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value

ivars|Magazine





An international vision is the base for the development.

Since 1947, when the twentyfour year old Giulio Pietro Ebenestelli founded IVARS, a vision has been leading the path. It was important to go further, to improve the present situation looking at the future. This is IVARS' approach, that defined each change and improvement during such a long time.

After seventy years IVARS is still looking at the future and is changing its image. IVARS decided to celebrate the seventy anniversary with a new logo, able to underline the most important value

for the company: **people** are the center of business.

This means for IVARS to have a worldwide market to work with. The job dedicated to develop the new logo took into high consideration the fact that IVARS is part of an international team, Twins, made up by 26 Italian and foreign companies, all specialised in the production of metal, plastic and wood components for any kind of seatings.

"The team has to be tight and close. And the leaders have to be able to

transmit their passion in order to make the team win in each field".

This is the invitation of *Sergio Ebenestelli*, IVARS Vice President. Thanks to the power of a team, that shares a history and a mission, IVARS is able to improve and grow towards the future.



Sergio Ebenestelli
Ivars SpA - Vice President



Ivars: your added value.

People, human beings, the protagonists of the evolution process.

The union of two geometric figures, the one coming from the other, the square and the circle.

The square is a geometric figure with four identical sides; it represents regularisation of what was chaotic and confused and it is the symbol of definition, stability,

concreteness.

It symbolises the Earth and the Universe.

Square and circle together give birth to a new element which inspires to human being. This is the path that leads to the new IVARS' logo, after 71 years of improvement in Italy and all over the world.

In the new geometric shape

there are three main elements that represent three different symbols to which the three IVARS departments are associated; SEATING, ACCESSORIES and BUILDING. These three elements give a spirit to the original shape and express the added value of the company which is based on creativity, research and product.

Three colours represent the three





departments inside the original geometric figure:

Bright blue - *Seating*

Symbol of communication
it expresses the values of components, which are for IVARS synonym of research, development and creativity.

Yellow - *Accessories*

Symbol of sun light and of energy.
The ACCESSORIES section is composed by different elements that represent movement and so energy.

Red - *Building*

It is the colour of muscles, of the heart, which are necessary for our life. Red colour expresses the desire of doing things and of trust and solidity. For this reason it is linked to building.

From this concept starts IVARS communication evolution: human beings, people, workers and clients are the center to create added valued to be transmitted outside.

Step by step IVARS' awareness is growing and growing, expressing its values that made the company improve during the past 71 years.

_ Silvia Pessini
Ivars Press Office





Each
product has
its own soul.





1947
2018



71 one years with the same passion.

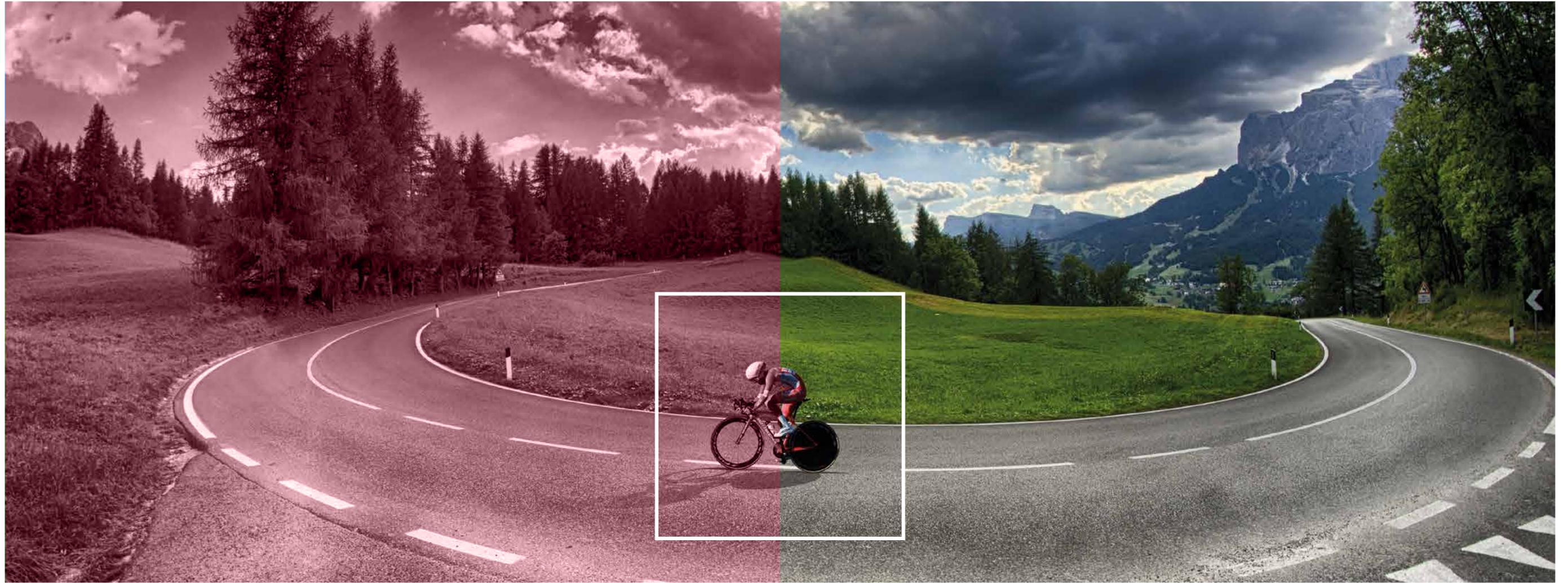
Ivars and Team Androni at the Giro d'Italia 2018.

