





BERETTA

The specialists in residential heating for over forty years.
Excellence and innovation, since always, for the comfort within millions of homes all over the world.

TODAY

Beretta confirms its growing trend in the residential heating and faces new challenges with the same enthusiasm and the same commitment of the beginnings. Because the pursuit of excellence in every activity and, more specifically, the constant attention to product and services remain our core values.

1973

In 1973, the second most important turning point. As first in Italy, Beretta began producing wall-hung gas boilers. It was during the peak of the oil crisis, when gas started to emerge as the ideal energy source for the development of residential heating. Beretta sensed, first, the importance of this market as an alternative to traditional combustion and began to lead it with great success.

1969

With this strong know-how, Beretta began producing its own brand of kerosene and gas oil floor-standing boilers for individual home heating. The reason for such a strategic choice was the idea, which was fundamentally innovative for its time, that a greater autonomy could lead to increased comfort and, above all, major savings for the end user.

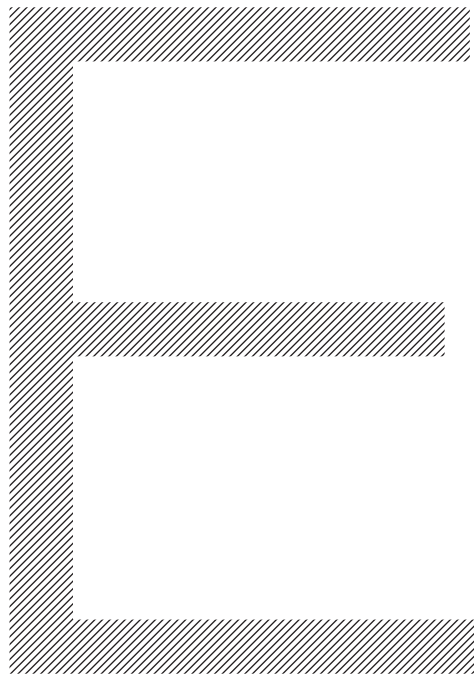
1950

The history of Beretta began in September 1950 in Lecco, a small industrial town in Northern Italy located on the Lake Como. The Company started its business as a sole engineering contractor on behalf of large industrial groups, Italian and international, standing for quality and reliability. Over the years, Beretta concentrated its expertise in the field of residential heating, laying the foundations for what would become the company's specialty.



The **first wall-hung gas boiler** produced in Italy was a Beretta.





EXCELLENCE

A company mission founded on multiple values. The great expertise gained over the years in the field of residential heating has made of Beretta a worldwide known brand. Today, as in the beginnings, the pursuit of excellence in every activity and, more specifically, the constant attention to product and services represent Beretta core values.



Excellence. In the products and in the services. Always with absolute attention, to best meet any needs.



Specialization. Since always focused on residential heating. Because the know-how is gained thanks to focalization.



