



Cover: «Light Perspectives». A painting by artist Gaetano D'Auria where a permeation of planes, lights, colours, and some icons from Grechi's worlds (e.g. the Italian Tricolour, the numerous sequences of lamp-posts, the logo itself) interlace, leaving the observer with the freedom to follow any line, or perspective: wander, imagine, get lost. Here comes the light and the night, here comes the city and the sky, here comes rigour and dream.



HISTORY



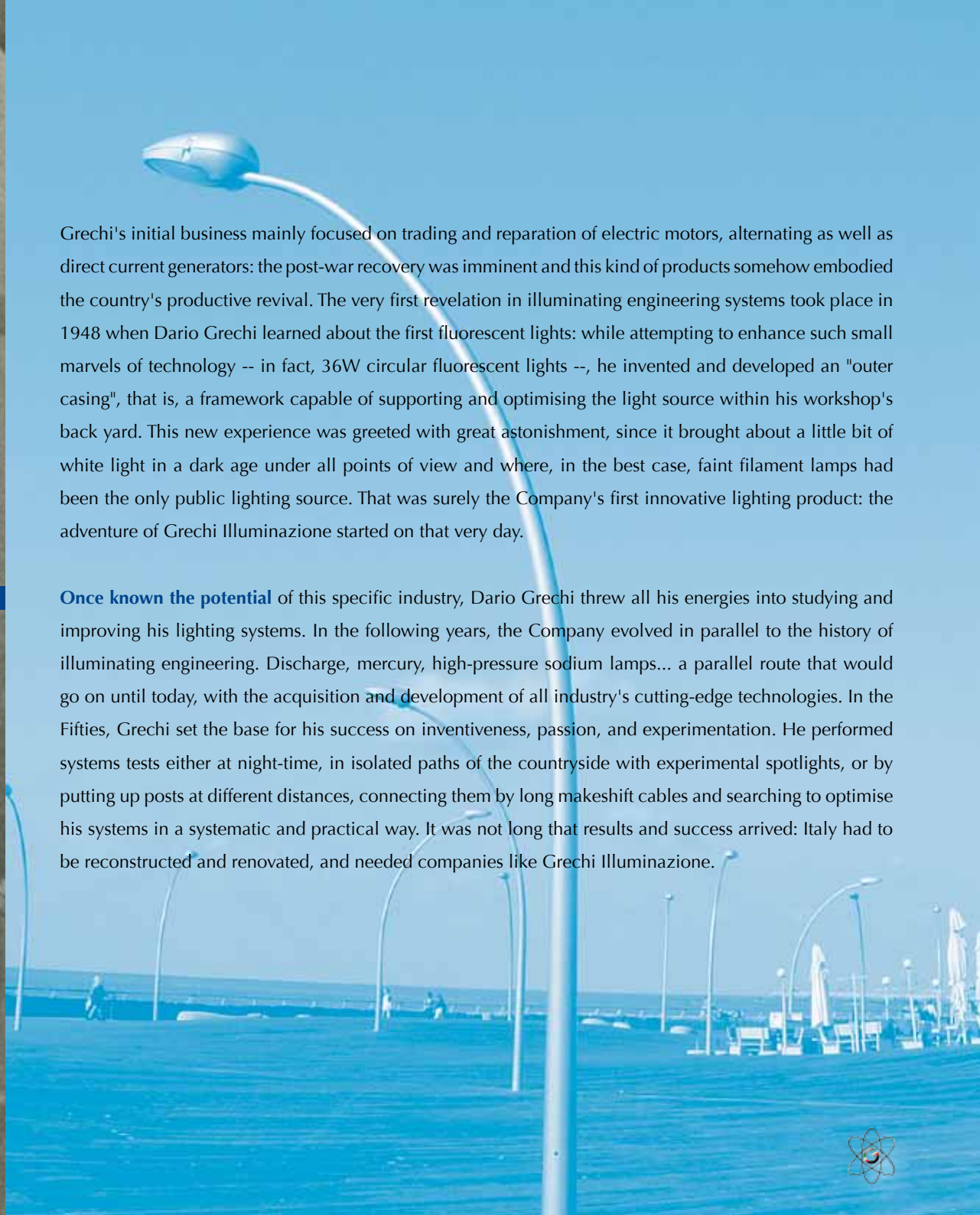
WAR HAD ENDED
A SHORT TIME BEFORE IN 1946
WHEN DARIO GRECHI,
MANAGER OF THE ELECTRICAL
COMPANY EST TICINO, UNDERSTOOD
THAT THE TIME HAD COME TO TRY TO
SET UP ON HIS OWN: THE SPECIFIC
SECTOR COULD NOT BE BUT THE
ONE CONNECTED TO THE WORLD OF
ELECTRICAL SYSTEMS.