“For a cyclist the best moment ever is not the one when you reach the finish line. It is the very moment when you decide to jerck forward and keep on even if the finish line is far away”.

1947: *Fausto Coppi* won *Giro d'Italia*. The great cyclist, who won two *Tour de France*, in 1949 and in 1952, five *Giro d'Italia* (1940, 1947, 1949, 1952 e 1953), who won in the same year *Giro d'Italia* and *Tour de France*. The champion who won 110 races.

Fausto Coppi grew up in a simple

family; he was very young when he had to start working. He was appreciated for his dedication on the job, for his kindness and his shy mood. A guy who believed in his values and passions and who, despite the Second World War, kept on with perseverance in cycling training, up to that very moment



when his talent was discovered. He started in *Legnano* team, his first professional team, and then he raced for other important teams, *Bianchi, Carpano, Tricofilina, S. Pellegrino*, where he raced up to 1959.

A man who believed in his dreams and competed with diligence and effort. A man who looked forward and offer his hand to different people in order to create a team,

to reach the goal, the finish line.

1947: IVARS was founded in Vestone. A simple beginning, with the aim to grow and grow. A firm spirit and the ability to catch opportunities in order to offer proper and innovative solutions.

After 71 years these two stories are very close: a champion who is famous all over the world thanks to his sport efforts and results and a

company which has been working to develop its business, nowadays in 26 countries.

And now, after 71 years of good choices, of efforting steps, IVARS is jercking forward again, to reach other important goals, with its team and with a clear vision to grow up more and more with its clients.

After 71 years IVARS and cycling are together: the company is sponsor of the Val Sabbia team - *Androni Giocattoli Professional Cycling Team*.

In 2017 the cycling team won 100 races and the *Ciclismo Cup 2017*, so that now is taking part to *Giro d'Italia 2018*.

The *2018 Giro d'Italia* is part of the history, with its start from *Jerusalem*; it is involving Vestone and Val Sabbia too, with IVARS as protagonist.

Team working, attention, preparation, commitment are the elements to reach day by day more and more important goals.

_ Silvia Pessini
Ivars Press Office



The power of sharing.

People are the center of the new philosophy of IVARS.

In IVARS the capability to offer personalised solutions is linked to the ability of team working.

Thanks to the constant communication between designers and people that work shaping plastic, thanks to the relations and network developed by our agents, who are able to listen to the market and to answer with innovative ideas, IVARS can offer customised products that perfectly suit to each space - from schools to hospitals, offices and institutional seats. IVARS management have always

recognised the great value of team working. On this base the management have been investing on R&D department, considering it as the main engine to lead all the company to face future efforts and news.