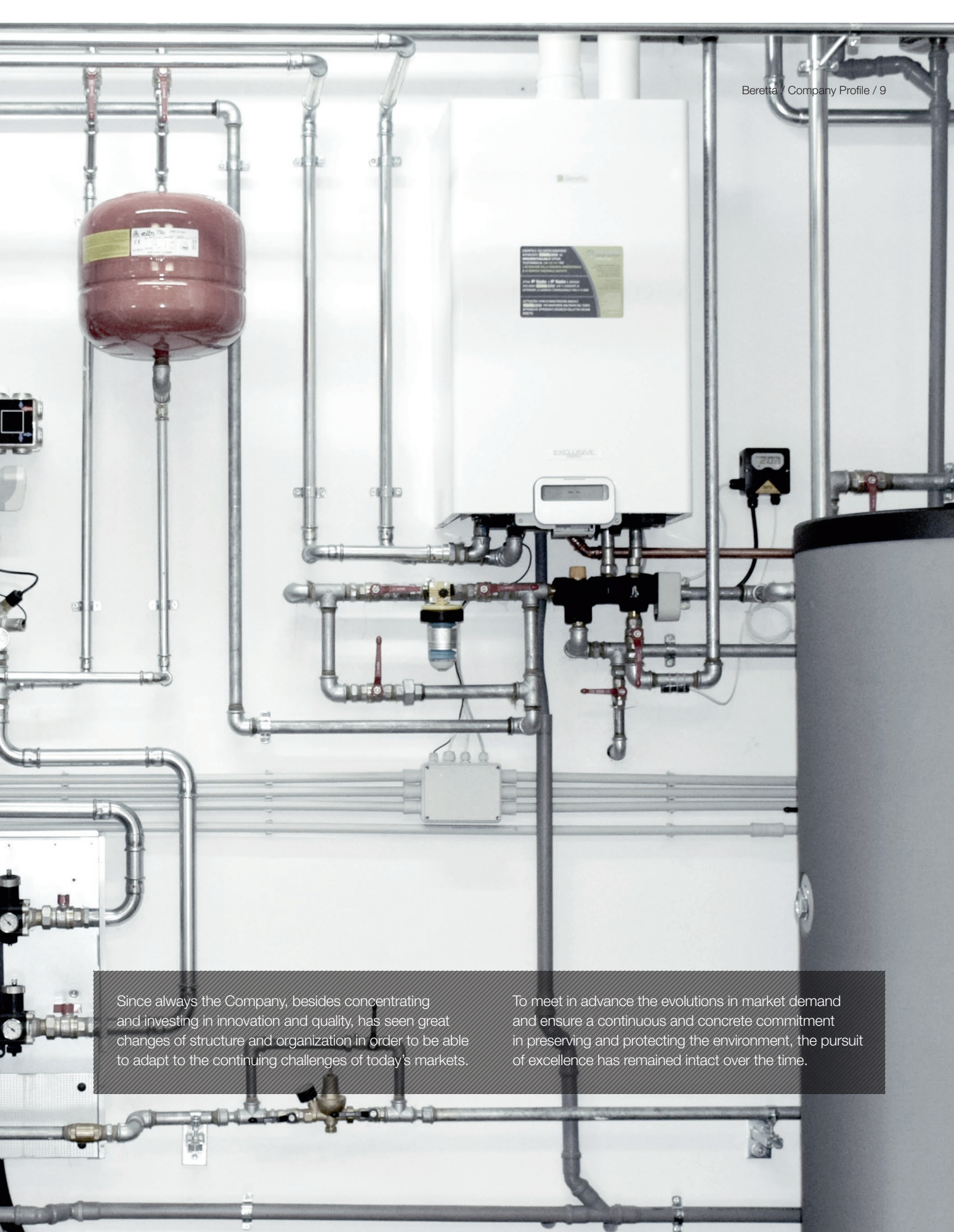
Innovation. Not just for innovation's sake, but in order to foresee the demand and maximize efficiency, reliability and comfort.



Organization. In continuous evolution in order to be able to adapt to the continuing challenges of today's markets.







Since always the Company, besides concentrating and investing in innovation and quality, has seen great changes of structure and organization in order to be able to adapt to the continuing challenges of today's markets.

To meet in advance the evolutions in market demand and ensure a continuous and concrete commitment in preserving and protecting the environment, the pursuit of excellence has remained intact over the time.

EXCLUSIVE
GREEN

R

RESIDENTIAL

Specialists in residential heating systems: this is Beretta product mission.



Beretta has always shown an exceptional ability to foresee change and respond to the resulting evolutions in demand, while confirming its vocation as a leading brand in residential heating. To meet any installation requirements, Beretta has developed also a complete range of products for light-commercial and commercial

applications, both for new buildings and as a replacement. With a strong focus on residential heating, Beretta product portfolio concentrates increasingly on new technologies that maximize energy efficiency through the intelligent integration of several energy sources, with preference for the renewables.



A photograph of a large industrial manufacturing facility. In the foreground, there is a complex assembly of metal machinery, including a blue electric motor and various structural components. A large, curved, light-colored metal pipe dominates the upper half of the frame, extending from the left towards the right. The background shows more industrial structures, including vertical supports and additional piping. The lighting is bright, likely from overhead industrial lamps. A semi-transparent dark grey box with a diagonal hatched pattern is overlaid on the middle of the image, containing white text.

