

# COMPANY PROFILE

*“We design and make battery-powered lifting systems with stand-out quality, technological innovation and a philosophy focused on energy saving and ecological sustainability.”*

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## Franco Antonelli's IDEA



In 2001, when Franco Antonelli, businessman in the industry since 1958, realised that it was possible to create a lifting system that combined product quality with innovation aimed at saving energy, he could never have imagined that this vision would have turned into a safety and technological state-of-the-art industrial project. Franco aimed to make a lift capable of adapting to any installation situation, significantly cutting consumption costs and having it self-generate part of the energy to be used for its operation.

*His vision is now an internationally successful industrial business:*

**A.R.E. - Ascensori Risparmio Energetico**



### PROPRIETARY TECHNOLOGY

We at A.R.E. - a company nowadays managed by his son Franco, Filippo Antonelli - design and produce electric elevator platforms and lifts that stand out on the market for their instrumental use of batteries to provide the energy required to function. With a power of 130 Watts used (for the platform) and 500 Watts (for the lift), we are well positioned on the market with regard to energy efficiency and eco-sustainability.



Filippo Antonelli  
C.E.O.



# OUR VALUES

## MISSION

We design and make battery-powered lifting systems with stand-out quality, technological innovation and a philosophy focused on energy saving and ecological sustainability.

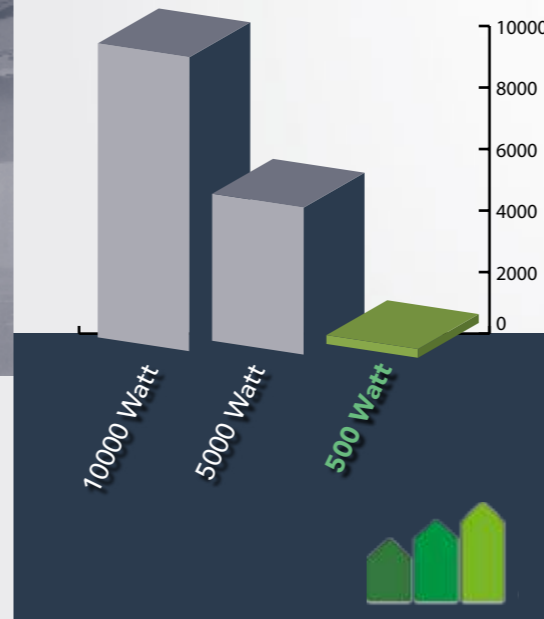
## VALUES

Passion and professionalism, a desire to achieve important objectives, ability to conclude R&D work to produce a completely new solution; creative determination - small but steady steps - what is needed to succeed in one's field. These have always been the founding values of A.R.E.

## VISION

Our vision is to contribute significantly to the impact that the lifting systems could have on the environment in the near future.

From the outset, we asked ourselves in what way and how much better it would be for the environment we live in if all the lifting-system installations absorbed just 500 Watts from the grid compared to 5 kW for more efficient electrical lifts or 10 kW for hydraulic plants. We asked ourselves: what would be the saving in terms of actual cost and pollution, if all the systems installed were self-regenerating, with low power consumption and eco-sustainability? How many millions of kilowatts fewer a year would be absorbed from the national grid if we only used real energy saving systems?

