


**THIS IS
NOT A
CORPORATE
BROCHURE**







THIS IS
A NICE
CORPORATE
BROCHURE

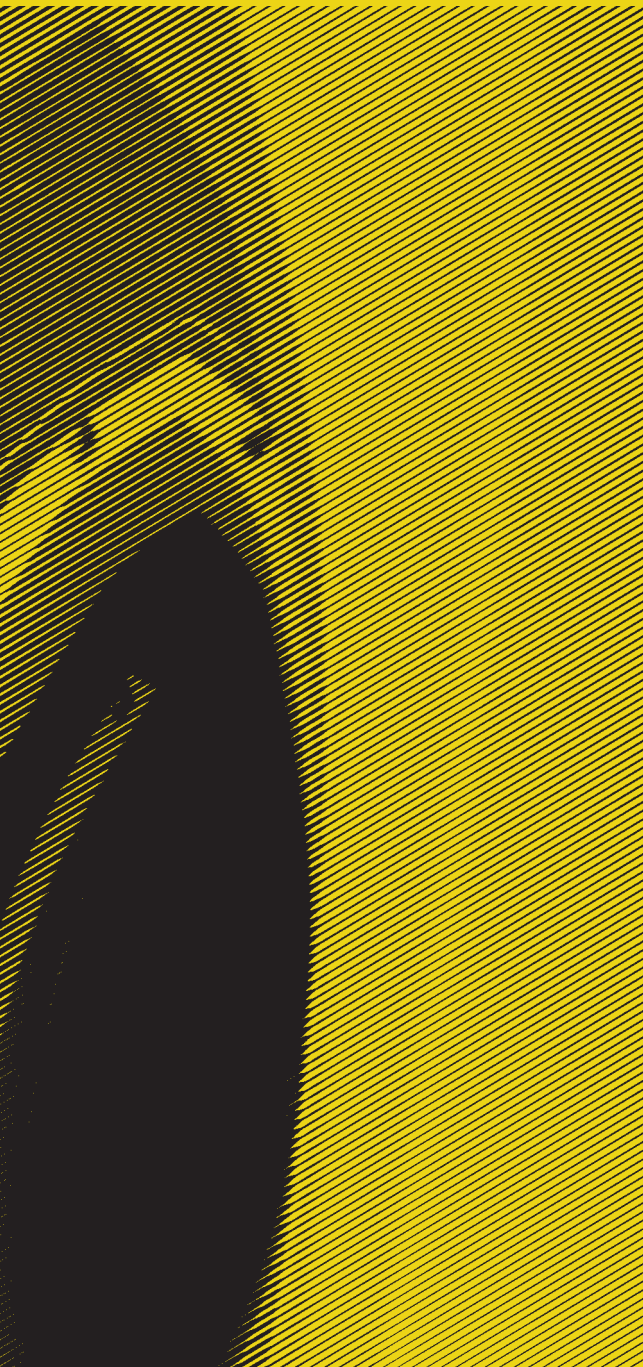


**ITALIAN
HEART,
INTERNA-
TIONAL
MIND.**

The international focus and the constant research for a world without barriers live together within the Nice Northeastern heartbeat. The Italian culture is the origin of the growth and of the Nice development on the global landscape: thinking further, but always feeling in your place.



THE NICE GROUP



THE NICE GROUP

A Group of companies with a distinctive brands' portfolio, each designed for fitting its peculiar distribution channel.

NiceGroup aims to simplify and get everyday life of people better, making the most of commercial, industrial and residential space management, through design, technology, sustainability.

NiceGroup makes the whole space fit for you.

THE NICE BRANDS





Nice

Nice is the specialist,
the n.1 choice in automation systems:
the simplest integration, the widest range,
the best control electronics, the finest
design, the most amusing automation
all together.