DARIO GRECHI'S ENERGY

Grechi's initial business mainly focused on trading and reparation of electric motors, alternating as well as direct current generators: the post-war recovery was imminent and this kind of products somehow embodied the country's productive revival. The very first revelation in illuminating engineering systems took place in 1948 when Dario Grechi learned about the first fluorescent lights: while attempting to enhance such small marvels of technology -- in fact, 36W circular fluorescent lights --, he invented and developed an "outer casing", that is, a framework capable of supporting and optimising the light source within his workshop's back yard. This new experience was greeted with great astonishment, since it brought about a little bit of white light in a dark age under all points of view and where, in the best case, faint filament lamps had been the only public lighting source. That was surely the Company's first innovative lighting product: the adventure of Grechi Illuminazione started on that very day.

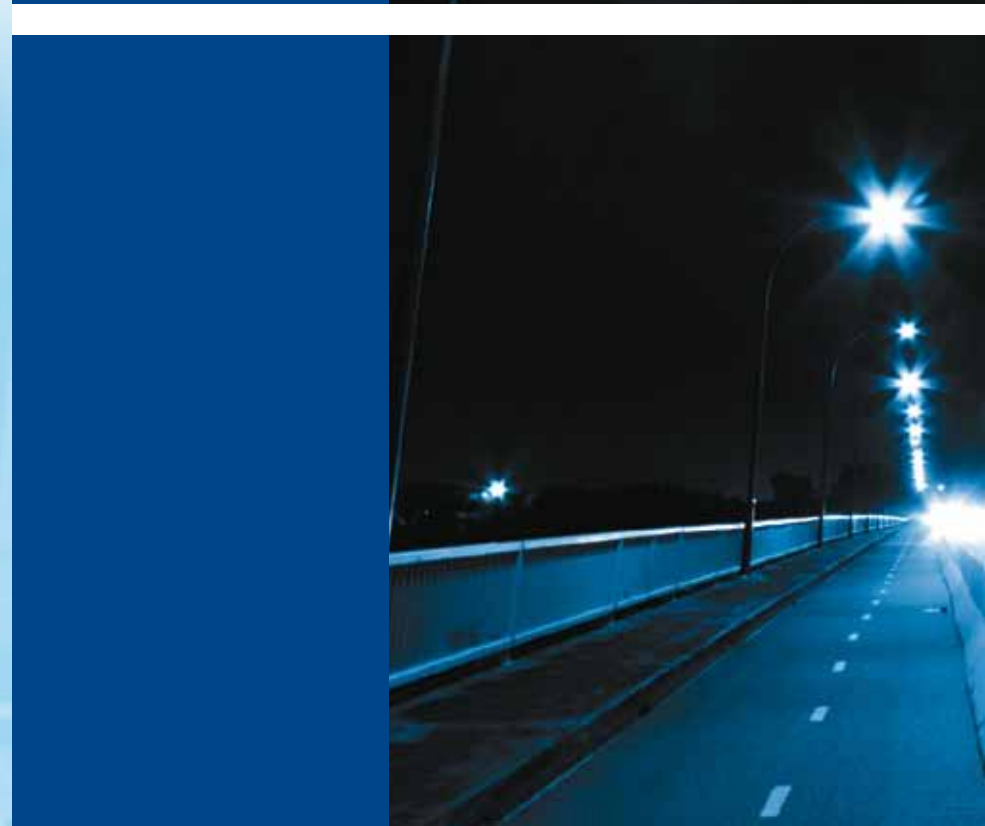
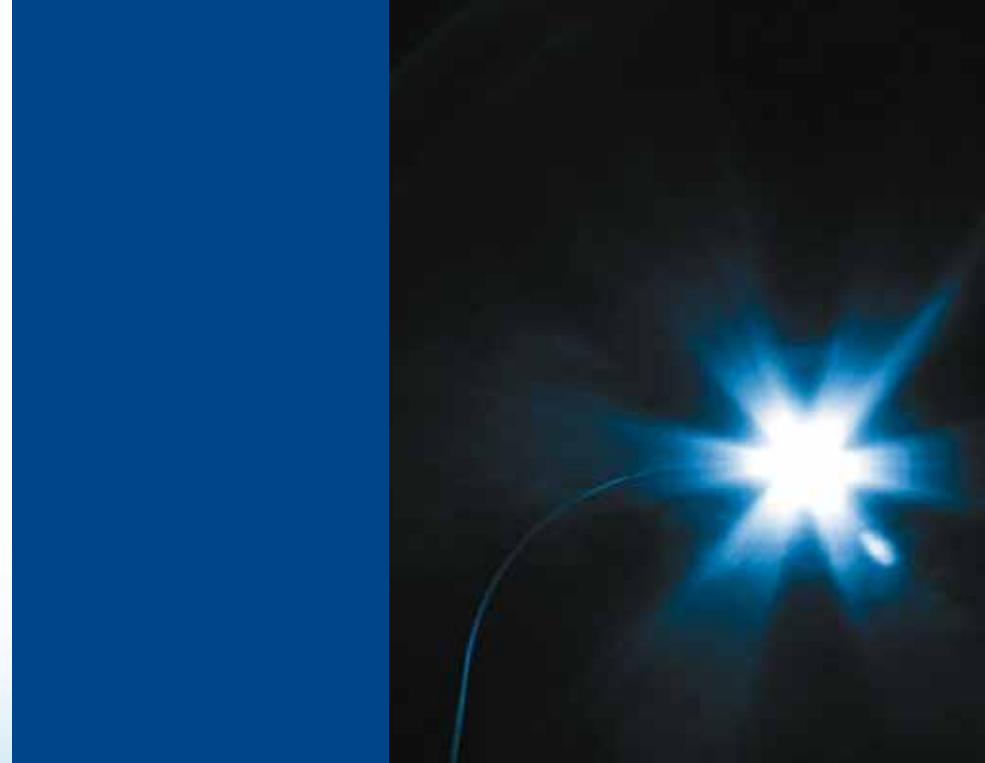
Once known the potential of this specific industry, Dario Grechi threw all his energies into studying and improving his lighting systems. In the following years, the Company evolved in parallel to the history of illuminating engineering. Discharge, mercury, high-pressure sodium lamps... a parallel route that would go on until today, with the acquisition and development of all industry's cutting-edge technologies. In the Fifties, Grechi set the base for his success on inventiveness, passion, and experimentation. He performed systems tests either at night-time, in isolated paths of the countryside with experimental spotlights, or by putting up posts at different distances, connecting them by long makeshift cables and searching to optimise his systems in a systematic and practical way. It was not long that results and success arrived: Italy had to be reconstructed and renovated, and needed companies like Grechi Illuminazione.



