



DRIVEN BY INNOVATION

INNOVATION DOESN'T TAKE A GENIUS—BUT IT TAKES THE RIGHT GENES.

Innovation is in our DNA.

It's something that comes from within: that constant drive to do more, and to do better.

Because we know our products will help build houses, hospitals, schools and infrastructures, buildings that guarantee quality of life – buildings that last. Places where people grow, heal and learn. Quite simply, places where people live. Our human resources, our design teams, our technological know-how—it's all dedicated to this goal. The constant pursuit of solutions that anticipate the needs of our customers and machine operators.

Our products for the mixing, distribution, pumping and use of concrete embody our philosophy—a philosophy that we can share thanks to an extensive distribution network featuring partners, branches and service centers around the globe.

And that's why, over the years, CIFA brand has become synonymous with high technology, the constant pursuit of sustainable solutions, and award-winning Italian design.

But we're still trying to do more, and to do better.

1928 | 2018



Our logo emerging from concrete, a material that can only be used thanks to the machines that CIFA conceives, designs and manufactures.



The fundamental principle guiding our mission at CIFA has always been to strive for innovation and then make it a reality in our machines and in the way we carry out our business. It's been that way for 90 years. Generation after generation, CIFA has designed original, cutting-edge solutions that not only satisfy the needs of an increasingly demanding market, but even anticipate them. It is an ever-growing commitment supported by a rigorous code of ethics and strengthened by our acclaimed engineering prowess. We engage in an intense dialogue with the users of our products so that we can provide them with the engineering solutions of tomorrow, today.



Build

WE BUILD FOR BUILDERS.

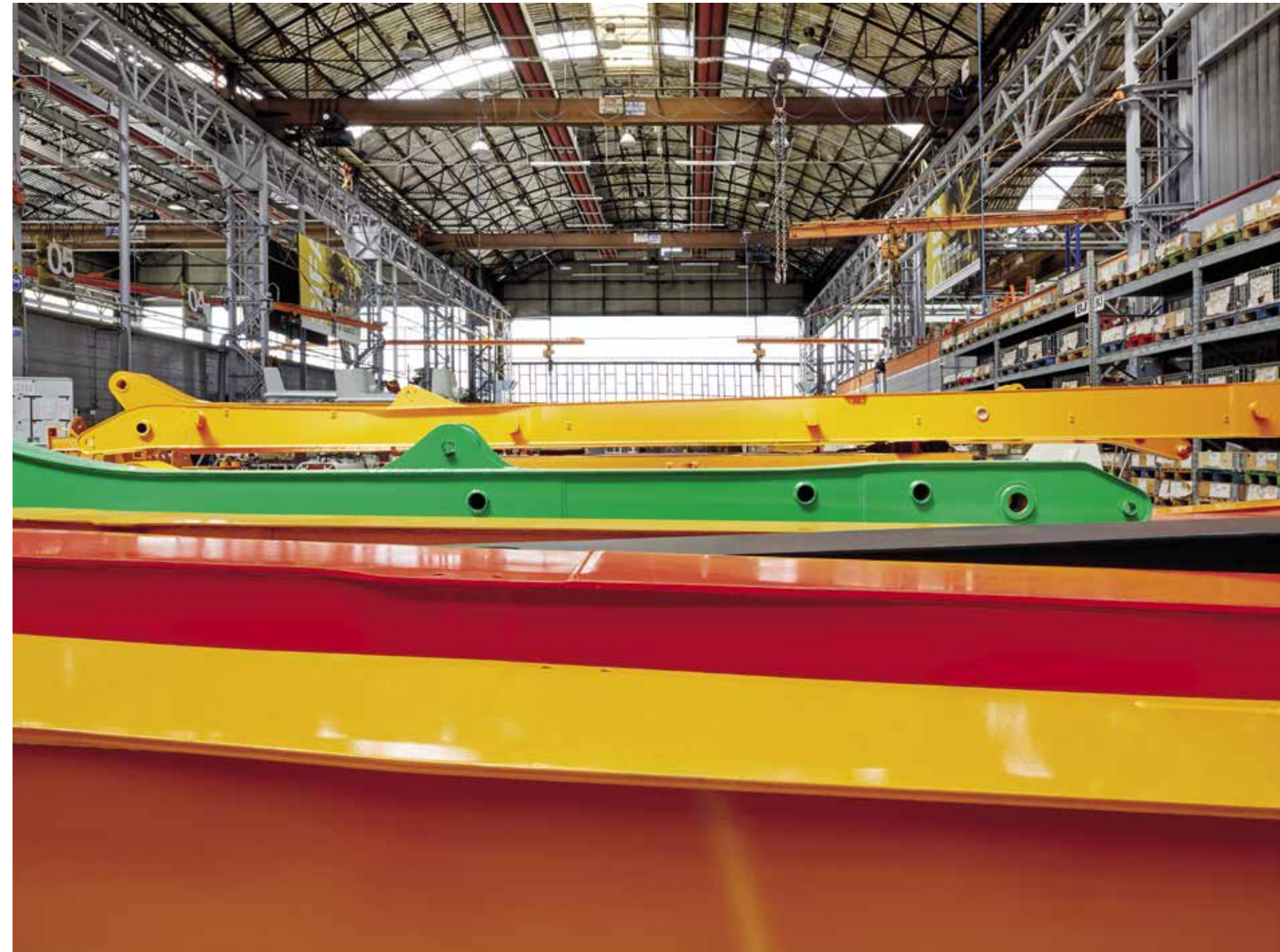
Ask us anything, because we can build it. From formworks and batching plants to truck mixers and concrete pumps. And if you're looking for something that doesn't exist yet, we'll make it for you: with an eye for detail and industrial-scale production.