Beretta production plants have
manufactured **over 8 millions** of
boilers.

A wide-angle photograph of a large industrial manufacturing facility. The scene is dominated by a long, complex assembly line of machinery, likely for producing large industrial components. Large, light-colored metal pipes run horizontally across the upper portion of the frame, supported by brackets. Below these, various mechanical units, including what appear to be pumps or motors, are visible. In the foreground, there are more pipes, some painted in bright colors like green and yellow, and a large circular gauge or pressure meter. The floor is a smooth, light-colored concrete. The ceiling is high, with a series of long, parallel structural beams and industrial lighting fixtures. The overall atmosphere is one of a busy, modern industrial environment.

of which **over 3 millions** for the Italian market.



EFFICIENCY



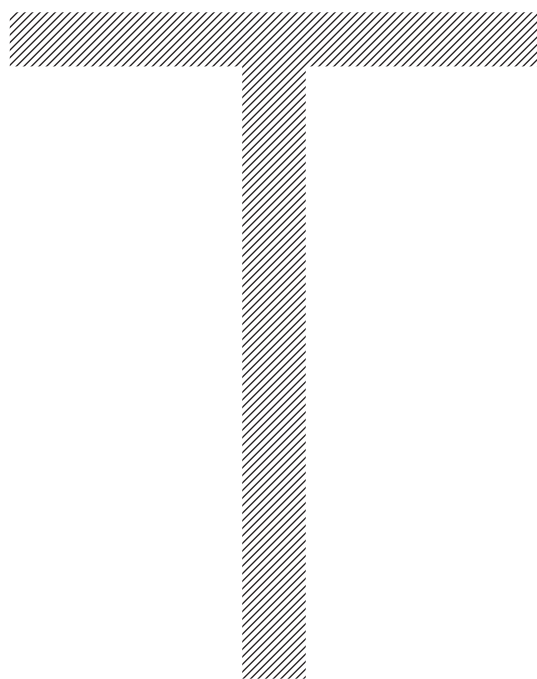
Pre-sales. The Beretta pre-sales service team, thanks to the consolidated know-how, gives advice on the whole portfolio of products to our Sales Partners and Subsidiaries in the world, in order they can locally support engineers, architects, specifiers and developers in choosing the best solution for every project, in terms of efficiency and comfort.

Residential. Condensing and standard-efficiency wall-hung and floor-standing gas boilers; gas water heaters; hybrid systems allowing to integrate in an intelligent way different energy sources; solar thermal and heat pumps; complementary items such as hydraulic separators, DHW tanks and thermoregulation devices: these are Beretta main product families. A comprehensive portfolio, in continuous evolution, to face any installation needs.

Systems. A comprehensive range allowing to meet any installation requirements with top system solutions in terms of efficiency, reliability and performance. Beretta wide offer ranges from high power solutions for indoor and outdoor installation, in stand-alone and cascade applications, to the renewables like solar thermal and heat pumps.

After sales. Beretta has a capillary service network all over Italy, offering technical support through over 500 authorised Technical Service Centres. Each of them, selected by following a strict procedure, undergoes continuous evaluations to measure and keep the required high quality standards. Concerning International markets, a central technical service team is committed to supporting Beretta Subsidiaries and Sales Partners worldwide to provide locally a qualified service. Wherever you buy a Beretta product in the world, you will find a local service team, able to ensure all technical support when needed.





TECHNOLOGY

The Future: Beretta has always shown an exceptional ability to foresee change and respond to the resulting evolutions in demand.



Two examples of many past cases: Beretta was the first Italian company to produce a wall-hung gas boiler and, with the *Idra Meteo* model, the first to produce a boiler specifically designed for outdoor installation. An orientation to Progress which today increasingly takes

an environmental slant, with a view to excellence and cutting-edge technology. Beretta solutions target improved energy efficiency together with maximum comfort, while combining the intelligent use of different energy sources.