In the Sixties, Grechi Illuminazione became a modern company. In those years, the country's lighting system was going national and companies like Enel (the Italian national electricity supply company) and AIDI (Italian Lighting Association) were being established, setting the base for a more modern industry management and regulating it with the required standards, procedures and certifications. Illuminating engineering acquired then a more scientific character and Grechi as well started to do science on the subject by carrying out qualitative and innovative studies on optical systems and spotlights, and setting up high-level in-house photometric labs. In those years, the Company set the base for its tradition of quality, experience, and competence. Such values strengthened with the first generational passage when Giovanni Grechi became a Company member and would stay unchanged in the course of decades until today.

The Seventies went by with some difficulties due to the market and energy crisis. Nevertheless, Grechi had always been convinced that even a crisis might involve positive aspects. Crises are useful to evaluate which companies are healthier and able to stand difficulties. Crises are often good moments to make investments for a future growing development: they often require to be projected ahead in time, by forestalling moves and developing technologies that would not arise normally. In a few words, most of the times a crisis encompasses the opportunity to tread on a new path or launch a new product, and thanks to this it will be possible to surmount difficulties and open new markets.

The high IT growth that developed in the Eighties saw Grechi embarking on new study systems made of dedicated software, illuminating engineering calculations, and computerised simulations: once again, the Company's effort was addressed to the knowledge of technologies, studying them scientifically, and to those peculiarities of quality and innovation which were making it an industry leader. That was another small revolution, which would become one of the Company's dominant characteristics, making the computerised study of its lighting systems one of its strengths, capable to guarantee forecasts 90% accurate.





GRECHI ILLUMINAZIONE TODAY

At that time, Grechi Illuminazione was an industry leader, but the Italian market was somewhat overstocked in terms of setting up new systems. This led the Company to look for new markets, new fields, new horizons. The foreign market, which up to then covered less than 20% of its business, started to being developed by setting up a sales network in foreign countries, mainly in the emerging markets. Grechi started to acquire a leading role even at international level, being noticed at the most important industry fairs and thus developing significant relations with governments and local authorities from all over the world. In the Nineties, such successful move enabled Grechi to see consistent growth, further developing the Company's structure and strength. Such calling for the international would grow stronger and more strategic over the years, and today it is one of Grechi's more flourishing and productive core businesses.

When Mario Grechi became a Company member, there was a fresh input of the vision, lymph and youthfulness of the Family's third generation. Today, we are able and intend to pursue even more ambitious goals. Our new passwords will be attention to energy saving and environmental protection. We will always have a constant look to ever more innovative and state-of-the-art products, and will search for an increasingly distinctive and elaborated design that enables us to establish ourselves as a recognisable and recognised company relentlessly focusing on quality.

