

IMMERGAS: CAIUS BIGA ROAD SHOW

Our Caius Biga mobile road show travelled to Ukraine to present Immergas's home climate control solutions.

Brescia 17 October 2017 – The tour lasted one week, covered 5000 kilometres and visited six cities.

The presentation initiatives organized by OPTIM, our partner in Ukraine, were attended by 250 technicians and installers of home climate control systems.

In keeping with the tradition of hospitality shared by Italy and Ukraine, pizza, sausages and 500 litres of beer were given out to participants at the various stops.

Antonio Romersa, responsible for commercial events in Italy and abroad, took part in the road show for Immergas. The road show visited the cities of Uzhgorod, Ivano-Frankivsk, Chernovtsy, Chernigov, Vinnitsa and Rovno. At every stop, Immergas product lines and systems attracted a great deal of interest, so much so that a new Immergas road show is already being planned for 2018 in collaboration with Optim, a company that has been operating from its headquarters in Kiev since 1995, with 18 branches in different cities in Ukraine and a staff of over 200 people. Caius Biga is the mobile road show designed to showcase the new Immergas products in a simple, flexible way in different contexts: from trade fairs to initiatives organized together with dealers in Italy and abroad. Six Immergas boilers and all their accessories are on display inside Caius Biga.

«On average, Caius Biga is on show 200 days a year and covers 50,000 km a year - says Marco Rossi, in charge of Technical Marketing dept. at Immergas - this solution has proved very effective in supporting promotional activities».



Caius Car to Ivano – Frankivsk





Caius Car Immergas



Road Show Caius Car to Rivne

Immergas profile

Immergas was established on 5 February 1964 and has celebrated its fiftieth anniversary in 2014. The company specializes in the design and manufacturing of gas-fired boilers and hybrid systems for home use. Immergas is constantly ranking amongst the main European companies in the field of heating, with a leading position in Italy and in various European countries in the field of innovative gas boilers. Since 2010 it has been active in the field of renewable energy with the ImmerEnergy brand, which makes high power photovoltaic installations and deals with the issues of improving the energy efficiency of buildings. Immergas designs and produces power management systems combining gas boilers, heat pumps, solar and photovoltaic systems, technological solutions for the production of sanitary hot water, to offer low consumption climate control systems with very low environmental impact. Great attention is paid to the sustainability of manufacturing processes, with advanced solutions that produce measurable effects in terms of cost saving and reduction of environmental impact.

The headquarters in Bressello (Italy) have a staff of over 600 employees and a roofed surface of more than 50,000 square meters. The Immergas sales network is present in 50 countries, with 10 branches in Europe and one in China, with shareholdings in important enterprises in every continent and a focus on Australia, South America and North Africa. The production units are located in Bressello (Italy), in Poprad (Slovakia) and in Qazvin (Iran). In 2016 the volume of sales generated on foreign markets exceeded two thirds of the total, which topped 270,000 units, with high efficiency heat generators, sold under the brand names Immergas and Alpha Heating Innovation accounting for a third of these.

Immerfin group profile

The Immerfin Group is a family owned multinational business that controls Immergas in Italy and Immergas Europe in Slovakia. In 2016 it registered a turnover of 240 million Euro. The profitability margins back the investment plan in a stable way, which allows Immergas to maintain its high competitiveness.

The overall number of staff is around 1.000, employed in the three plants of Bressello (Italy), Poprad (Slovakia) and Qazvin (Iran). Immergas is the main company of the Immerfin Group, which controls 11 commercial branches in Great Britain (Alpha Therm), Hungary (Immergas Hungaria Kft), Poland (Immergas Polska z.o.o.), Turkey (Immergas Turkey), Czech Republic (Vips Gas s.r.o) Slovakia (Immergas s.r.o.), Romania (Immergas Romania), China (Immergas Beijing), Russia (Immergas ooo), Greece (Immergas Hellas) and Bulgaria (Amax Gas). The President of the Immerfin Group is Romano Amadei, who founded the company in 1964 together with Gianni Blacchi and Giuseppe Carra.

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