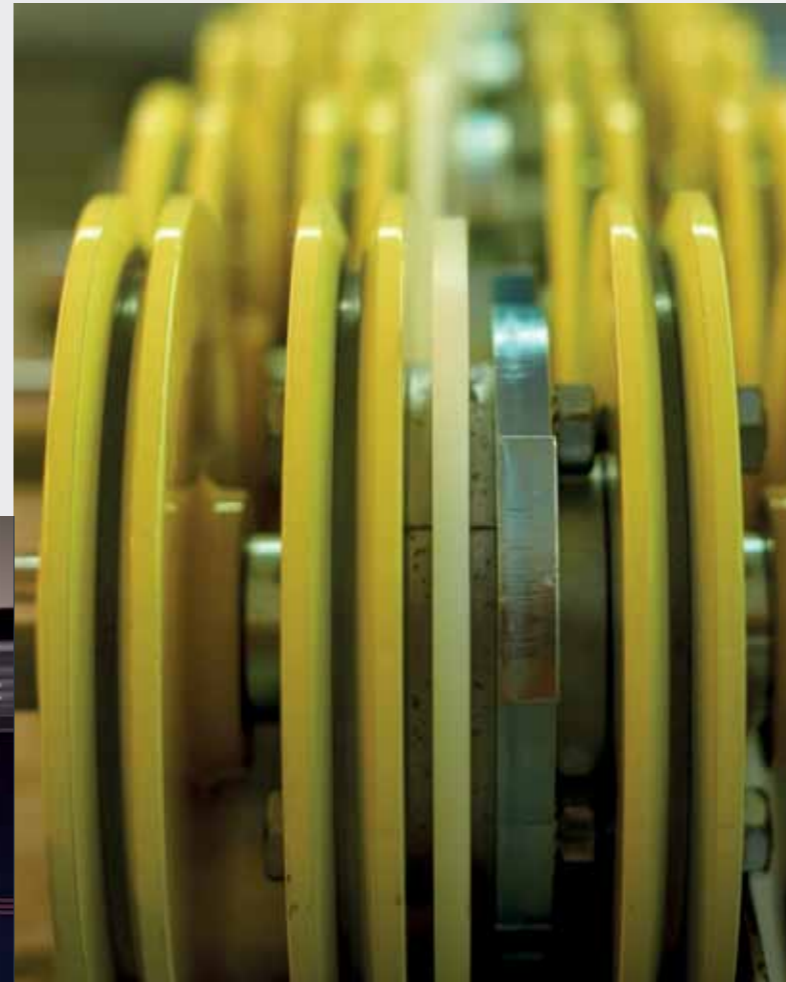
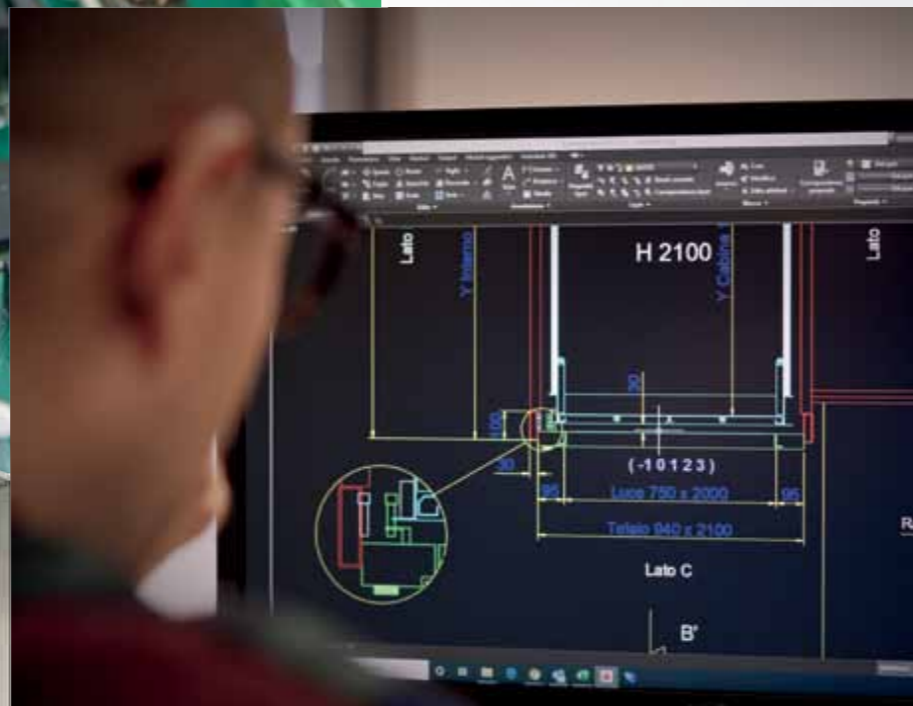