Today, we at Grechi Illuminazione can look ahead with the right confidence and awareness that we can overcome the challenge posed by the current downturn. Our Technical Department develops almost 4,000 illuminating engineering projects per year. We have a greatly rewarding strategy: our calculations are often sent not quoted to customers, without the need of being executed necessarily, being thus mere supports to sale activity. In addition to that, our constant research gives life to ever more performing products focusing on energy saving and eco-efficiency regulations. The numerous certifications that we obtained are the guarantee of a continuity of values which identify with reliability, competence, quality, experience, and devotion to customer.



QUALITY
QUALITY



IT IS ONLY WHEN OUR HEARTS BEAT,
TAKING UTMOST CARE OF DETAILS,
EMPHASISING DEVOTION DAY AFTER
DAY, PURSUING QUALITY IN ALL ITS
ASPECTS, DREAMING OF RICHLY
IMAGINATIVE SCENARIOS, AND BUILDING
THE BRICKS OF EXPERIENCE ONE AFTER
THE OTHER, THAT THE MOST INTREPID
GOALS ARE REACHED. ONLY WHEN WE
PUT OUR HEARTS INTO WHAT WE DO,
WE CAN SPEAK OF PASSION.





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CERTIFICATE N. 9105.GREC

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WE HEREBY CERTIFY THAT THE QUALITY SYSTEM OPERATED BY

GRECHI ILLUMINAZIONE SRL

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UNITA' OPERATIVE
OPERATIVE UNITS

VIA R. PILO 75 - 20013 MAGENTA (MI)

E' CONFORME ALLA NORMA
IS IN COMPLIANCE WITH THE STANDARD

ISO 9001:2000

PER LE SEGUENTI ATTIVITA'
FOR THE FOLLOWING ACTIVITIES

prodotti illuminanti stradali e industriali
of street and industrial lighting fittings

con requisiti della norma ISO 9001:2000
to ISO 9001:2000 requirements

IONet, the successor of the world's first class certification bodies, is the largest provider of management System Certification in the world. IONet is composed of more than 30 bodies and covers over 150 subsidiaries all over the globe.

CERTIFICATIONS

CISQ è la Federazione Italiana di Organismi di Certificazione del sistema di gestione aziendale

CISQ is the Italian Federation of management system Certification Bodies



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TRADITION

Inside Grechi Illuminazione, tradition means continuity of values for more than 60 years and throughout 3 generations. This means that we are aware that we intend to provide our customers with constant quality lasting over time, involving efficient production systems and installations, a well-defined core competence, as well as clear and outlined goals. In this way, we will be in the forefront, following tradition.

QUALITY VS PRICE

Our attention to every single detail has led us to higher-quality acknowledgements, unknown to many of our competitors. But our real conquest has always been to pursue such high qualitative standards through a competitive pricing policy where costs and benefits are combined outstandingly.

Through certification authorities such as IMP, **Grechi Illuminazione**, has long pursued Certifications in order to guarantee the whole production chain. Our Quality System includes CSQ-certified procedures, ranging from planning to execution, technical inspections to suppliers' monitoring, assembly to packaging, up to final delivery to customer. We are ISO 14001* and ISO 9001 certified.

OUR VALUES

Reliability in relationships, competence, quality, tradition, innovation, experience, loyalty to customers: no matter where you look at Grechi Illuminazione from, such values arise as binding and well-established. Such are our tenets which, even if distinct, Grechi Illuminazione has succeeded in combining since 1946.