Everest Project. Beretta solar thermal power at 5,050 metres. Started in 1994 , the “Everest Project” has seen Beretta commitment to technology and environmental safeguard for over twenty years and in different steps: a “Made in Italy” real success story in Technology and Sustainability.

In agreement with the Ev-K2-CNR Committee, that manages the Laboratory/Observatory known as the “Pyramid on Everest”, Beretta has signed an installation and management contract for a solar thermal system aimed to cover the energy requirements of the building, located at 5,050 metres above sea level, in the Sagarmatha National Park, at the base of Mount Everest.

The “Pyramid Laboratory” represents a unique site for the scientific research at such high altitudes and is managed internally by the Ev-K2-CNR Committee together with the Nepal Academy of Science and Technology.

The Ev-K2-CNR Committee addressed directly to Beretta as the leading brand of technological excellence in the sector, in order to increase the comfort of the Research Laboratory, while reducing the impact on environment to a minimum.

A strong commitment to an eco-friendly project and structure, thanks to the sole use of renewable energies, in compliance with a wide-ranging sustainability concept: a sustainable research, sustainable technology and sustainable structures.



kWh

power supplied by the solar thermal system since its installation (01-11-2011)



kWh/day

power supplied every day in the current year



8 Solar Collectors

SC-F20 Beretta

14 m²

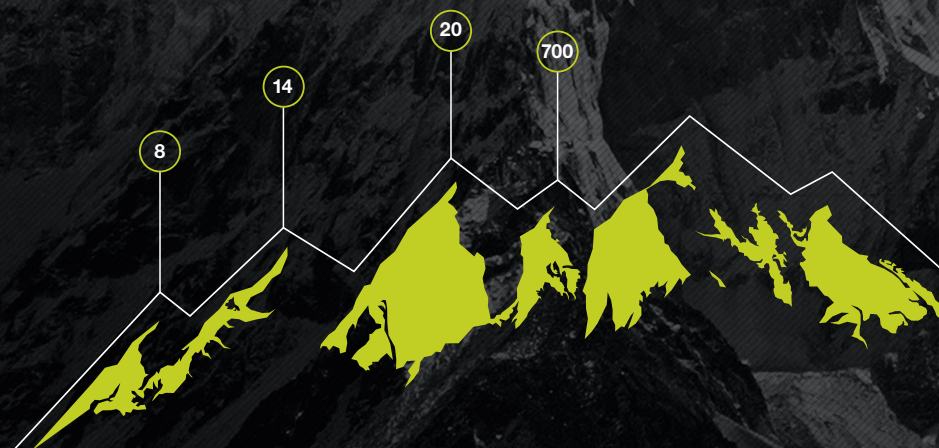
Total surface

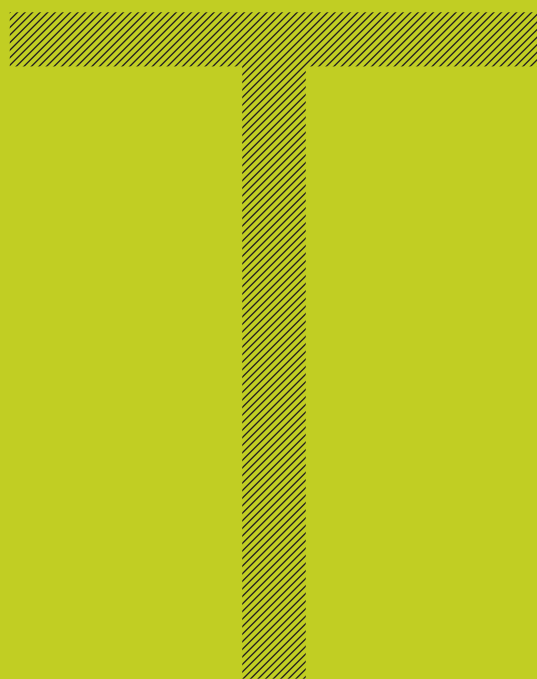
20° C

Average temperature of the heated rooms

700 LT DHW

at 55°C

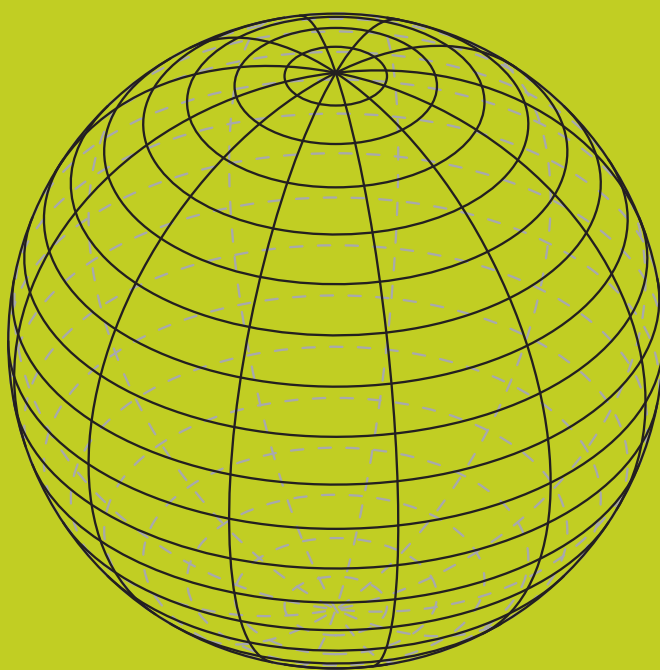




TERRITORY

Beretta Italy

- Headquarters (Lecco)
- Research and Development Centre (Lecco)
- "Ateneo" Training Centre (Lecco)
- Over 500 Authorised Service Centres all over the country



Beretta International

Subsidiaries:

- China (Beijing)
- Poland (Torun)
- Romania (Bucarest)
- Spain (Barcelona)

*Sales Partners and OEM Customers in
over 30 countries on all continents*

Production plants

