

# Bars, ice cream parlours, and patisseries: with CIAM technology, you can



The story begins in 1977 in a workshop in Bastia Umbra (Perugia), where Giuseppe Malizia supplied counters to local food shops. The business has since grown to a global scale, decorating bakeries, bars, and pubs around the world. Today, CIAM has become a solid reality that processes over a thousand orders per year for the global food industry.

"We have customers such as Illy and McDonald's, restaurants, Hilton and Pullman hotel chains," says CEO Federico Malizia, "but we have not lost our artisan soul."

Federico carries on his father's legacy, further enhancing the company's concept that sees craftsmanship and technology go hand-in-hand in the production of semi-finished products. Modular structures for the furnishing of shops of both multinationals and small businesses, each has its own solution: unique, personalized, and innovative.

CIAM offers two types of contracts: standard and special. The first includes orders without modification, from an extensive catalogue of industry solutions. "The second includes architects or architectural firms who contact us to develop projects through a partnership. This is the point where our technical expertise comes into play, which allows us to understand their needs and make changes to meet them, adding to the value of the store and its displayed products."



Over the years, CIAM has been able to reposition themselves with intelligence, imagination, and skill in the food and beverage sector, by focusing on a precise group of recipients. "We pulled out of the fray of end consumers at the opportune time," explains Malizia, "we have chosen instead to focus on providing direct services, rather than widening our range according to the different needs of the market. This has

allowed us greater flexibility, but also a commitment to maintaining a high level of quality. The market is changing rapidly and is increasingly hectic, and it is essential to keep up with the rapid pace of our customers."



However, offering a unique product also means taking extra care with the various preliminary stages of production. There is the processing of steel, wood, cutting activities, welding, bending, assembly, carpentry, and painting. Thus the various companies of the group - Comar (insulated steel modules), Gebar (modular bar furniture), and Mabo (professional ice cream and pastry displays) -

have been merged together into the new and ultratechnological plant in Petrignano, Assisi, which today, with its 23,000 square metre extension, is the heart of the company.

As they say: to prevent crisis, the best defence is a good offence. And that is precisely the investment by CIAM that has launched the acquisition of new commercial space, initially through the consolidation of leadership at the national level, then by wide-range exportation, from America to Australia.

And it happened through gradual steps and a steady growth in revenue. "Our goal now, in addition to the increase of revenue, is to ensure a good operating margin to increase investment in technology and sales." That same methodology has allowed them to hire many young people, scouting from technical schools in the area, and to invest in human resources: today there are more than 100 employees.

The green line pays, and can also be seen in the catalogue. The components for the furniture consist of products that are able to meet everyone's needs, and are fresh and refined. We take the latest trends, for example, such as with the Murozero or Move16. The first is a refrigerated display cabinet with finishes built right into its very



structure, giving the impression that the niches are refrigerated. The second is a refrigerated display cabinet in transparent glass and without any uprights. These products are designed for customers who

appreciate appearance as much as the quality of the product. And they do it with great success, as even the Milan patisserie Marchesi (Prada Group) has used CIAM brand technology in its retail outlets.

Last year saw the launch of a new line of products designed specifically for very high quality food, for both private and luxury hospitality sectors.

The task was entrusted to the start-up "Nomastar" - founded by CIAM - which deals with mobile gourmet units. Through innovative technologies and specific design patents, we arrived at revolutionary pieces of furniture: as was the case with the Isolabella lamp and the Panarea table, which were designed to bring a touch of class to the Bel Paese lounges. Confirming that in the food industry, Italians are second to none. "And this awareness has to be our strength," the words of those who gave meaning to the slogan have been transformed into reality.