* certification pending

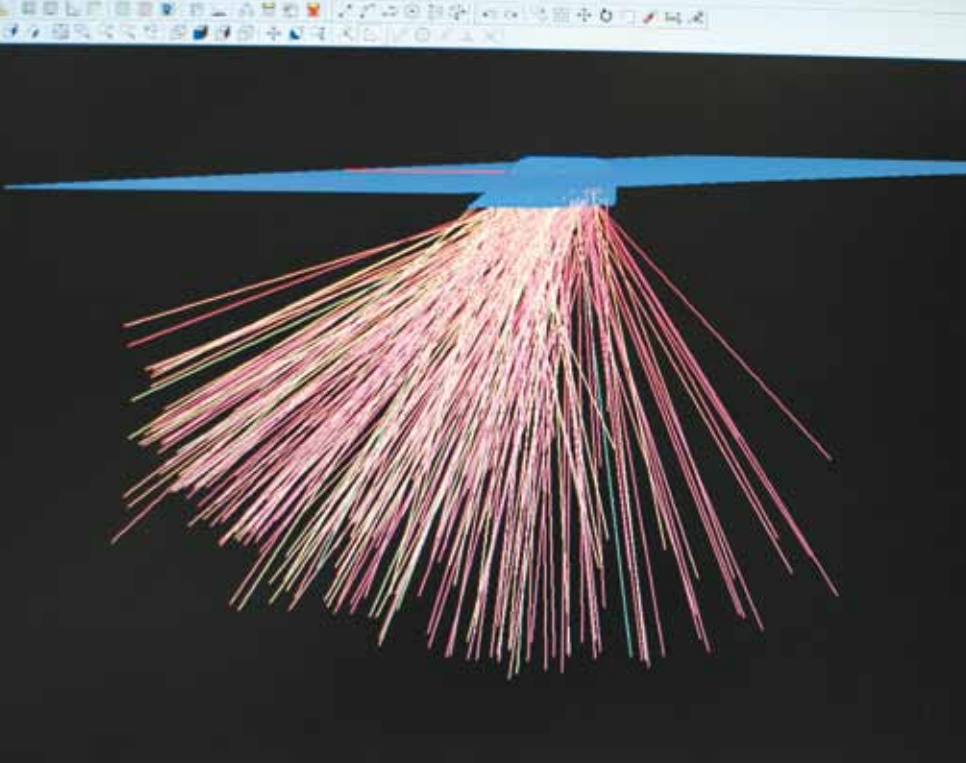


TECHNOLOGY & DESIGN

TECHNOLOGY & DESIGN



HE WHO STOPS IN LIFE,
IS LOST.
HE WHO DOES NOT PURSUE THE
TECHNOLOGICAL CHALLENGE
RELENTLESSLY AND SCRUPULOUSLY,
IS OUT OF THE GAME.



