

Programme Leonardo da Vinci - Transfer of innovation- LLP-LDV-
TOI-09-IT-0469

KICK- OFF MEETING

25 January 2010,
Confindustria Veneto SIAV Spa
Via Torino 151/c - Venice-Mestre, Italy

Introduction of

ANODICA INDUSTRIES

NEXT

Creativity and Innovation in Industries



Anodica

ANODICA INDUSTRIES



■ Aesthetic components for the **appliance industry**

Anodica main figures

Foundation: 1962

Employees: 60

Turnover: 12 mil. €

Export: 70%

Main site: Italy – Codognè (50 km N of Venice)

Subsidiaries: Istanbul (TK), Łodz (PL)

Who we are ...

Specialists for over 40 years in the production of aesthetic components for the industry.

Partners for customized solutions to industrial aesthetic needs.

Integrated **S**upplier for global & Lean supply chains.

Certified **C**ompany for premium **Q**uality and **S**ervice reliability.



... and where we come from.

- 1962 Sergio Zanchetta establishes the first Anodica.
- 1989 Ing. Giorgio Zanchetta succeeds his father
- 1997 ISO 9001.
- 1998 EFQM Regional Prize
- 2000 ISO 14001. High productivity investments.
- 2001 New automatic anodising and brightening plant.
- 2006 Anodica Aksesuar. Robotized polishing.
- 2007 BS OHSAS 18001, SA8000. Robotized turning.
- 2009 First Lean production line. Robotized machining.



Our mission

Serving the Appliance Producers in the world, with excellent reliability.

Giving value to their products, through high quality aesthetic components and systems.



Our values are....

1. The Customer, first of all
2. Honesty, transparency and respect
3. Focus actions on value added and results
- 4. Continuous improvement and innovation**
5. Solidarity and sustainable development



Global aesthetic solutions

aluminium alloy



plastic



zamak



s. steel
s. steel

brass plated



Anodica

Main components for the Appliance industry

- Handles
- Profiles
- Trims
- Panels
- Knobs



Our main Customers



B/S/H/

GAGGENAU

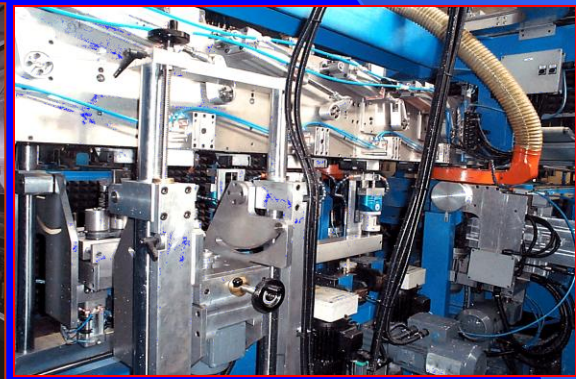


Anodica



Anodica Production System: Flexibility and efficiency

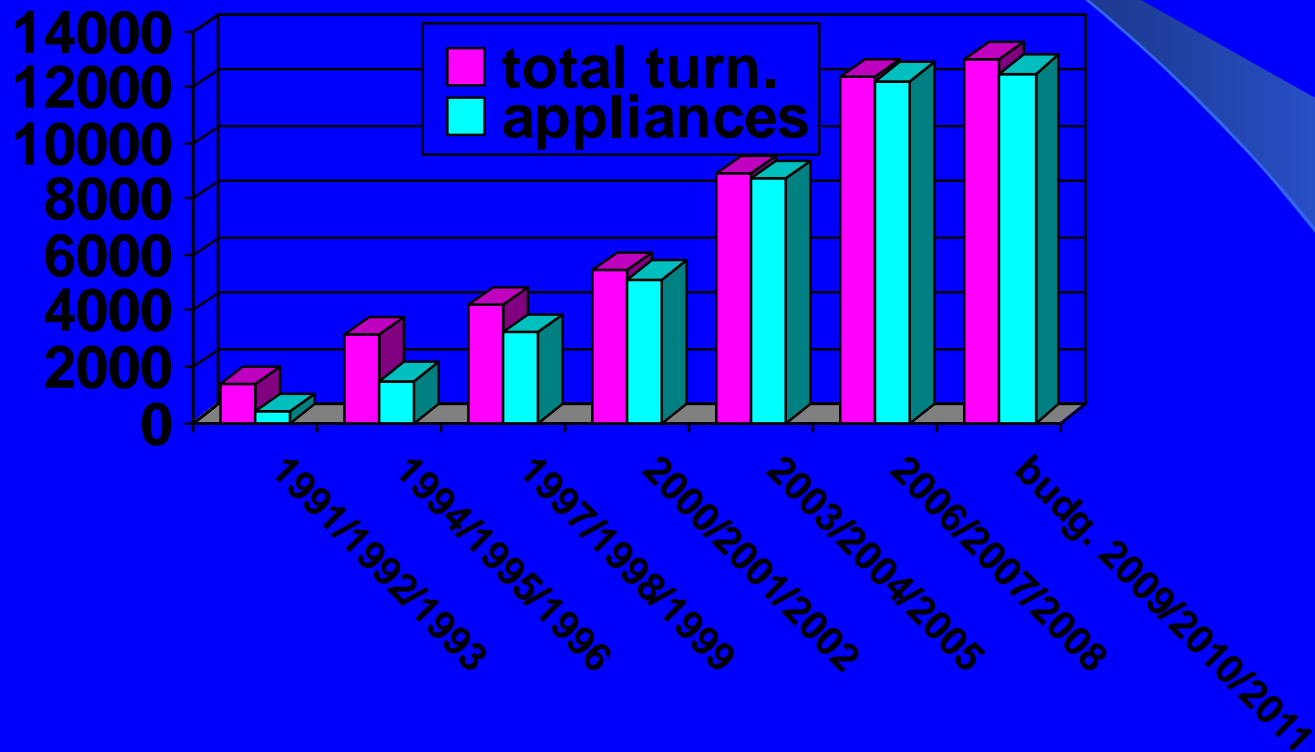
- Flexible automation
- Lean Organization
- 3 Shifts production



Company development

Average three-yearly annual turnover

K€



Strategy lines 2009-2011

1. Global competitiveness

- Employee empowerment
- Lean Organization
- Worldwide production

2. 360° Innovation

- Nanotechnologies for improved performances
- Global aesthetic interface for simpler use
- In partnership with the Customers
- Associated development for a wider technology base



Creativity and Innovation - Experiences

1. Partner in research on innovation

- 2006 – Unindustria TV: “the next door innovator ”

2. Top management at school

- 2006 – Unindustria TV: “creativity enterprising”
- 2007 – Unindustria TV: “innovate to grow”

3. Technical staff training

- 2006 – SIAV: “Creativity techniques”
- 2007 – SIAV: “QFD”
- 2009 – SIAV: “Open Innovation”



Unieldom Group

- Founded in 2006 as a JV with other Italian partners producing industrial components.
- Many technological competences to innovate in components and systems
 - Anodica: aesthetic and functional competences
 - Meteor & ASG: electromechanical competences
 - Crosspoint: electronic and lighting competences



Creativity and Innovation - Expectations

To experience a company learning on how:

- to introduce and keep in the company a more creative way of thinking
- To promote a continuous generation of new ideas
- to evaluate and select the right ideas
- to effectively and efficiently implement the choiced ideas
 - To allow more business opportunities and open new markets
 - To help in solving problems and accelerate competitiveness improvement.



Thanks for your attention