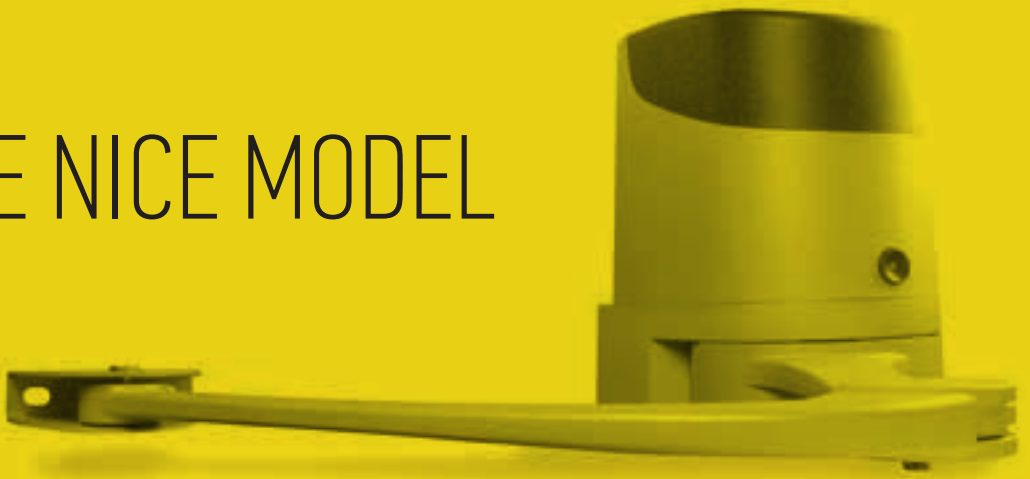
e l e r o

elero is the leading global brand
in the area of drives and controls for
smart, sustainable building automation
and industrial applications: pioneering
technological achievements, quality
Made in Germany, specialist for
innovative technology.

FontanaArte

FontanaArte is one of the Italian companies
that have written the “history of lighting
and furnishing” in Italy and around
the world. They have involved the
most important architects and lighting
designers, who, together with the
company, have built a cultural project
on architecture, lighting and furnishings.
Timeless objects, with splendid shapes,
some of which have become design
classics on show in the most important
museums around the world.
The real light in a beautiful home.

THE NICE MODEL



COMMITMENT TO TECHNOLOGICAL
INNOVATION/ATTENTION TO
DESIGN/ ATTENTION TO THE WAY
OF COMMUNICATION/ FLEXIBLE
AND EFFICIENT PRODUCTION/
STRICT CONTROL OF PRODUCTION
KEY PHASES/FOCUS ON
TIME-TO-MARKET/EXTENSIVE/
GEOGRAPHICAL COVERAGE/
HIGHLY DIVERSIFIED
CUSTOMER BASE