- Italy (Morbegno)
- Poland (Torun)

Beretta customer-centred approach translates into a worldwide network of specialists: proximity, expertise and professionalism are Beretta key values.





Beretta, over 40 years after the production of its first wall-hung gas boiler, is nowadays a worldwide known brand in the field of home comfort solutions, synonymous with technology and quality. Beretta products are sold through Subsidiaries, Sales Partners and OEM Customers in over 30 countries on all continents.

Beretta Subsidiaries and Sales Partners, organized in a well-structured and efficient sales network, ensure:



Qualified service, provided on a national basis



Technical training courses, organized locally, to enable the installer and engineer to become familiar with Beretta products and to provide quick and simple installation and repair.



Original spare-parts and accessories



ATTENTION TO ENVIRONMENT



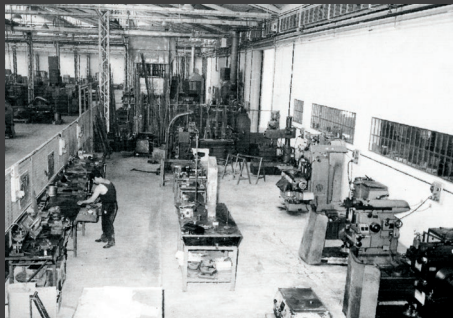
A concrete commitment aiming at an increasingly eco-sustainable future. Beretta is “ERP-Ready”. For years, Beretta has been totally committed to a system logic which integrates multiple sustainable and renewable energy sources, in perfect harmony with the environment around us, for the home comfort of millions of consumers who use Beretta products every day. For this reason, in advance, the technological and human resources of Beretta are entirely focused on offering today what will be required by the future rules.

A concrete example of this anticipated vision of the future in terms of environmental protection is represented by Beretta product portfolio, which includes a wide range of products already complying with the strict rules of the forthcoming years, among which the European ERP (Energy Related Product), which will come into force in the European Union on 26.09.2015 (Directive 2009/125/EC and 2010/30/EC). From this date onwards, the new energy labelling will be implemented for appliances producing heating and domestic hot water and a series of efficiency and emissions constraints will automatically exclude the less performing classes of appliances.