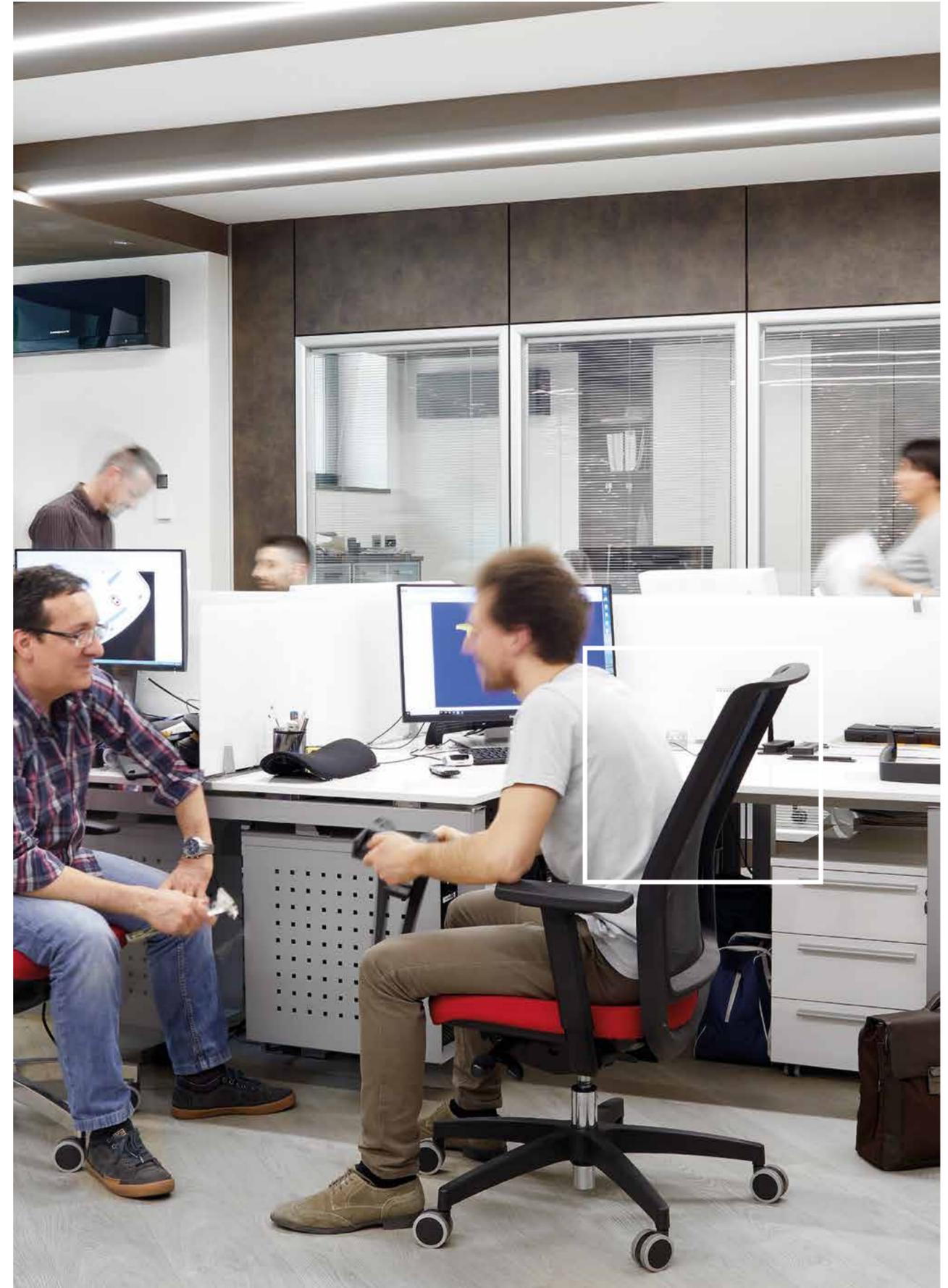
IVARS thinks that people are the center of the company improvement, both workers and clients.

The ambition of people working in IVARS - from sales agents to export manager based in each corner of the world, *England, France, Turkey, Chile, Mexico, Brazil, Argentina,*

China - is to offer the best and most suitable product to other people, those who are buying in so many different countries worldwide.

And this ambition brings new ideas and new solutions. The power of sharing knowledge, culture, experience on a worldwide stage - *thanks to the link to Twins* - is the engine to improve the daily work and to give real future to the company itself: **this is the real IVARS' added value.**

_ Silvia Pessini
IVARS Press Office





Giulietta
Design by_ Ivars



Front view



Back view



Headrest kit for net



Headrest kit with panel to be covered

MELANIA

If you like simplicity, if you look for simple shapes and minimal design is your reason of life Melania suits you best. It is the solution for.



Exploded view LUX chair kit



no armrest version



armrest version



writing pad version



LUX

Two grey and one white shades; plastic frame with the possibility of personalisation with armrest. 6 different colour choices for the plastic chair body

