



# AMBROVIT 2025: a focus on innovation, people and sustainability.

Ambrovit welcomes the new year with a campaign dedicated entirely to its employees. Since 1997, the name Ambrovit has been a guarantee for all experts in the screws and bolts sector. Ambrovit has grown constantly over the years, fueled by its passion for innovation and adapting to changing market needs, which have seen it gain an unrivaled reputation in the market. Ambrovit's hallmark is its meticulous attention to the quality of its products. The company adheres to the highest standards to guarantee the effectiveness and safety of the products it distributes.

## Undercover heroes: Ambrovit's "daily" heroes

Just as in every great story, Ambrovit's people are its beating heart. This is why the new 2025 campaign, "Undercover Heroes", celebrates the employees, the real stars of the company's success, showcasing to the public the value of the work that goes on behind the scenes. "Undercover Heroes" stems from Ambrovit's desire to tell a genuine story that embraces dedication, professionalism and passion, and to reveal the human side of the company, by giving a voice to and recognizing those who, without much fanfare, contribute daily to its success. One of the most moving aspects of the campaign is the narration of employees' personal stories. Each one is recounted in an authentic way, the result of genuine, ordinary conversations, in which the speakers had free rein to express themselves, sharing not just details about their jobs but also some personal anecdotes, their hopes and minor worries about the future. The initiative aroused great interest among employees, who felt valued and recognized for their work, and they whiled away a few hours doing something different, including posing for campaign photo shoots. At a time when companies are increasingly trying to humanize their brands, putting the core focus on people, Ambrovit has been a trendsetter, choosing to tell its story through the voices of the people who work in its offices and warehouses every day.





## Innovation and growth: Ambrovit looks to the future with Go Easy.

As we've mentioned, Ambrovit is a forward-thinking company. It conducts the non-stop research required to always keep pace with the needs of the market, distributing intuitive, safe and long-lasting solutions. Over the last three years, the company has focused on expanding its warehouses, creating a cutting-edge logistics system. It is now able to guarantee ultra-fast deliveries in 24-48 hours, thanks to the construction of a second warehouse that allows it to store a larger volume of ready-to-ship products. By contrast, 2024 witnessed the launch of an even more ambitious project: Go Easy. Perfect for those looking for a reliable, safe and easy-to-use product, Go Easy offers customers the possibility to independently purchase a wide range of products at hardware stores, including screws,



bolts, and other fasteners and fixings, certified to the highest standards and sold in three different packaging sizes. The range includes more than thirty products, which are suited to just as many needs, including screws (chipboard screws, machine screws, self-tapping screws), hex lag screws, nuts, rivets, bolts and washers. To ensure greater flexibility and choice, products are available in three different packaging formats, all with a modern and simple design, with the addition of a helpful technical feature: all packaging contains precise illustrations of the screws, with descriptions, sizes, and instructions for use in Italian and English. On the back, an information sheet in nine languages makes it easy for everyone to understand.

## Sustainability and the future: an increasingly tangible commitment.

Ambrovit's ambitions for 2025 definitely include an even firmer commitment on the sustainability front, which has already taken concrete shape in the past through several projects targeted at reducing its environmental impact. It has taken its first step in this direction by adding clear and detailed labels to all products, which not only certify compliance with the relevant regulations in force, but also provide all the necessary information to ensure transparency towards consumers, such as compliance with the CE marking requirements. Throughout its path of innovation, Ambrovit has also invested in modernizing its operating plants. A tangible example of this commitment is the new Proxima warehouse, which, thanks to the installation of 650 photovoltaic panels, is able to produce enough energy to power the entire operating cycle. This is a move that not only reduces operating costs, but also marks an important step in creating an energy self-sufficient plant, bringing the company closer into line with a market keeping an increasingly closer eye on sustainability. However, Ambrovit does not stop at simply optimizing its operating processes. Its vision goes further, always striving to celebrate and value the



role of the people who contribute to the success of its projects. With this in mind, the "Undercover Heroes" campaign was launched at the start of the year, with a view to paying tribute to those who, work behind the scenes as the silent heroes of every major success. The new year has just kicked off and Ambrovit is preparing to embrace it as best it can, with a cohesive team geared towards innovation and responsibility. ■