TECHNOLOGICAL CONSTANT

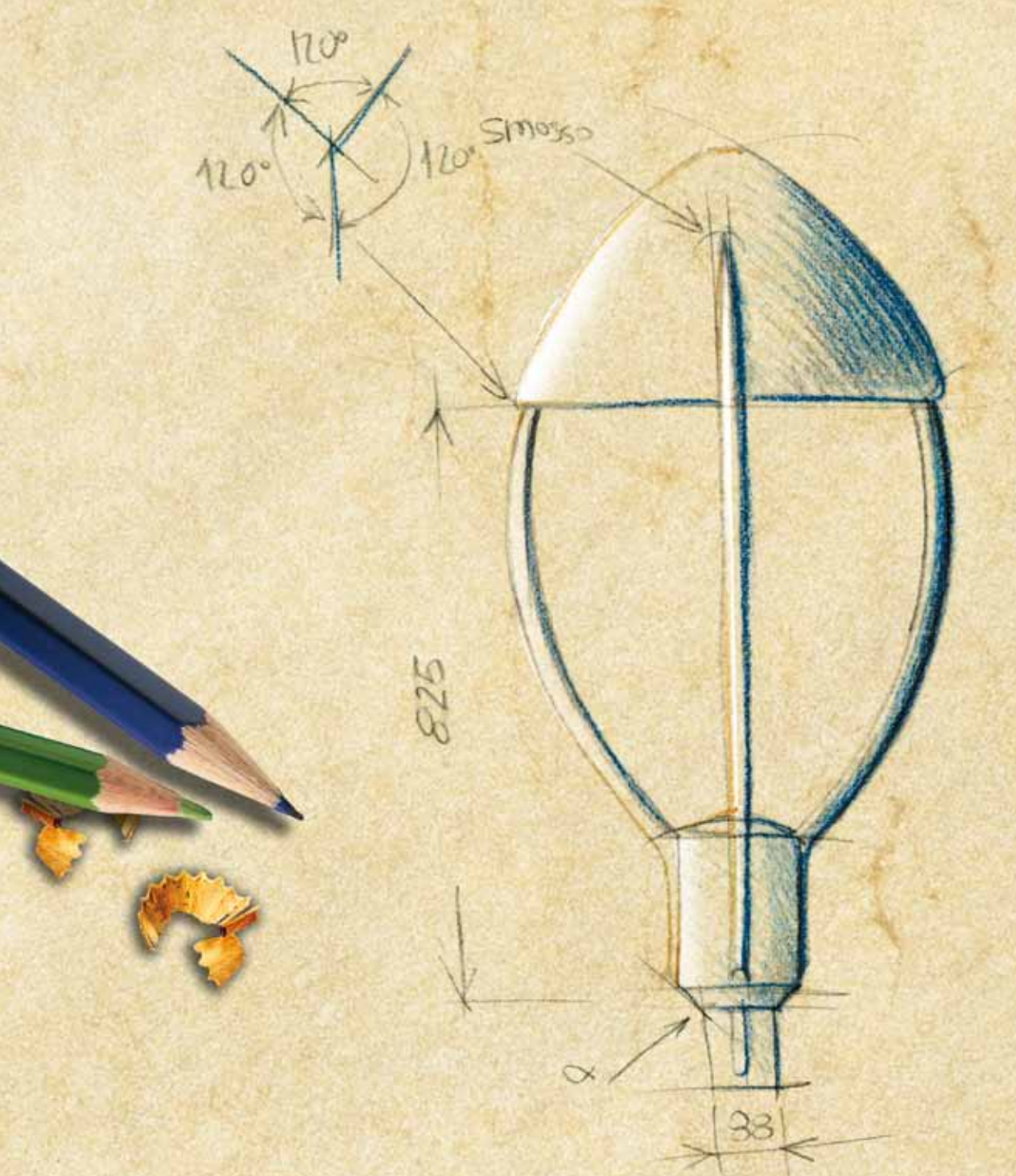


Grechi Illuminazione has made the technological constant the first tool of success of its business, increasing its knowledge in time, developing new simulation and control systems, and diligently conducting advanced research in the industry.

CUSTOMISATION

One of Grechi Illuminazione's commercial pride is our total elasticity towards customers in our system offering. This turns into the possibility to supply both standard and customised high-quality products in various ways, according to the type of installation and type of lighting that our customers wish to make.



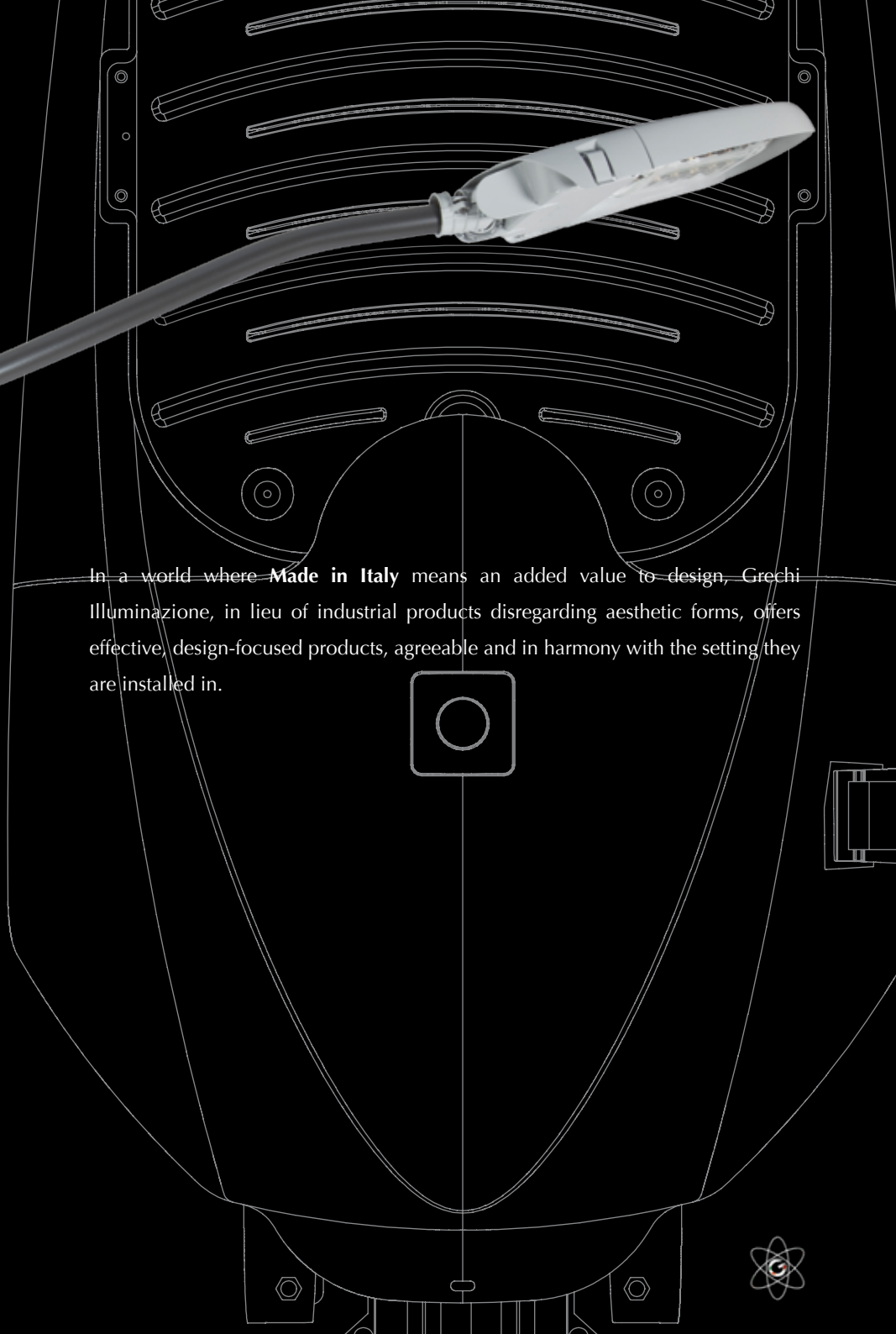




DESIGN



In a world where **Made in Italy** means an added value to design, Grechi Illuminazione, in lieu of industrial products disregarding aesthetic forms, offers effective, design-focused products, agreeable and in harmony with the setting they are installed in.