Previous page:
Truck mixer assembly

Production facility
for truck mixers

Booms on truck-
mounted pumps,
custom paint jobs



We like to think that in our work, it's not just what you do, but how you do it. That's why our teams work closely together and respect nothing but the highest standards of lean manufacturing. Each team member takes part and takes responsibility for his or her actions, and all members share their projects and goals. In short, we also build human relations. By sticking to these principles, our technological know-how and manufacturing prowess become strategic parts of whatever project CIFA machines are working on, from individual construction sites to major infrastructure projects such as roads, viaducts, bridges and tunnels.



Improve



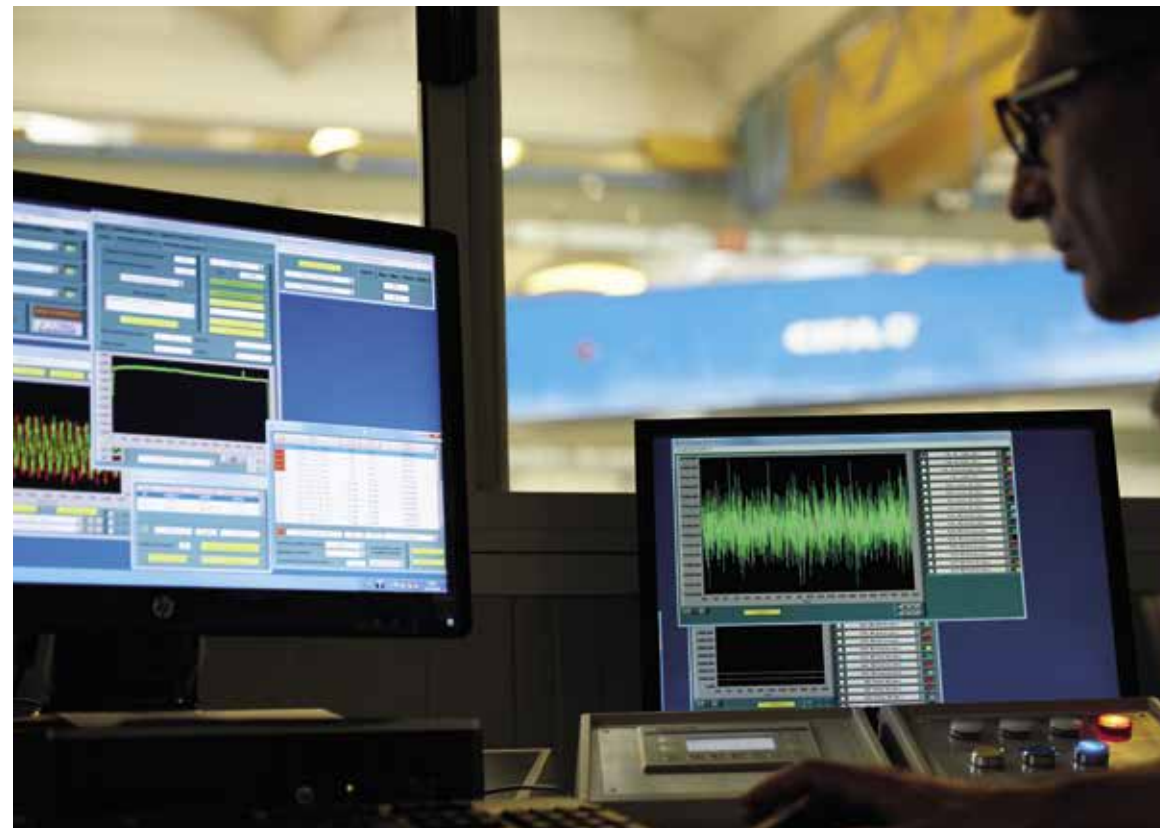
IF YOU FIND IDEAS THAT WORK, YOU'LL CONSTANTLY IMPROVE.

