



AMBROVIT

The renewal that represents the first chapter of a story waiting to be written

Having inaugurated the new logistics hub, a new phase of renewal now begins, involving a broader, more modern and futuristic vision, consistent with the new company strategies

Ambrovit, a leading player in hardware and fastening systems, has completed the expansion of its new logistics site. The hub is already fully operational and confirms the desire to further increase brand awareness in Italy and Europe.

LOGISTICS EXPANSION IS A REALITY

The logistics hub in Garlasco occupies a total area of 24,000 square metres. The new **PROXIMA** warehouse is 104 metres long, 40 metres wide and 28 metres high. It is linked to the pre-existing warehouse, **ORION**, thanks to a 26-metre-long connecting bridge, which ensures that product handling is as seamless as possible. A high-performance, technological project involving an automated system for storing palletised products and monitoring all operational flows.

The new operational unit includes the pre-existing **ORION** warehouse, dedicated to receiving goods, while **PROXIMA** will handle all the shipment phases, with increased control, leading to a reduction in mistakes. The bridge that connects the two structures enables the transport of goods between the two, thus doubling the storage capacity. In both structures, in fact, there are “picking bays”, where operators can select goods from both pallets and trays.





The names of the two warehouses were chosen for a reason. Both draw on the worlds of astronomy and mythology, thereby paying tribute to the futuristic approach that characterises the company's new visual identity. **ORION**, in particular, evokes the celebrated constellation which takes its name from the legendary Greek hunter, whilst **PROXIMA** refers to the red dwarf star closest to Centauri, as well as to its proximity to the twin warehouse on the Ambrovit site. Without forgetting that the new warehouse has been designed to minimize environmental impact, thanks to the installation of 650 photovoltaic panels with high production yield technology, capable of generating sufficient energy for all operational phases.

Furthermore, the breadth of current storage capacities, including automated warehouses, operational and logistics units, today borders on **100,000 pallet places**, ensuring prompt delivery in **24/48 hours** and more than **2,500 tons shipped every month**, with a view to constantly increasing customer satisfaction.

REBRANDING TO COMMUNICATE CHANGE

The recent direction taken by the company has triggered a redesign of the logo, aimed at **communicating the intention to increasingly focus on the future and on innovation**, aspects that the company has always held dear, particularly in this newly inaugurated project.

Even the motto has been changed, using a slight but clever pun, that renews the historic message linked to the company's tradition and success and gives it a fresh, and less formal tone to adjust it to the new creative direction.



And let us not forget the two protagonists of the most recent development, the automated warehouses, **ORION** and **PROXIMA**; they have a role to play in our communication and special names were devised for them, consistent with the new creative thought behind the logo. The Ambrovit restyling project, scheduled from 2023 to 2024, is only the first chapter of a global operation that will involve the image, communication and digital ecosystem of the brand.

But we can't reveal anything else; we will talk about it in the coming weeks...

Find out more on...

ambrovit.it/en/x2

