

ELENA CORTI

A constant EVOLUTION

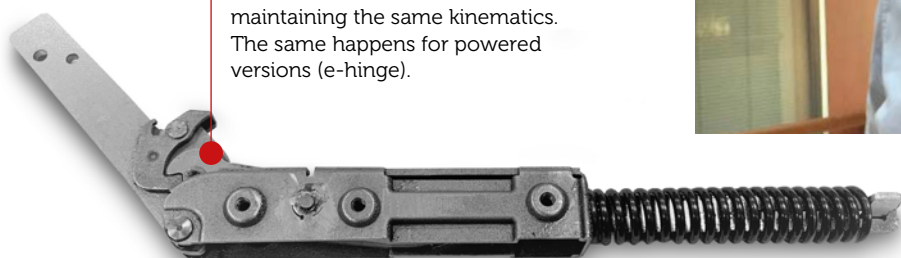
CMI grows and evolves to meet promptly the fast market changes. The last stages of its business history include the takeover by Sabaf Group, so enriched with the company's broad know-how in the ambit of hinges for household appliances.



Dishwasher hinge. It is a partially integrated model (i.e. the dishwasher support is assembled by the manufacturer on the tank while the CMI hinge is assembled on the door that is then engaged on the support by the patented clip system) for built-in dishwasher with sliding door, with possibility of installing a decorative 760-mm panel (the standard is 720 but, through its translation, it is possible to increase its size by 40 mm). The weight of the panel can vary from 3 to 9 kg with guaranteed balancing, without any adjustment by the installer thanks to the integrated braking system, patented by CMI.

To face the unceasing market changes successfully, in the last ten years CMI has undertaken various development initiatives that have resulted in its corporate and product evolution. Today CMI is a Group with manufacturing units in Italy and in Poland and it ranks among the main players that operate in the design, production and sale of household appliance hinges, with broad know-how especially in the ambit of hinges for dishwashers and ovens. Despite the volatility of markets and the criticalities connected with the global business trend, the company goes on growing, focusing on a strategy whose key points are innovation and diversification. In corporate terms, the last stage of this constant transformation process is the takeover by Sabaf Group, which has bought 68.5% of CMI's share capital. With Paolo Santini, General Manager of CMI, we are analysing thoroughly the main steps that are characterizing the company's development, its strong points and the targets for the future.

Modular oven hinge in standard version (then able to guarantee the door balancing at any angle and an adequate closing force on the appliance's seal to avoid heat loss and higher energy consumptions). It can be implemented in both "inside door" and "inside oven" modality (as in the photo). Modularity is given by the fact that, applying some specific components to the base structure, it is possible to obtain the soft and dual soft versions, maintaining the same kinematics. The same happens for powered versions (e-hinge).



Paolo Santini,
General Manager of CMI.

How has CMI evolved in recent years?

The evolution process of CMI started in 2013, after the first extraordinary transaction on the capital that led to the entry of new shareholders. This allowed us to develop an industrial growth plan providing, as first phase, for the establishment of the manufacturing subsidiary in Poland and, shortly after, for the vertical integration of a company operating in the sheet metal forming and design/production of dies. Certainly core activities, the latter, with regard to the chain value of our business sector.

What are the last results achieved by CMI?

CMI is obtaining positive outcomes in terms of turnover, which has been constantly growing for five years. This trend is also the fruit of a strategy based on the diversification of both products and controlled markets. More in detail, we have proposed not only new products in traditional segments but also new products in new segments. Concerning instead markets, we are operating to reach new customers in unconventional business areas, besides developing our activity with already consolidated customers. Finally, we are committed to a continuous innovation process, as proven by the numerous patent applications filed and registered.

What does CMI bring to Sabaf Group and what prospects does the appurtenance to this group open?

In the ambit of household appliance hinges, CMI brings Sabaf Group broad diversified know-how as dowry, notably widen-

ing the development and penetration possibility of common markets/customers and non-. Moreover, through our controlled company that operates in forming and die design, we offer a possible valid support in the implementation of specific equipment for the manufacturing of Sabaf's core products (burners and caps).

Concerning instead the prospects deriving from the appurtenance to the Group, this means for CMI the possibility of continuing the business globalization process with more energy and support, of controlling the market much more diffusely and punctually through the Group's commercial network (which means more growth opportunities) and the opportunity of relying on broader know-how, which represents an important business carrier.

What are the current highlights and values of CMI?

Our main strong points reside in the availability of a wide diversified product range, in the integration of core processes and in the strategic control of important business areas. Moreover, as before said, constant innovation is one of our pillars. Concerning then the values on which our activity is based, the Italian character is certainly one of them, meant as quality, creativity and capability of satisfying customers' requirements by offering a high service level. Other important values for CMI are the social and business responsibility, the sustainable development, the protection and the enhancement of human resources.