We're used to trying out ideas that sound impossible, and we know that the best ideas are those that last. They turn into projects, and then they become reality.

What were once visions are now certified patents for over 60 product families—innovative solutions such as our carbon fiber booms and our hybrid technology. No one believed in our ideas. But we did.

Previous page:
TEC - Testing
European Center,
machine used to
perform stress tests
on components

TEC - Testing
European Center,
analyzing data
from stress tests on
components



While creativity must be free from all limits, the road towards a finished product requires rigor and discipline. That's why we've strengthened our Research & Development department and invested in the tools needed to check that our ideas actually work. One such investment that really stands out is our Testing European Center, which is the only one of its kind in the field. We also work with universities, because you can never have enough knowledge.

Each machine is
subjected to final
testing to verify full
operation



Innovate



Previous page:
Carbon fiber boom
assembly

Planning and
design in the R&D
department



Assembly of the
Magnum truck mixer
pump

A prime example of the way we think and act is the introduction of our truck mixer pump. Invented by CIFA in 1974, this innovative product has revolutionized concrete management at the worksite. And it fits perfectly with our philosophy: work better, manage time more efficiently, and reduce operating costs. We offer our clients a full range of solutions and services. Ideas that no one had ever thought of, materials that no one had ever used before and treatments introduced for the very first time. An example of this is the carbon fiber, which today can be found in a variety of our products, with booms up to 80 meters long. And we do it all while maintaining an eye for style when building our machines. Indeed, our acclaimed design has won multiple awards: it's no coincidence that CIFA is a three-time winner of the prestigious "Red Dot Award" for product design (2014, 2015 and 2017). We're proud of this accomplishment because when it comes to recognizing quality, the eye doesn't lie.

INNOVATING MEANS FINDING ANSWERS TO QUESTIONS THAT HAVEN'T BEEN ASKED YET.

If you're driven by innovation, it means you can't simply meet market demands as they arise: you need to anticipate them. You can't chase trends: you need to set them. That way, you're always one step ahead. And you'll be followed instead of being a follower.





Respect



We are conscientious
and respectful through
our products and in
our relationships with
customers



RESPECT THE ENVIRONMENT AND THOSE WHO LIVE IN IT.

You can't have progress without respect. That includes respect for the environment and the people who live and work in it. We want to make their lives healthier, easier and safer. That's the kind of innovation that drives us.

When we think about a machine, device or plant, we consider much more than just its specific function. Thanks to our experience, we know what kind of issues our customers have to face; that means we can come up with electronic solutions such as Smartronic, which guarantees both the stability of our truck pumps and the safety of those who use them. We use materials such as carbon fiber, which weighs less and reduces consumption. And we have developed a range of hybrid truck mixers called Energya—because our machines are ready for the future.