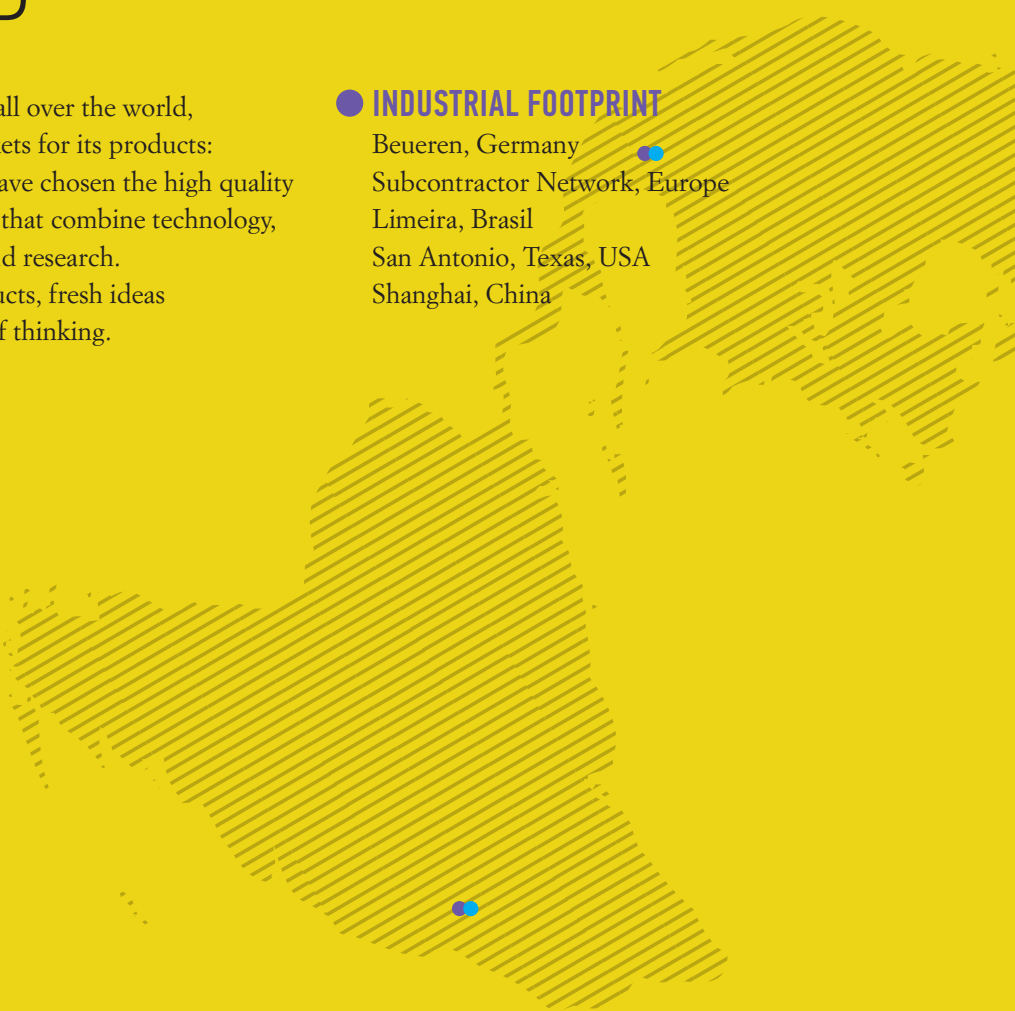


THE NICE WORLD

Nice has moved fast all over the world, finding the best markets for its products: over 100 Countries have chosen the high quality of the Nice solutions that combine technology, design, innovation and research. Exporting new products, fresh ideas and a different way of thinking.

● INDUSTRIAL FOOTPRINT

Beueren, Germany
Subcontractor Network, Europe
Limeira, Brasil
San Antonio, Texas, USA
Shanghai, China