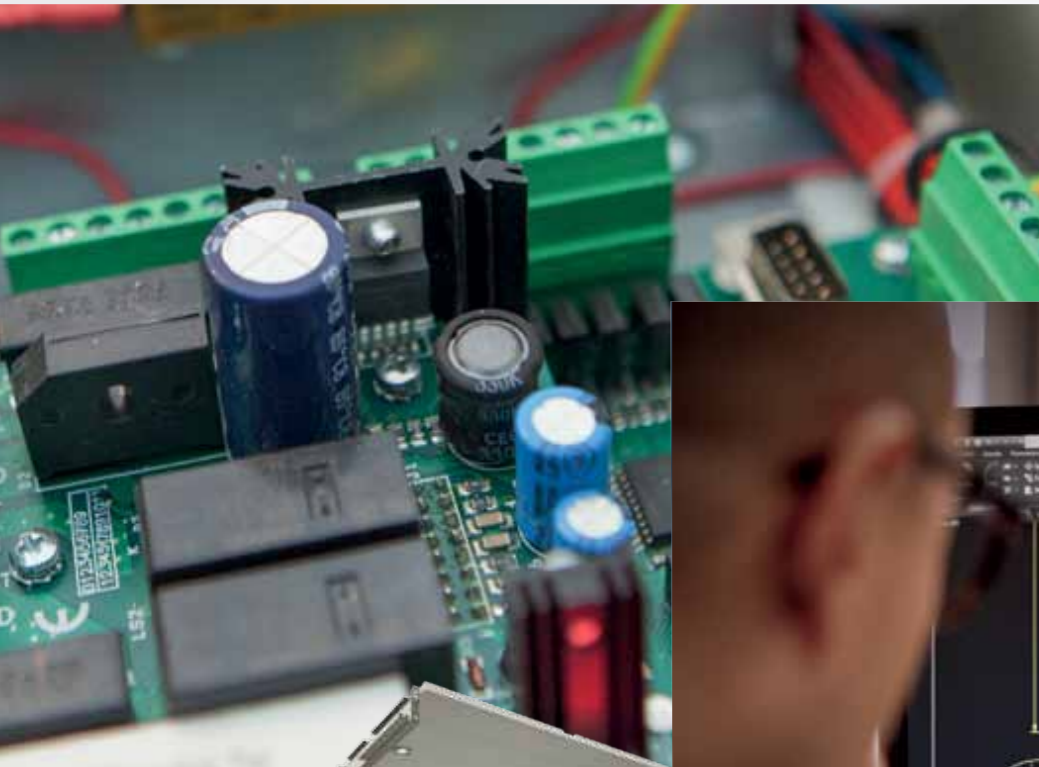