Share



Previous page:
CIFA Academy, our
specialized training
center

Moments of
sharing in offices
and production
departments, a
precious resource

Everyone contributes something to make our knowledge that much stronger. Initiatives such as CIFA Academy ensure training for both in-house and outsourced operators. That way we can be sure that our machines are always working as efficiently as possible, and that they are being used correctly. And we can share the satisfaction of a job well done with our customers.



SHARING ALLOWS US TO GROW TOGETHER.

We don't just work together—we know each other. Our colleagues are people above all else. We talk, we exchange ideas, and we share life events: big or small, at work or outside of work. We recognize the professional qualities of those who work alongside us. But above all, we recognize their faces.





Communicate

EVEN DETAILS CAN COMMUNICATE INNOVATION.

Since 1928, CIFA has been a technological leader in the production, transport and management of concrete. We believe it's important to remember where we started from, the path we've traveled down, and where we're headed—and sometimes powerful images can help.



Previous pages:
some close-up looks
at the Museum and
at our production
facility in Senago
(Milan)

It's easy to see something beautiful and not realize all the hard work that went into it. Or that behind that beauty lies a commitment to making the workplace better. The most effective form of communication is one that immediately conveys a feeling of quality and innovation—communication that "says a lot" without using too many words. That's why we've dedicated the same attention we reserve for our product design to the design of our production facilities and offices.



Grow

GROWTH IS NOT A GOAL. IT'S AN ATTITUDE.

600
employees

A team of 600 people, each with his or her own individuality and culture, but all of whom have a little bit of orange blood in their veins.

>1,000
truck mixers and truck mounted pumps manufactured every year

Over 1,000 machines sold every year, used by companies all over the world.

>60
patent families

Over 60 patent families for our materials, technologies and systems.

5+5
production sites assembly centers

5 production sites: 4 in Italy, with a surface area of more than 200,000 m²; 1 in China. 5 assembly centers: Italy, Mexico, Germany, France, China.

80
dealers worldwide

An extensive distribution network featuring international partners, branches and service centers in over 180 countries.

