

PRESS RELEASE

SABAF STRENGTHENS GROUP MARKETING: NICOLA BELPIETRO TO HEAD MARKETING & COMMUNICATIONS

The Sabaf Group is strengthening its Marketing and Communications function with the aim of consolidating the brand's international positioning and supporting the Group's growth strategy.

Leading the new function is **Nicola Belpietro**, who assumes the role of **Group Marketing & Communications Director**. Belpietro has 28 years of experience in the Group's commercial area, most recently as Regional Executive Sales Director, with responsibility for one of the Group's key geographical areas. In his new role, he will provide his field-acquired knowledge of customers, markets, and international partners.

The strengthening of the function includes greater development of **brand management, corporate and digital communications, stakeholder relations, and employer branding activities**, with the aim of making the Sabaf Group's value more recognizable and supporting business growth and the attraction of new skills.

"Today, we want to combine the leadership we've built over the years with an even stronger and more consistent presence for our brand," commented **Gianluca Beschi**, CEO of the Sabaf Group. "Strengthening our marketing means investing in our ability to communicate who we are, the values that guide us, and the vision with which we face the future. This choice supports our growth strategy and strengthens the Group's international positioning."

"This new challenge represents an opportunity to put our market knowledge to work to develop the Sabaf brand," added **Nicola Belpietro**. "I believe the best marketing is that which stems from listening, promotes innovation, and authentically conveys what the company really is."

With this organizational evolution, Sabaf aims to strengthen its identity and reputation, enhancing its role as an international partner to the world's leading appliance manufacturers.

SABAF GROUP

Founded in the early 1950s, Sabaf has grown steadily to become, through its namesake Group, the leading manufacturer in Italy and one of the world's leading manufacturers of components for household appliances.

The Group currently employs over 1,800 people at 15 different production sites and operates through three divisions:

- **GAS** – under the **SABAF** and **ARC** brands, it produces gas valves, gas thermostats, and burners for domestic and professional use in Italy, Brazil, China, India, Mexico, and Turkey.
- **HINGES** – under the **C.M.I.**, **FARINGOSI**, and **MEC** brands, it produces hinges for ovens, washing machines, dishwashers etc. in Italy, Poland, Turkey, Mexico, and the United States.
- **ELECTRONICS** – under the **OKIDA** and **PGA** brands, it produces electronic controls for household appliances in Italy and Turkey. Under the **SABAF** brand, it produces components for induction hobs in Italy and Turkey.

Technological expertise, production flexibility, and the ability to offer a wide range of components—designed to meet individual customer needs and the specific characteristics of their target markets—are key strengths of the Group in a highly specialized sector where demand is constantly evolving and increasingly oriented toward products that guarantee absolute reliability and safety.

Per ulteriore informazione

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