*"We don't just make lifting systems, we create lifestyle solutions, where energy saving and ecological sustainability lie at the heart of the choice of product to be installed in your home or workplace."*



# DEVELOPMENT AND INNOVATION

As a manufacturer, we constantly invest a considerable portion of our budget in R&D, devising solutions capable of enhancing the performance and efficiency of our products. However, we have an even more ambitious objective: thanks to the collaboration with the Battery Management group at the Information Engineering Department of a prestigious



Tuscan university, we occupy a uniquely innovative space in the sector; we not only study the behaviour of technologies currently available on the market, but also identify, assess and test the very latest solutions – even used in other areas of industry – so that we will be ready with cutting-edge products for tomorrow's market.



## OUR STANDARD *are "bespoke" projects*

For us, each individual plant is a "bespoke" project which can satisfy any installation demand for our Customers; this means that it needs to be the Customer, whether they be an architect or engineer, a construction company or surveyor, interior designer or private individual, as well as our business partners in the field, to dictate the plant's specifications and not the plant that determines the spaces in which it is installed.



# OUR ORGANISATION

## *Commercial*

One of the most important features that distinguishes A.R.E. from most of our competitors is the fact that we are involved exclusively with the design and production of lifting systems and leave the dealers to worry about all the activities such as stakeholders (e.g. construction companies, apartment block managers, etc.)

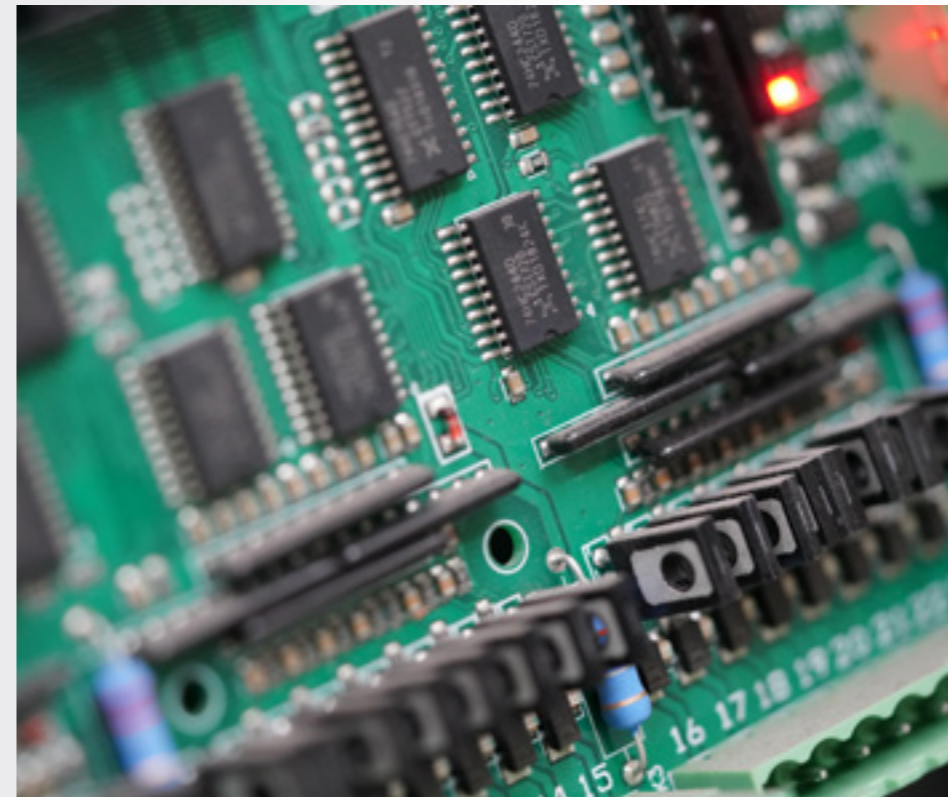


# *Production*

All product specifications are studied and planned exclusively by our in-house technical staff of highly qualified experts.

To guarantee the highest quality and the most advanced production standards, for some processing, we use expert partners to make specific elements and components, so that we have access to the best possible technologies for the type of project

required by the Customer. Even the final test on all the mechanical parts is done in-house, to ensure that every component complies with Customer specifications. Our sales department helps our Italian and foreign Customers to draw up the details for each project, keeping them up to date throughout the lifting system design and production stages. Thanks to a widespread network of qualified dealers in every region in Italy and a network of foreign sales partners which is constantly expanding, our company has acquired a level of international importance that allows it to compete with top European manufacturers.







## OUR STRONG POINTS




### 1. ENERGY EFFICIENCY

 Our products use an innovative traction system based on the use of a DC motor. This technology allows the lifting device to operate using a power of 0.13 kW for platforms and 0.5 kW for lifts.


### 2. ANTI-BLACKOUT SYSTEM

 The use of batteries means our plants can also be used in the event of a temporary blackout on the power grid (blackout situation).