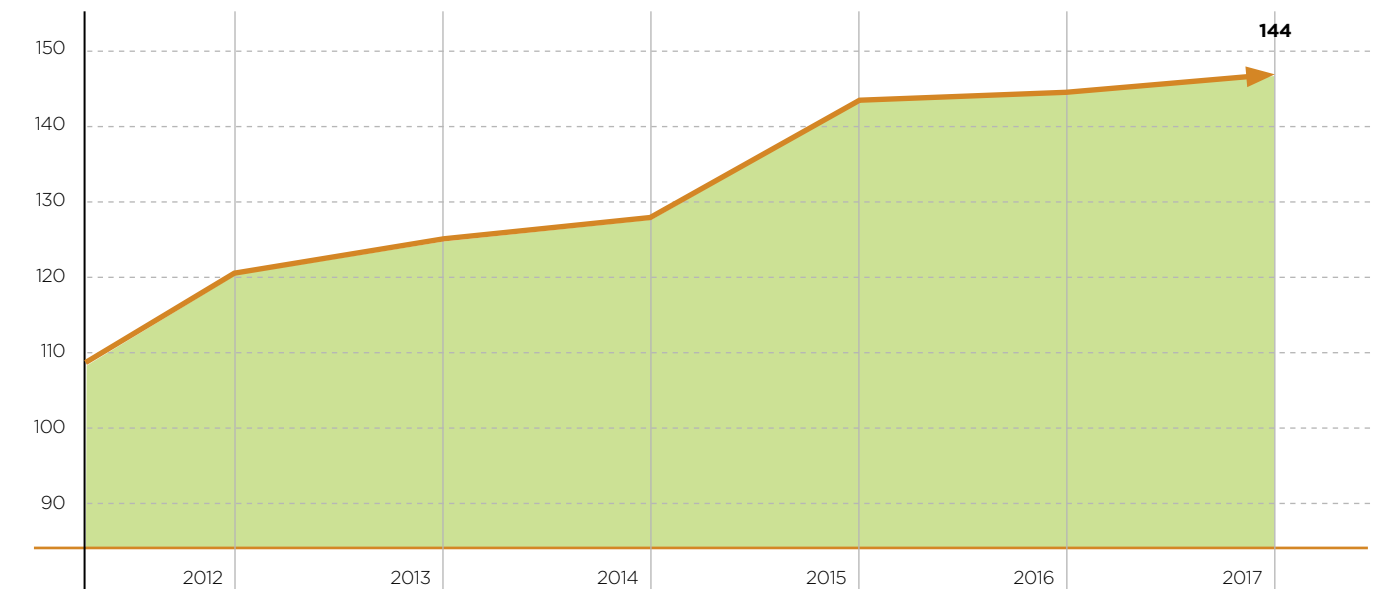
3
design awards

CIFA has won three prestigious awards for product design: *Energys E9* - RedDot Design Award Winner 2014 *Coguardo 4* - RedDot Design Award Winner 2015 *CSSE* - RedDot Design Award Winner 2017

191
Mln Euro - CIFA Group 2017 Turnover

144
Mln Euro - CIFA European Operations 2017 Turnover

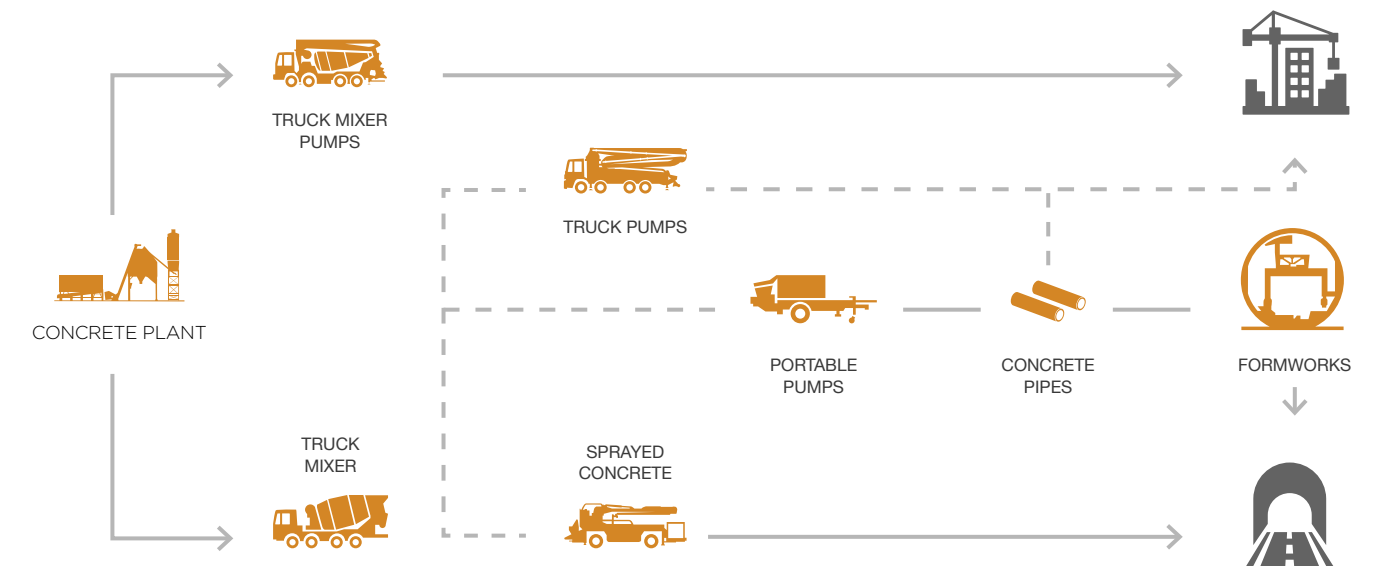
5%
CAGR Compound Annual Growth Rate
34%
Growth Rate



15
product lines

A FULL LINE OF CONCRETE TECHNOLOGIES

It started with the very first formworks; then came our batching plants. That was followed by the birth of our truck mixers and truck mixer pumps, leading to our truck-mounted pumps, portable pumps, and eventually our "sprit" systems and mine mixers. Our product range has grown over the years and will continue to do so, with innovation driving us the whole way.

