



FERROLI LAUNCHES ITS NEW BRAND IDENTITY AND UNVEILS AQUAOPTI, THE FIRST PRODUCT IN ITS NEW DIRECTION

"Feel well. Live inspired." the Group's new claim.

New logo, new colour palette, new tone of voice: Ferroli is revamping its image. This is the first step on a journey that will lead to an increasingly integrated and comprehensive customer and product experience.

San Bonifacio (Verona), 22 September 2026 – Ferroli unveils its new brand identity: a new logo, colour palette, typography, photography and tone of voice, launching simultaneously on the Group's corporate and country websites.

The new logo originates from a pencil stroke. The line gradually takes shape, a metaphor for a company that is shaping its future by building on its roots. The design is cleaner and more contemporary, instantly recognisable whether viewed on a smartphone or on a factory sign. This change is reflected in the new international slogan: 'Feel well. Live inspired.' that reaffirms the central importance placed on people's wellbeing and a commitment that has always inspired the Group's decisions.

The **corporate website ferroligroup.com** and the **country-specific ferroli.com sites** served as the testing ground, redesigned with a common architecture but featuring dedicated contents for each market.

The first product to embody this new language is AQUAOPTI, the range of heat pump water heaters that introduces the new Family Design: a style recognisable even before the logo. Behind the logo lies the substance: class-leading energy efficiency, maximum versatility with four wall-mounted and floor-standing models ranging from 100 to 260 litres, and high performance with domestic hot water production of up to 62 °C using the heat pump alone.

Alongside the product, the digital experience is taking shape with the new FeelHome app designed for end consumers. This is where identity becomes strategy: in a market where product specifications tend to be similar, Ferroli has chosen to manage the direct relationship with its customers, rather than delegating it entirely to the supply chain.

The evolutionary journey now underway will encompass the entire Ferroli world in the coming months: from the app, to marketing materials, to physical spaces, and above all, to the products themselves.

This project is part of the Group's ongoing evolution, representing a natural development of the brand that is deeply rooted in its DNA: a group that is reinventing itself to reflect the present while looking to the future. This change begins with people, even before it becomes visible: the drive to make the brand clearer, more consistent and more recognisable to those who encounter it, both within and outside the company, arises from the way it is lived out every day.

'In an increasingly crowded market, where differences tend to blur, the ability to stand out becomes the key to becoming ever more recognisable,' explains **Luca Magnotta, Chief Sales**



and Marketing Officer of the Ferrolì Group. *'We asked ourselves whether the Ferrolì we are building was truly represented by the way it presented itself. A strong identity is the most tangible way to stand by those who choose Ferrolì every day. From today, Ferrolì speaks with one voice, everywhere: online, in its products, in its services and in its relationships. The brand's new face finds its most immediate expression in the logo, but it is the customers who choose us every day who give Ferrolì its most authentic face.'*

THE INTERNATIONAL SURVEY AND THE STRATEGIC DECISION

This conviction stems from a structured listening exercise: a comprehensive survey on the brand involving end customers, professionals and employees, both in Italy and in international markets.

Based on the findings, the decision was made to adopt an even more distinctive identity, founded on the company's three core values: versatility, to be close to those working on the ground; passion, to be reliable partners who believe in relationships; and a forward-looking approach, to be leaders in a sector undergoing rapid transformation.

THE VALUE OF INTERNAL SHARING

The new corporate identity was previewed to employees during "Ferrolì Beyond", an event held in June that brought together around 450 people. On that occasion, the ambition of a "One Company" took shape: a Group that connects people, brands and countries under a single identity and speaks to the world with one voice.

"The market is shifting, customer needs are changing, technologies are evolving, and we are stepping up the pace," says Antonio Recinella, Chief Executive Officer of the Ferrolì Group. "A company that is evolving needs a language that makes it clear to everyone, both inside and outside the organisation, who we have become. What we are presenting now is not just a new logo but the spirit and attitude with which Ferrolì lives every day and looks to the future, proud of its seventy-year history."

About Ferrolì

Ferrolì, headquartered in San Bonifacio (Verona), Italy, is a global group operating in the HVAC sector, with manufacturing plants in Europe and Asia, sales offices in 10 countries and over 1,800 employees. The Group comprises the Ferrolì, Lamborghini Caloreclima and Isea brands.

Technological innovation, energy efficiency and care for the environment underpin the development of integrated climate control solutions, ranging from heating and cooling systems to heat pumps and hybrid systems, designed to deliver comfort, reliability and high performance.

For press enquiries, please contact Meneghini&Associati:

Veronica Paganini

paganini@meneghinieassociati.it

M. +39 327 261 5762

Simona Rivetta



rivetta@meneghinieassociati.it

M. +39 335 795 6639