R&D CENTRE

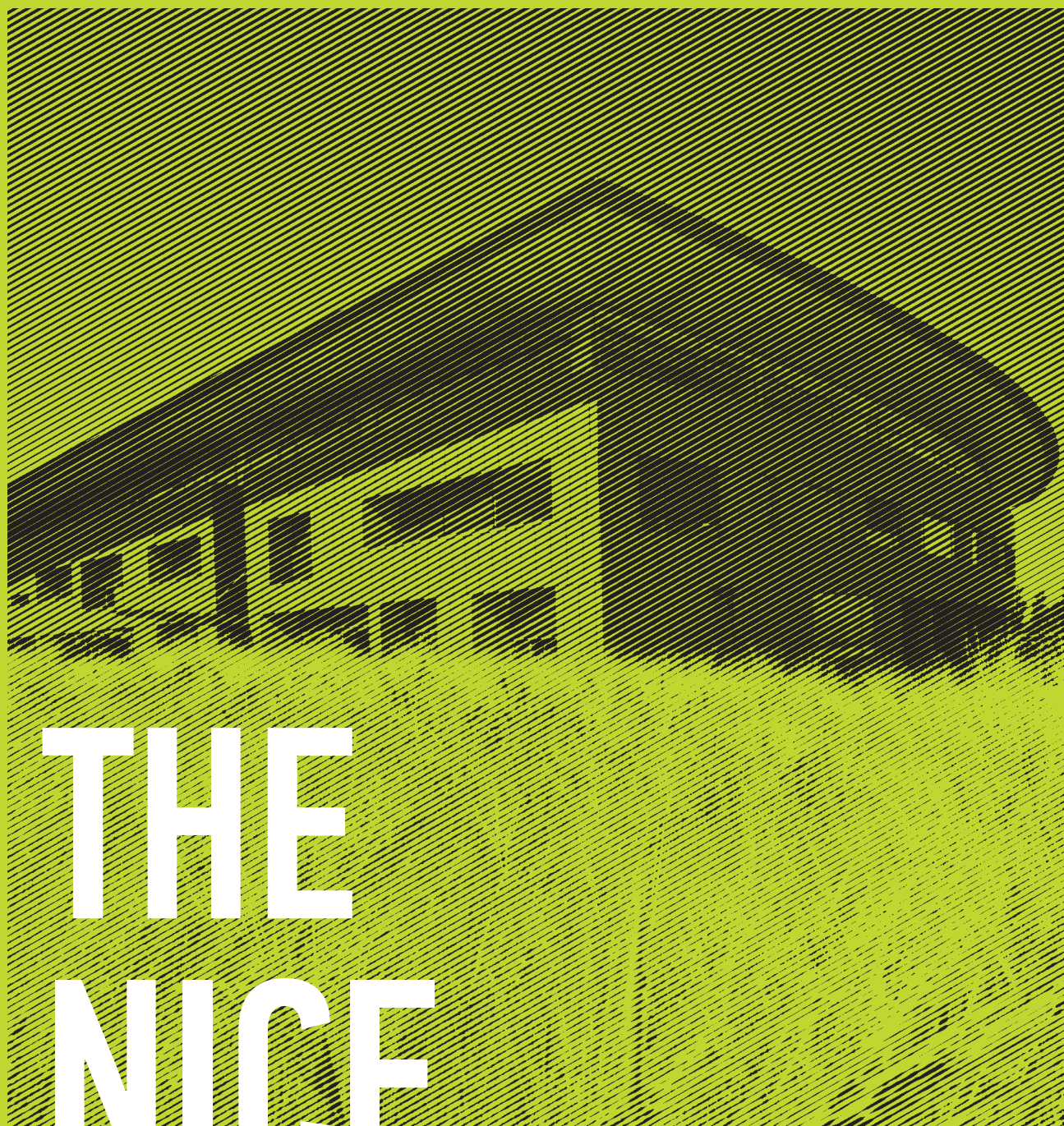
Oderzo, Italy
Turin, Italy
Beueren, Germany
Limeira, Brasil
San Antonio, Texas, USA
Shanghai, China

SUBSIDIARIES

Padua, Rome, Milan, Italy
Aubagne, Decines Charpieu, France
Mostoles, Madrid, Spain
Pruszków, Poland
Leuven, Heverlee, Belgium
Billerbeck, Germany
Cluj Napoca, Rumania
Sutton in Ashfield, UK
Ümraniye, Istanbul, Turkey
Alcabideche, Portugal
Odintsovo Moscow Region, Russia
Shanghai, China
San Antonio, Texas, USA
Germiston, South Africa
Belmore, Australia
Dubai, UAE, Middle East

NICE HEADQUARTERS

Oderzo, Italy



THE NICE WAY



MISSION

DESIGNING A NICE WORLD

Improving the quality of life by offering the best way to live and manage the space. Different solutions with the same purpose: satisfy the desire of comfort with a unique design, a simple use and a constant innovation. A wide range of products and projects all following this main goal: a complete system for living and building management.

VISION

A WORLD WITHOUT BARRIERS

Becoming the specialist in the management of integrated automation systems thanks to a complete variety of intelligent and easy-to-use products.