TECHNIQUE & ILLUMINATING ENGINEERING

TECHNIQUE & ILLUMINATING ENGINEERING



THE UNRELENTING DEVELOPMENT
AND UPDATE OF SUITABLE AND
CUSTOMISED SOFTWARE ENABLE OUR
PHOTOMETRIC DIVISION TO MEET ALL
CALCULATION NEEDS IN CONNECTION
WITH THE SECTORS WE DEAL WITH
GRECHI ILLUMINAZIONE.



TECHNIQUE AND ILLUMINATING ENGINEERING

PURSUING INNOVATION

Grechi Illuminazione has always been attentive to rapidly and successfully acknowledging and applying the new lighting technologies and techniques that progress has put forward, resorting to our know-how for a final optimal yield. That is why Grechi's history is the history of illuminating engineering: from mercury lamps to high-pressure sodium lamps, from micro-optics to latest LEDs, these are bound to become the reference technology of tomorrow.

OUR PHOTOMETRIC LAB

We have an in-house, state-of-the-art Photometric Lab, IMQ certified, representing the essential tool of our business and the backbone of our constant search for superior quality.

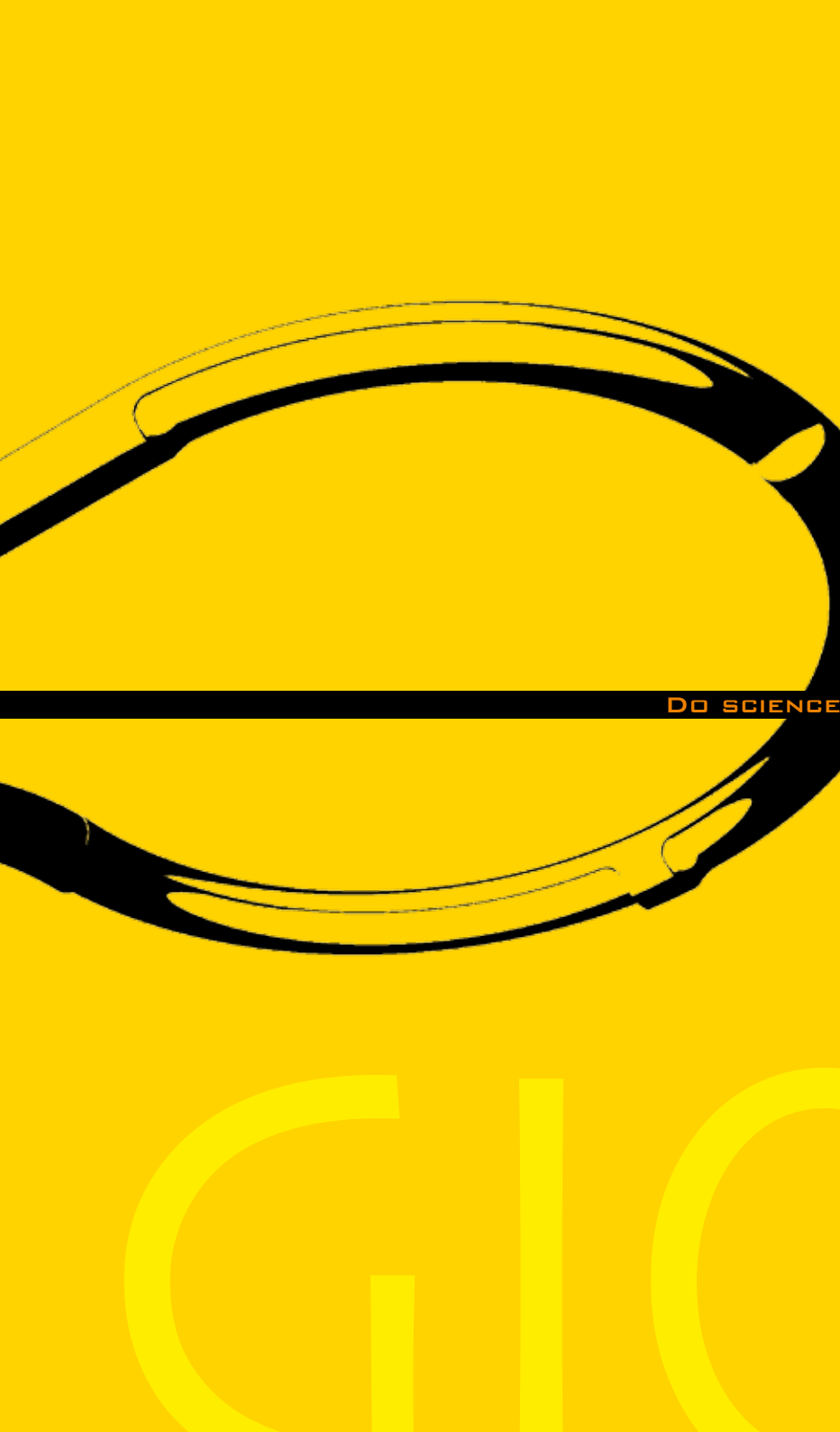
As for design technique, Grechi Illuminazione takes pride in making functional products that can be serviced easily and inexpensively. Our illuminating engineering enhances our capacity to make highly-performing equipment, with high lighting power but significant energy saving.