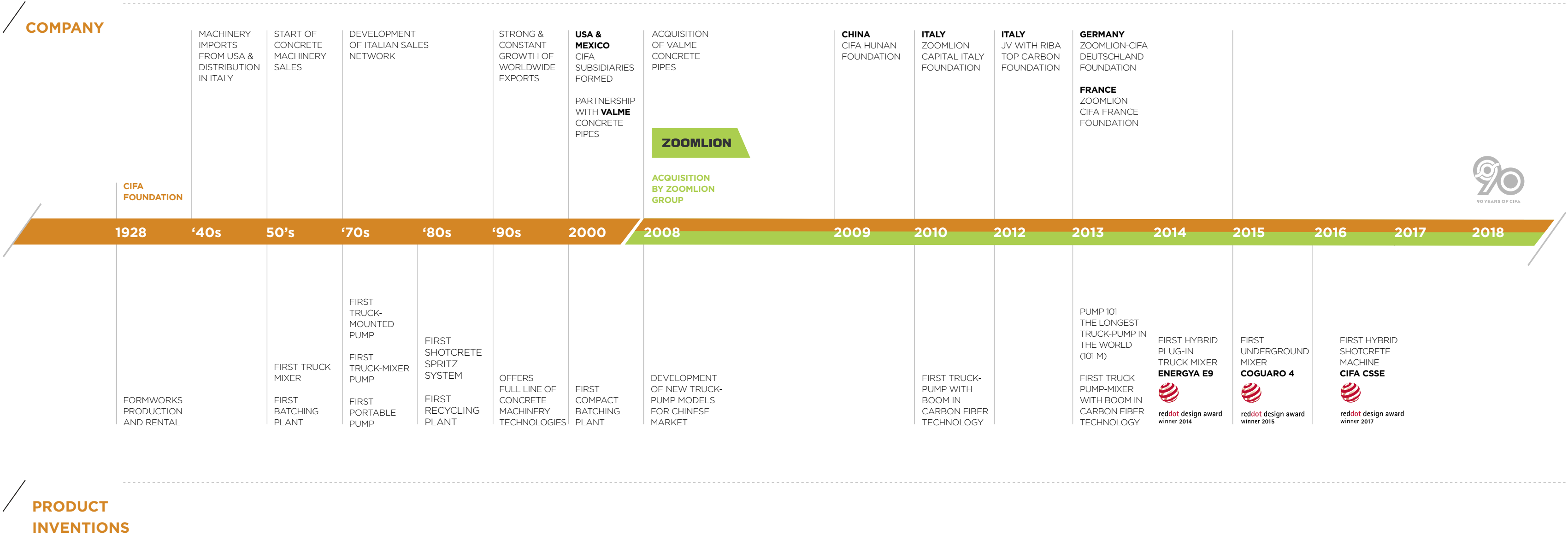




Advance

FROM FAMILY-RUN BUSINESS TO INTERNATIONAL GROUP.

We are—and always have been—a company in constant development: dynamic and proactive. We’ve always been able to look beyond the horizon. And now that we’ve become part of the multinational group Zoomlion, CIFA as a whole has acquired precious resources for its future. New potential awaits, from research and development to marketing and sales.





CIFA IN THE WORLD.



	Headquarters	Production	Assembly	Subsidiary
Senago (MI) Italy				
Castiglione delle Stiviere (MN), Italy				
Rogolo (SO), Italy				
Faenza (RA), Italy				
Changsha, China				
Francin, France				
Urbach, Germany				
Mexico City, Mexico				
Minsk, Belarus*				
Milwaukee (WI), USA*				
São Paulo, Brazil*				
Mumbai, India*				

*Zoomlion Corporation

ZOOMLION

Founded in 1992, Zoomlion Heavy Industry Science & Technology Co. Ltd. is mainly engaged in developing and manufacturing major high-tech equipment used in the field of Construction Machinery, Agricultural Machinery and Financial Business. The company has 49 product lines and it has the most complete global product chain of any equipment manufacturer. The company ranks among the world’s most relevant in the concrete machinery and hoisting machinery business segments. With a revenue of more than USD 3 billion in 2017, Zoomlion is one of the largest equipment manufacturers in China, and one of the top fifteen in the world.





DRIVEN BY INNOVATION

CIFA thanks all the collaborators who, with their willingness and participation, have made this Company Portrait possible.