A NICE STORY

1932

FontanaArte was founded in Milan by the Italian architect Gio Ponti

1964

elero designed and produced in Germany the first tubular motor ever

1993

Lauro Buoro founded Nice, creating electronic products: remote controls and accessories for the automation of gates and garage doors, proposing to the home automation sector a new way to produce, compete and communicate

1995

Enlargement of the Nice product range with the offer of motors for gate and door automation. First branch in France

2000

Enlargement of the Nice product range: automation systems for awnings, shutters and solar screens

2006

Listing in Borsa Italiana S.p.A. Ready to accept new challenges Nice became listed in the STAR segment of the Italian Stock Exchange



2008

Nice entered new market segments: the wireless alarm systems and the industrial doors

2009

Nice offers home automation and security systems through a new NiceHome line

2010

Nice acquired the majority share capital of FontanaArte, the Milan-based company recognized in Italy and abroad to have marked the “history in lighting and furnishings”

2011

Nice acquired elero Group, leader in the manufacture of automation systems for sun protections and venetian blinds. Nice entered into the South American market with Peccinin and acquired a second brand, KingGates

Product enlargement: presentation of the NiceEra range marked by cutting-edge design and new technology



WE BELIEVE IN THE DIVERSITY OF IDEAS WHICH GIVE BIRTH TO INNOVATION

WHY NICE

**NICE HAS DEVELOPED INNOVATION
CULTURE WHICH MEANS INNOVATION
THROUGH: DESIGN, TECHNOLOGY
AND SUSTAINABILITY.**

DESIGN

Beauty of shapes, ergonomics and research for new materials are our key elements. Nice was the first company in the home automation field believing in the importance of design, whose centrality has always been one of the main features of Nice products and projects.

Searching for beauty goes together with the innovation culture which leads the way of every NiceGroup activity: from lighting systems with FontanaArte, to automation. The importance of design is always a basic element to reach innovative, aesthetically pleasing and functional solutions.



TECHNOLOGY

R&D Departments are located all over the world on the strength of product competence and historical features: Oderzo (Veneto, Italy) for Home Automation, as well as Shanghai (China), Limeira near to São Paulo (Brasil), San Antonio (Texas, Usa), where peculiarity of local markets is a strong element; Turin (Italy) for Alarm Systems; Beueren for tubular motors and Pößneck for linear actuators; Milan, (Italy) for lighting system, where FontanaArte put together business men, artisans and designers, since 1932.

R&D gives a constant push to reach the highest level of safety, durability, quality and innovation, all the features that make NiceGroup always ready for a new challenge.

SUSTAINABILITY

The respect for the environment and the improvement of the quality life are two of the main concepts driving NiceGroup in its activity.

NiceGroup tries to define new scenarios of sustainability through the research for eco-compatible materials and design, using low energy sources, photovoltaic appliances and managing natural and artificial light through solar screen automation systems, with great benefits in terms of comfort and eco-saving.



THE NICE IDEA

Inseguo il sogno di una casa vivente, (...)
con quel che ha di variabile ed aperto
ed aprendone le finestre perché v'entrino
nel loro giro, sole e luna e l'altre stelle,
e tutto è movimento, (...)
inseguo l'immagine di una nuova
società umana; questa immagine non è
un miraggio irraggiungibile, e sta in noi
sognarla per raggiungerla perché nessuna cosa
si è avverata che non fosse dianzi sognata

Gio Ponti

A black and white portrait of Lauro Buoro, Chairman of Nice Group, is the background of the page. He is a middle-aged man with dark hair, wearing a dark suit jacket over a light-colored shirt and a patterned tie. He is smiling slightly and looking towards the camera. The background of the portrait is a textured, dark grey with a pattern of small, light-colored squares.

LAURO BUORO
CHAIRMAN OF NICE GROUP

A NICE MIND

“Be the protagonists of the change.
Start to reshape your future with bravery,
determination and with the elements that
have always characterized the NiceGroup story,
such as: passion, search of excitement, curiosity
and interest of those who want to discover,
thinking different and going against the stream.
Desire to create something we did not do yesterday,
but which might be helpful tomorrow.
We need to foster every day our dreams,
even the boldest; we don’t have to forget them”.

Dreams and desire can change the world.

A stylized, handwritten signature of Lauro Buoro in white ink, located in the bottom right corner of the page. The signature is fluid and cursive, with the name 'Lauro Buoro' clearly legible.

