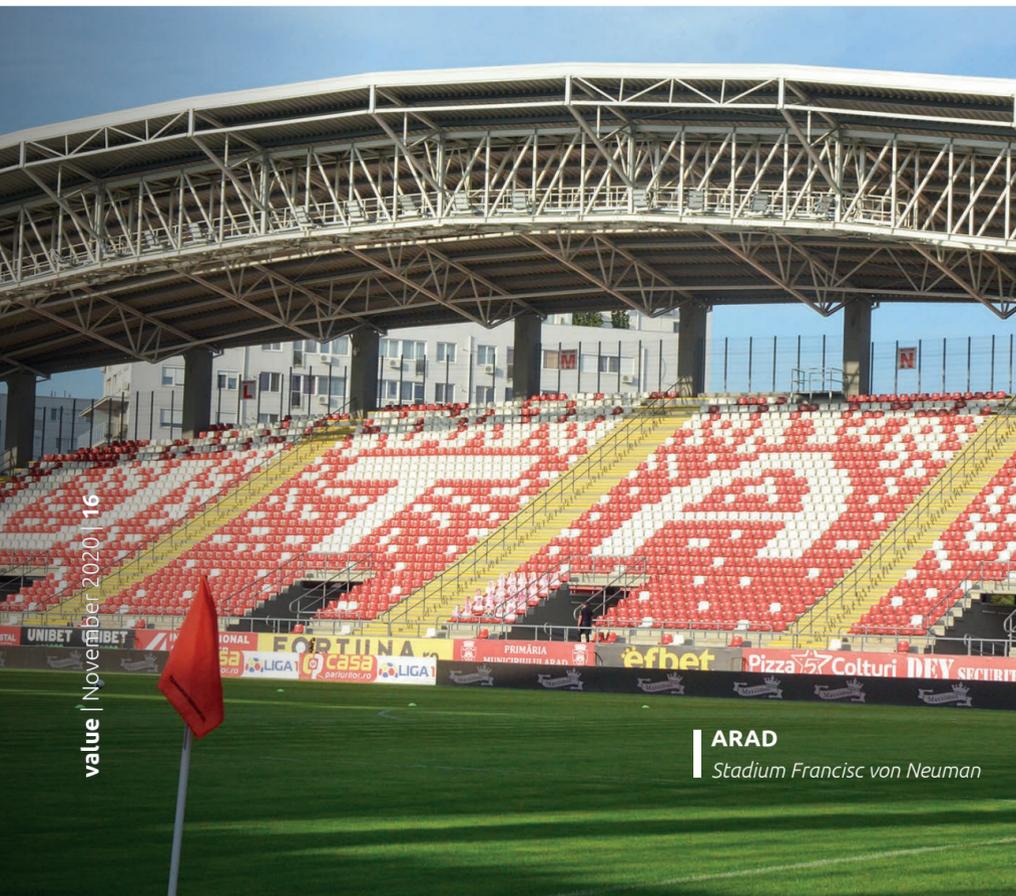
In the coming months we will keep you updated about the details of this major new project. In the meantime, come and meet us on **Ivars website!**