### 3. NO MACHINE ROOM

 With our lifting devices, there is no need for space to house oleodynamic control units and manoeuvring switchboards. The motor unit is located inside the lift well and the manoeuvring switchboard can be incorporated into a floor door.


### 4. COMFORT AND SILENT RUNNING

 Soft departure and arrival, stopping precision and silence are the distinctive features of all our products, designed and manufactured to offer maximum comfort.


### 5. MAXIMUM SAFETY

 We equip our plants with a speed limiter which prevents uncontrolled cabin movement wherever it is. This limiter can be compared to obligatory devices fitted in standard lifts compliant to amendment A3 and guarantees the maximum level of safety currently available on the market.


### 6. ECO-FRIENDLY AND CLEAN

Our systems respect the environment because  we don't use any kind of oil, even as a lubricant for the guides

### 7. NO INCREASE IN POWER

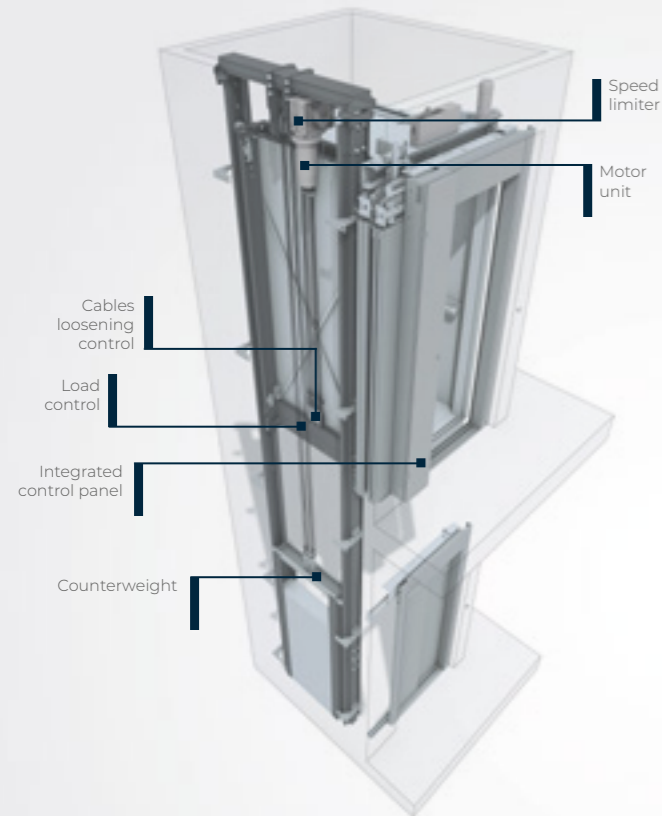
 The 130-Watt power used by the platforms and the 500 Watts used by the lift mean our lifts can be used without having to worry about turning off other household appliances. Furthermore, there is no need to increase the power on your electricity supply contract because the standard power for private residences or the electricity meter for apartment building or office stairwells is sufficient.