NICE FEEL

“For everyone everywhere liberty”: a project to promote and develop activities which give people with motor difficulties greater freedom in movement and more individual autonomy

NICE LIFE

Forms, images, sounds and matter, technology and art combined to offer multiple expressions; the art and the Nice products are transformed into dialectical perspectives to create emotions

NICE PEOPLE

“We’re convinced that only with the help of everyone we can achieve the goals of the company. We believe in the diversity of ideas which give birth to innovation”



A NICE PLACE

THE NICE HQ

The Nice Headquarters is an example of when necessity leads to the achievement of a dream. For a company like this, expanding faster than anyone could have imagined, new space was clearly a necessity; the dream was the creation of a human-centred design whose lines and forms express Nice's founding philosophy: movement. We wanted an architectural approach that would preserve the ties with our land, which would fit into the surrounding landscape with respect and, at the same time, would be a metaphor for our desire for growth, reaching out towards new horizons. The result is a building which rises up from the ground and wraps back around itself projecting upwards around the empty space we call the "egg".

Beyond the road are vineyards and sown fields; around the building a ring of water and cultivations form a link between nature and the work of man.

Focusing on the people working in the building every day, Nice decided on wide, open spaces, which would be bright and airy, almost transparent; our goal was to create a connection between the environments and the people, and then again with the exterior, in order to enhance teamship. More than simply a workplace, we wanted a comfortable, vital building, where people could relax, go for a drink, have lunch together, or dedicate time to their wellbeing in a gym, a sauna or a steam room.

The attention focused on the interior design was an integral part of a project whose aim was to express the company's essence.



**A
NICE
VIEW**

**NICE IS A PARTNER
OF OUR EVERYDAY
LIFE. THROUGH NEW
EXPERIENCES OF
INTERACTION WITH THE
WORLD, NICE HELPS
PEOPLE TO IMPROVE
THEIR LIFESTYLE
DAY BY DAY.
ERGONOMY, DESIGN,
FUNCTIONALITY, COMFORT
AND TECHNOLOGY JOIN
OUR DAILY RELATIONSHIP
WITH SPACES AND
THINGS, GIVING A NEW
SHAPE TO THE WORLD
WE LIVE.**





















