# Latest news from Ivars world.

**OMSI's  
latest great work.**



**ARAD**  
Stadium Francisc von Neuman

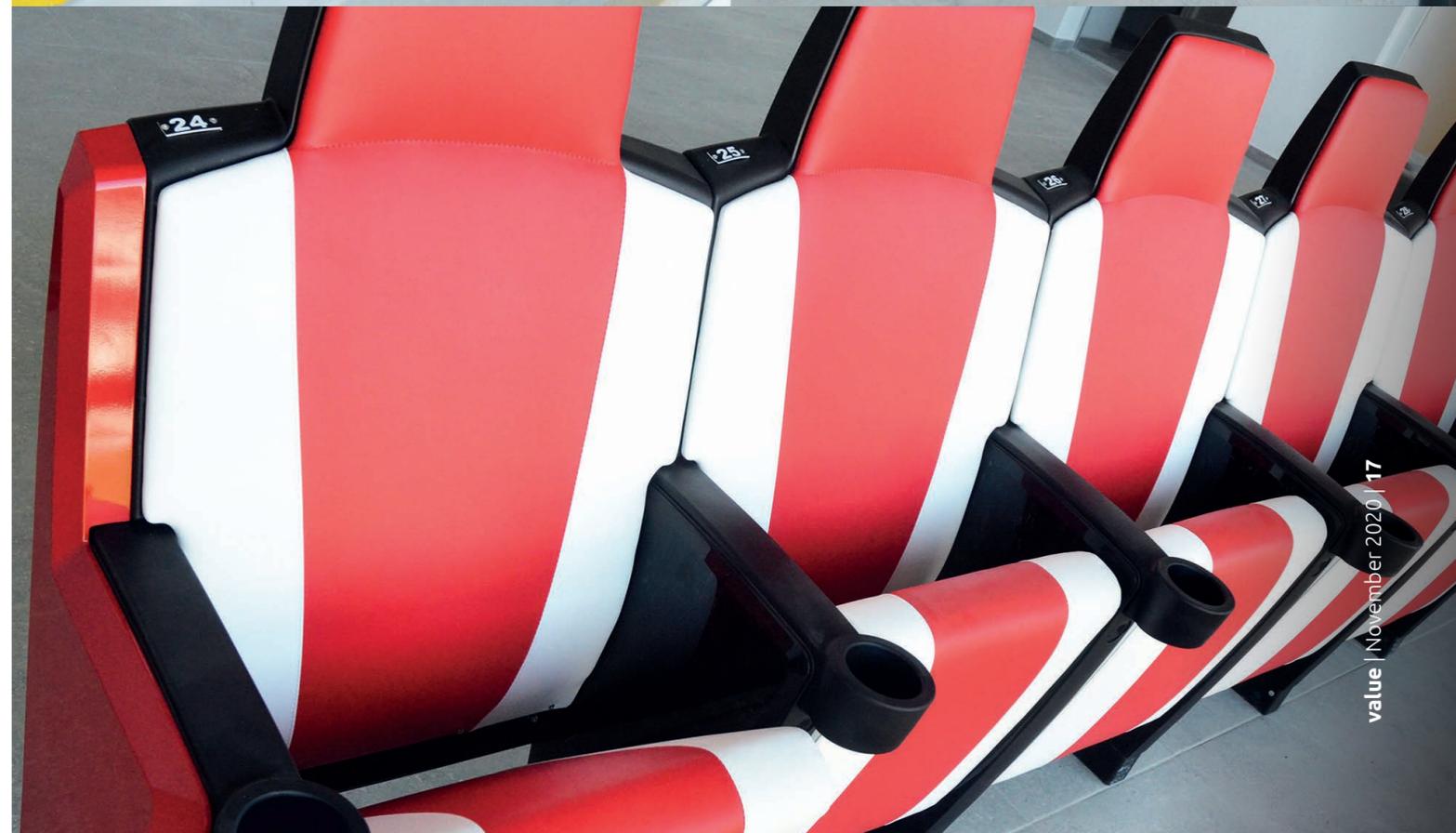
**OMSI, a company controlled by Ivars** and specialised in seats for sports facilities, has recently completed a very large new project in **Arad, Romania**.

The company was responsible for renovating the furniture of the **Francisc von Neuman Stadium in partnership** with **Fed Spiel Sport**.

**In record time, 13,000 tip-up seats** have been delivered and installed. And in the VIP area, **extra-luxury armchairs** have been placed: they feature a unique Italian design, thanks to the **collaboration between Omsi and** the world-famous **Pininfarina design House**. The stadium was inaugurated in **August 2020**.



**ARAD**  
Stadium Francisc von Neuman





## International Organization for Standardization

### ISO 14001 Certification.

Our final audit to obtain the **ISO 14001 Environmental Management Certification** is scheduled for December. The reason which lead us to undertake the process for getting this certification is consistent with our vision, namely achieving **improvements in environmental performance**. But this will also bring

about **organisational benefits and economic advantages** to ensure greater market competitiveness, thus increasing **our added value**. On the same date, we have also scheduled the audit for the renewal of our **ISO 45001** certification. Originally obtained last December, it deals with the correct management of health and safety of Ivars employees.

### CompoArredo, Italy Export Press Review.

In recent months, **Ivars**, by means of **its three divisions**, has been featured in various magazines and websites.

In particular, the **Seating Division** appeared in **the CompoArredo magazine (editions 95 and 96)**, as well as on **the staffedit.it website**, which is dedicated to the subcontracting and furniture components sectors.

Concerning our **Accessories Division**, both the organisation itself and its products, appeared on the new **Italy Export portal**, a world reference point for Italian manufacturing companies operating in the hardware, food and ho.re.ca sectors.

Finally, our **Building Division** and its **new 42 Lt mortar box** were featured on the **hardwareforum.org** website in the months of July, August and September.

#### → LinkedIn

To stay up to date with the **latest Ivars news**, visit our website and connect to the **Ivars SpA LinkedIn** page!



**ivars** TWINS NETWORK  
your added value

**CARY... AND THE SEAT BECOMES ANTIBACTERIAL!**

Cary is the first Ivars seat to also be produced in a version containing antibacterial chemical additives, which further enhance the sanitising advantages of all Ivars "plastics at sight" models.

Ivars: your added value...always!

To find out more, visit [Ivars.it](http://Ivars.it)

Cary has achieved ISO 22196:2011 certification

PLASTICS Cleanable | PLASTICS Sanitisable | PLASTICS Antibacterial

**ivars** TWINS NETWORK  
your added value

**MARILYN, THE CHAIR WITH A REFINED PERSONALITY**

A highly customisable chair with a distinctive, attractive design. Easy to clean and sanitise.

Marilyn is the new chair for Office and Home environments.

Find out more at [Ivars.it](http://Ivars.it)

EASY-TO-CLEAN PLASTICS AND MESH | SANITISABLE PLASTICS AND MESH

**Ivars** TWINS  
NETWORK

[www.ivars.it](http://www.ivars.it) | 