The energy efficiency classes, divided in two macro-groups of central heating and domestic hot water, will be the same for all the relevant types of appliances, allowing the end-user to make realistic comparisons among different products. Comparisons will also be possible among systems, made of various products, because the European Rules include, from the same date of 26.09.2015, the labelling of systems. In the following years, the product and system labels will be remodeled, while removing the less performing energy classes.

The objective, unanimously agreed among the adherent Countries, was defined “20-20-20”: by 2020 it is targeted in EU a 20% reduction in greenhouse gas emissions; a 20% increase in the use of renewable resources and a 20% reduction in global energy consumption, by optimizing, inter alia, the efficiency of electrical household and air conditioning appliances and of appliances for domestic hot water production.





1950

The Company "Ing. A. Beretta" was founded in Lecco, a small industrial town in Northern Italy, by Mr Angelo Beretta and Mr Alberto Riva, both Engineers and Entrepreneurs, who started the business as a sole engineering contractor on behalf of large industrial groups.

1973

Beretta started to produce the first wall-hung gas boilers in Italy. It was during the peak of the oil crisis, when Beretta sensed, first, the importance of natural gas as the ideal energy source for the development of individual home heating.

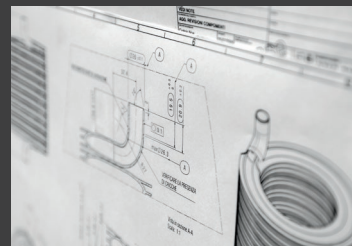
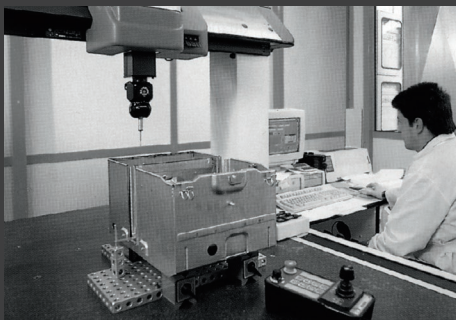
1969

Beretta began the production and distribution of its own brand of kerosene and gas oil boilers for individual home heating. The reason for this choice was the innovative idea that a greater autonomy could lead to increased comfort and major savings for the end user.

1985

The traditional third parties work was stopped as a result of the Company's evolution towards the production of complex finished components. Thanks to a high production flexibility and a fast development, Beretta competitiveness became increasingly stronger.





1989

Beretta launched the production of the first room-sealed wall-hung gas boiler, the successful *Paros 21M*.

2007

Beretta enlarged its product portfolio by introducing solar thermal systems and high power boilers in cascade applications for light-commercial and commercial use.

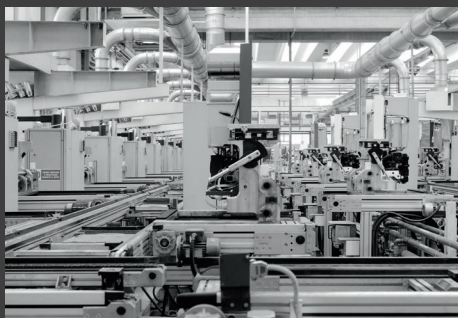
1990

The search for efficient synergies in a long term vision saw the foundation of "Beretta Gas Project": a joint venture of Italian companies operating in the sector of home comfort gas appliances (Calortecnica, Sylber and CCM). In the Nineties the acquisition of Beretta by Riello Group was accomplished.

2008

The new Beretta logo was launched with the pay-off "il clima di casa" (literally "the home climate"), aimed at emphasizing Beretta vocation as "the specialist in home heating systems".





2009

Launch on the Italian market of *Solar Box*, the hybrid system (solar thermal and condensing boiler) for recessed installation in a box, perfectly in line with Beretta philosophy: reliability and ease of installation in a solution of great success.

2013

Launch of the hybrid system *Hybrid Box*, able to manage three energy sources (sun, electricity and gas), while ensuring maximum comfort and least consumption.

2012

Enlargement of Beretta offer in the renewable energies by the introduction of the new heat pump *Hydronic Unit*: the best choice to maximize the efficiency of your heating system.







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