FONTANAARTE GLOBO DI LUCE, ROBERTO MENGHI 1968



















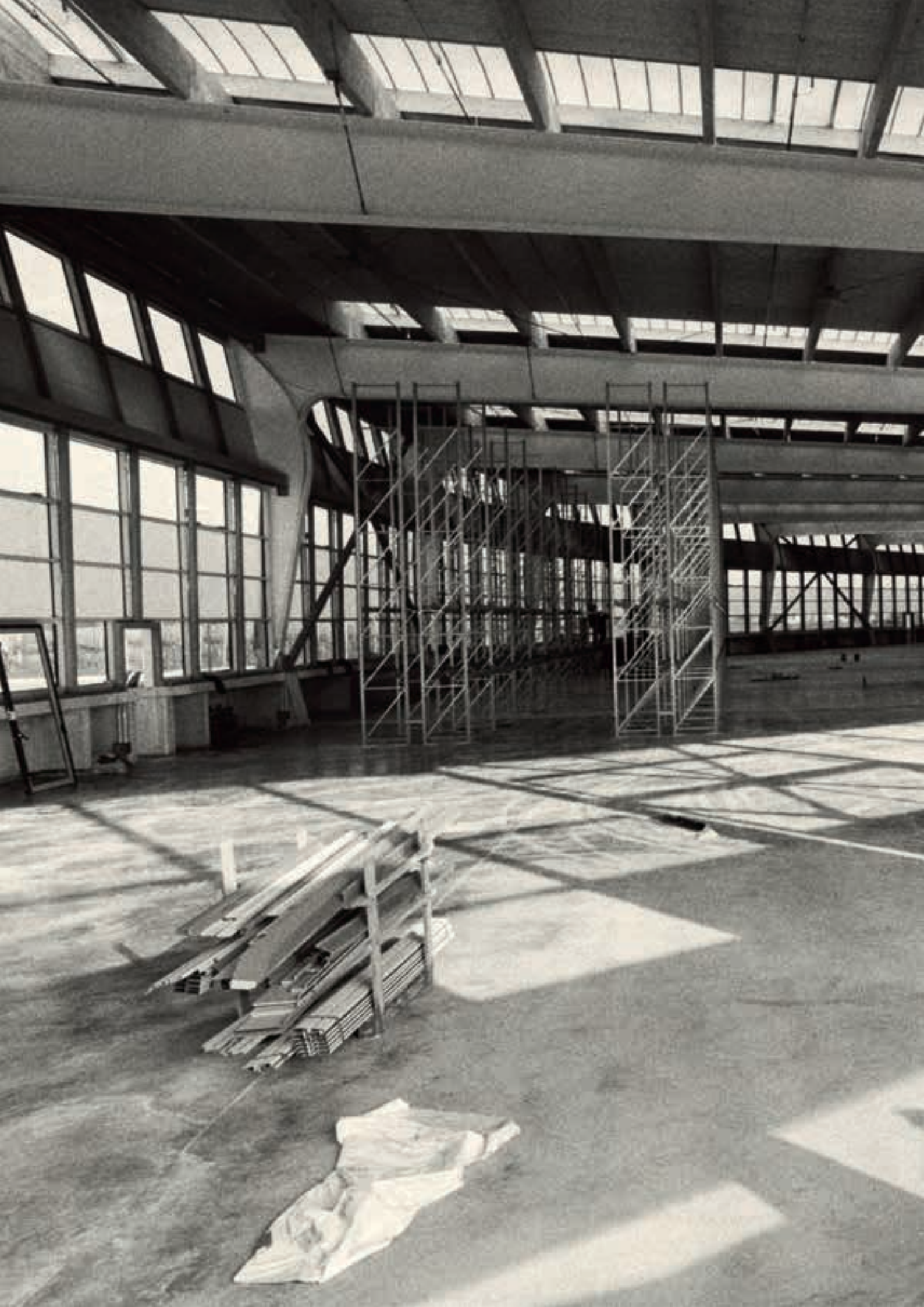
















0024, GIO PONTI 1931



GIO PONTI



PIERO CASTIGLIONI



LIVIO CASTIGLIONI



PIETRO CHIESA



LUMINATOR. PIETRO CHIESA 1933



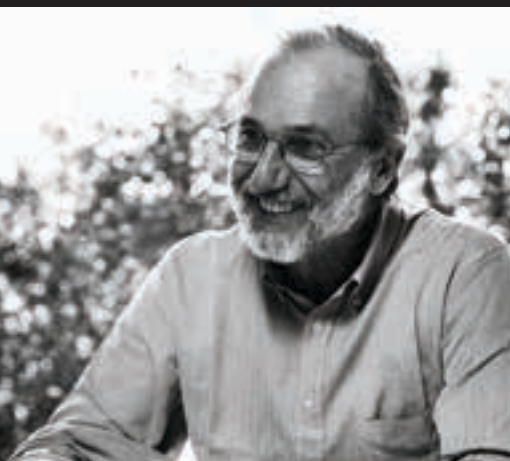
TOUR, GAE AULENTI 1993



GAE AULENTI



STEVEN HOLL



RENZO PIANO



TESO, RENZO PIANO 1985



PIERLUIGI CERRI



MAX INGRAND



FONTANA, MAX INGRAND 1954



VICO MAGISTRETTI



FORM US WITH LOVE



DAVID CHIPPERFIELD



CHANDELIER, DAVID CHIPPERFIELD 2004



THREE SIXTY, FOSTER+ PARTNERS 2008



FOSTER+ PARTNERS



DOMINIQUE PERRAULT / GAËLLE LAURIOT-PRÉVOST



ALVARO SIZA



SHIGERU BAN



YUMI, SHIGERU BAN 2011

LIKE A NO DIRECTION
A COMPLETE UNKNOWN
A ROLLING















NICE HEADQUARTERS, ODERZO









^ GOLDEN FLEECE, JACOPO FOGGINI 2010

v OFIGEA, JACOPO FOGGINI 2008











Small informational label below the painting of the coastal scene with a rocky shore and a small building.