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TO BE A PIONEER IS A CHOICE
MADE OF COMMITMENT,
IMAGINATION AND ABILITY TO
CONSTANTLY CREATE NEW
AND VALID PROJECTS. AN
EXAMPLE OF THIS IS THE LED
WORKSHOP IN COLLABORATION
WITH THE POLYTECHNIQUE
UNIVERSITY IN MILAN AND
THE SEVERAL SEMINARS
CONDUCTED BY GRECHI ABOUT
THE APPLICATIVE STUDY OF
THIS TECHNOLOGY. HIGHLY
SUCCESSFUL PLANS WITH VERY
INTERESTING POSSIBILITIES
OF DEVELOPMENT: INITIATIVES
WHICH SHOW THE ATTENTION
AND CARE OF THE COMPANY
FOR NEW SOLUTIONS
AND EVERYTHING THAT IS
CONNECTED WITH SCIENCE
AND CULTURE IN THIS SECTOR.





DO SCIENCE

In 2008 Grechi Illuminazione started a greatly successful operational workshop with Poli.Design of the Polytechnic Institution of Milan. This has been an opportunity to step out of our Technical Division, showing our attention to new solutions and what means doing science in this sector.

Grechi's Illuminazione Is Made In Italy

Whenever a sector opens to new technologies, to new sceneries, it is easy to use new productive processes, maybe simpler and quicker, but maybe also less reliable. Grechi, on the contrary, believes that quality results from a close and careful check of the supplies and the realization of the project. We offer quality, demanding quality from all our partners during every productive stage. And this is why, since the beginning, all our products have been designed, assembled, certified and tested in Italy under the direct control of "Grechi Illuminazione".



RESPECT FOR THE ENVIRONMENT

RESPECT FOR THE ENVIRONMENT



WE LIVE IN AN AGE THAT IS INCREASINGLY SENSITIVE TO THE ENVIRONMENT. THIS IS WHY WE AT GRECHI ILLUMINAZIONE HAVE DECIDED TO DEVOTE ALL OUR EFFORTS AND ATTENTION TO ENVIRONMENTAL-FRIENDLY PRODUCTS.

CARE FOR PEOPLE AND WORK PLACE

There are values that go beyond the search for higher production performance or qualitative standards.

There are values that concern the human being, its care, respect for its competence and skills.

In a world that has turned colder and strikingly competitive, the focus on the human factor becomes the symbol of a commitment where there is no place for compromise.





Grechi Illuminazione has its own sales network in Italy and abroad. For information or if you need to know a local retailer, see the section "AGENTS" at www.grechi.com

- > GRECHI ILLUMINAZIONE HAS A WIDESPREAD PRESENCE THROUGHOUT THE COUNTRY AND CAN NUMBER, AMONG ITS CUSTOMERS, SOME OF THE MOST QUALIFIED ITALIAN BUYERS: ACEA ROMA, AZA, AEM CREMONA, ANAS, AUTOSTRAD E SPA, ENEL SOLE, ENIA, FS FERROVIE DELLO STATO, GRUPPO GAVIO, HERA LUCE, IMPREGILLO, IRIDE TORINO.
- > BEYOND DOMESTIC BOUNDARIES, GRECHI ILLUMINAZIONE'S PRESENCE STRETCHES, THROUGH VENDORS AND AGENTS, TO THE FOLLOWING COUNTRIES: SPAIN, FRANCE, UK, ISRAEL, AED, CYPRUS, GREECE, POLAND, MOROCCO, TUNISIA, SCANDINAVIA, PORTUGAL, REPUBLIC OF MALTA, BELGIUM AND SWITZERLAND...



PORTFOLIO

INSTALLATIONS