### 8. ECO-SUSTAINABILITY AND ENERGY RECOVERY

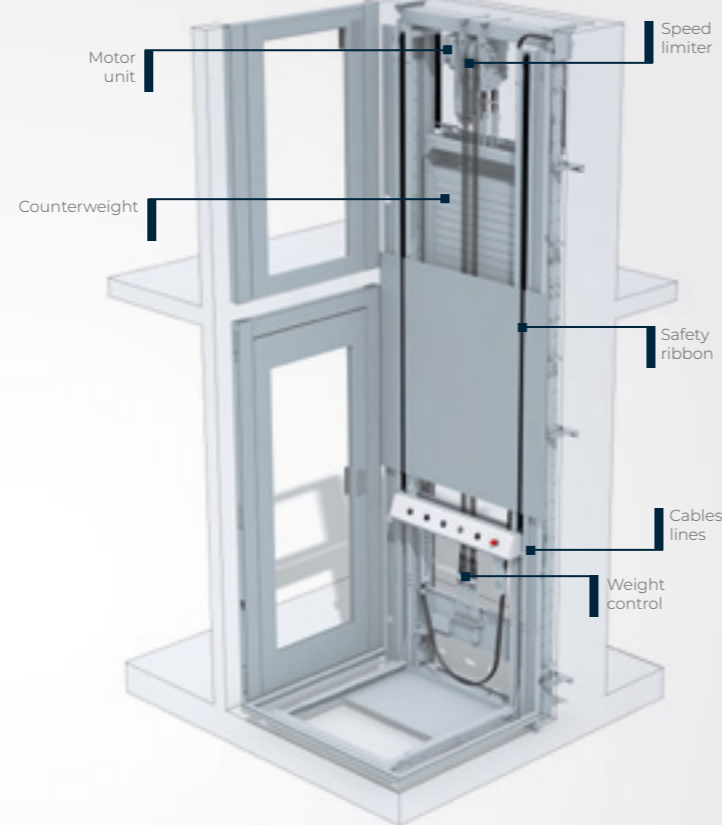
 Thanks to our technology, all our systems manage to recover most of the energy generated each time they operate in a deficit situation and store it in the batteries; this results in an immediate saving in the cost of electricity which the user is normally obliged to purchase from the supplier, with the direct effect of reducing polluting elements resulting from the normal production of this energy itself.

# ENDLESS versatility

**MANGUSTA**



**MINIWATT**



<b>MANGUSTA</b>	<b>No doors in the Cabin</b>	<b>With bus doors in cabin</b>	<b>Automatic doors</b>
Cabin operation Maneuver by Plan	Manual Automatic	Automatic Automatic	Automatic Automatic
Info:	This version provides for the manoeuvre cabin both manual (defined by norm "to hold")	Cabin doors, opening and closing automatic version, the doors of the bellows are controlled by electronic operator and the movement is controlled by an electronic mobile rib. The bi-fold door offers the possibility of automatic operation in the cabin even in confined spaces.	Plan automatic doors with sliding doors opening by electronic operator offering programming keypad, available in various versions. In this version the Mangusta is fully automatic.
Head height Cabin height Pit	2600mm 2100mm 150mm	2600mm 2100mm 150mm	2600mm 2100mm 150mm

<b>Features</b>	<b>MANGUSTA (UE)</b>	<b>MANGUSTA (UE)</b>
Load:	300Kg	up to 500Kg
Capacity:	up to 4 people	up to 5 people
Maximum Speed:	0,15 m/sec.	0,15 m/sec.
Insertions per hour:	45	45
Travel:	24000mm	24000mm
Headroom:	2600mm	2600mm
Pit:	150mm	150mm
Lift power supply:	Battery	Battery
Committed power:	0,13 KW	0,23 KW
Maximum inrush current:	0,7A	2A
<b>MINIWATT</b>		
Load:	up to 400Kg	
Capacity:	up to 5 people	
Maximum Speed:	0,15 m/sec.	
Insertions per hour:	45	
Travel:	24000mm	
Headroom:	2000mm	
Pit:	130mm	
Lift power supply:	Battery	
Committed power:	0,13 KW	
Maximum inrush current:	0,7A	



## CORPORATE ETHICS

Ever since Franco Antonelli came up with the idea that a lifting plant could be battery powered, numerous people have turned improvised manufacturers or assemblers of this kind of solution.

We have never agreed to compromises linked to incidental business opportunities; we have always remained faithful to our initial vision, offering only products that use our energy-saving and energy-recovery technology as the only valid solution for lifting systems in the XXI century.



*"Our Clients choose us for their affinity with our corporate philosophy and we will always be proud to demonstrate, each day, that their choice of A.R.E. products was the right one."*

**Rosario Rosone**  
Sales Director