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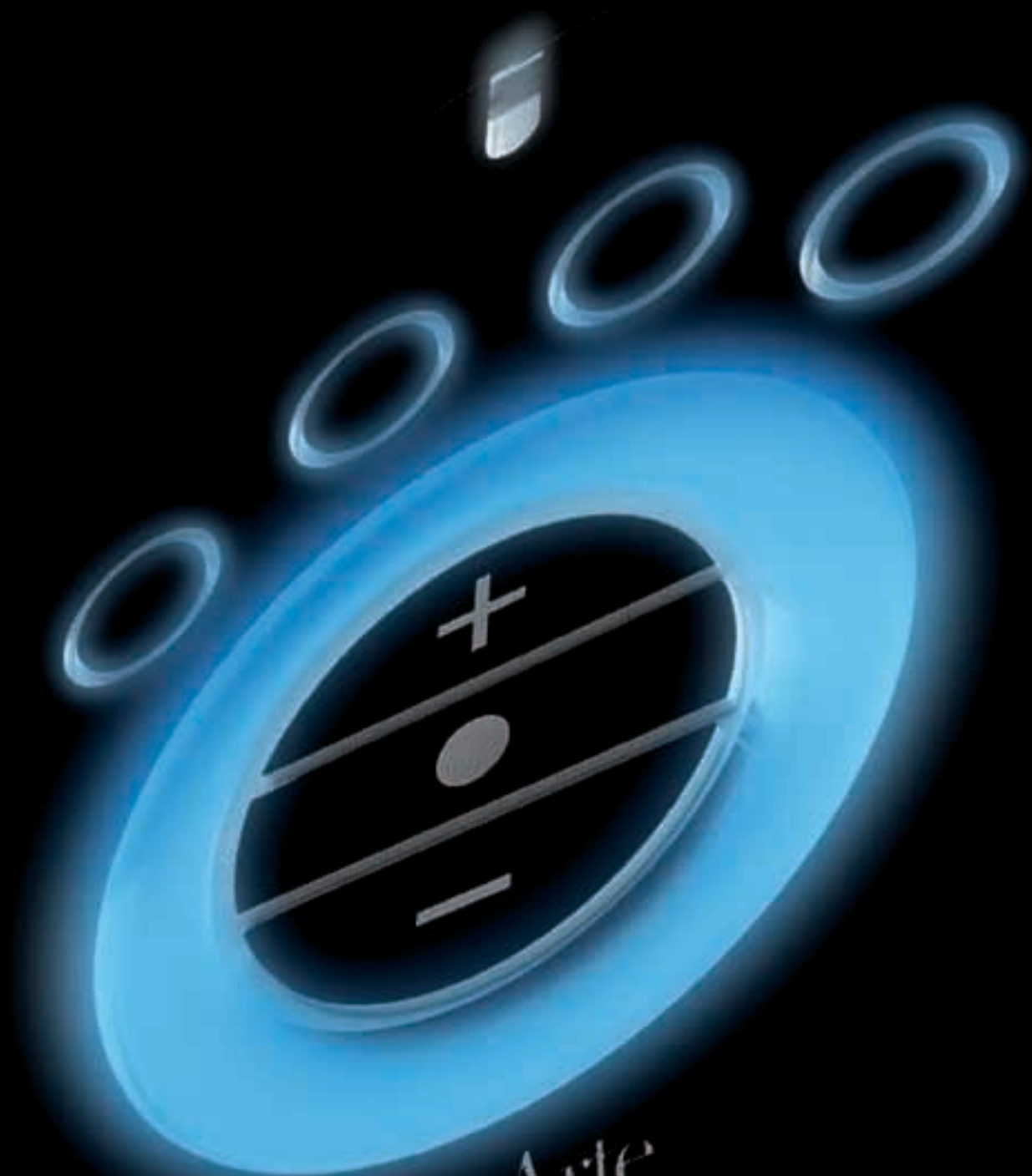












FontanaArte





