

3F FILIPPI AT EUROSHOP AS PARTNER OF CEFLA

(16/20 February, Düsseldorf)

3F FILIPPI, LEADER FOR OVER THE LAST 60 YEARS IN LIGHTING DESIGN, BRING ITS LIGHT TO **EUROSHOP**, THE **DUSSELDORF** EXHIBITION IN PROGRAM FROM **16TH TO 20TH FEBRUARY 2014** DURING WHICH WILL BE LAUNCHED THE NEW 3F ROCKET2. 3F FILIPPI WILL LIGHT UP THE BOOTH OF CEFLA GROUP, A MULTIBUSINESS REALITY LADER FOR FURNITURE FOR SUPERMARKETS. AN IMPORTANT PRESENCE THAT CONFIRMS THE ROLE OF 3F FILIPPI AS ONE OF THE MAIN PARTNER OF THE **MASS RETAIL CHANNEL**.

Bologna, February 3rd, 2014_ From 16th to 20th of February 2014 there will be an important business meeting for 3F FILIPPI, leader by the last 60 years in lighting design field. The company from Bologna will attend to Euroshop – one of the most relevant fair in Europe regarding the mass retail channel – as partner with the Gruppo Cefla, a multibusiness company from Imola, leader in providing solutions for all large-scale retail trade formats: shelving and check-out counters, integrated racks, PoP display units. This attendance confirms the role of 3F FILIPPI as ideal partner for the companies that operate in the **mass retail channel**.

Visitors of the CEFLA booth will have the occasion to see closer to the brand-new 3F Rocket2. This innovative LED-Spotlight, designed according to the principles of energy efficiency, sustainability and quality, 3F Rocket2 (rail mountable, ceiling or suspension) is characterized by high performances thanks to the luminous flux capable of reaching from 1500 to 4500 lumens with efficiency values higher 100 lm / W - with the plus of a highly competitive price. The design, minimal and functional, is based entirely on its technology: the sink located in the "heart" of the product, is designed to dissipate heat in two directions (radially outwards and upwards).

To minimize the environmental impact, on this product has been used a low-energy-consumption source, recycled materials and an eco-friendly packaging.

3F Filippi , thanks to its Tailored Light is the ideal partner for companies in the Mass Retail Channel . It lit up, among others, the points of sale of Leroy Merlin , Castorama and Auchan (France) , Eroski (Spain) and the new point of sale Bilzen Carrefour in Belgium. In Italy, the light of 3F Filippi is in a large number of shops of Coop, Conad, Eurospin, Obi and Famila and Tigros.

The decision to participate in this event together was taken as a sign of **territorial synergy**, the one signed between 3F Filippi and Cefla . With a consolidated turnover of over 340 million Euros in 2012, Cefla is a continuously evolving group , active on the areas of business furniture stores, paint systems , civil and industrial plant and equipment and digital radiology.

Sede legale e stabilimento

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The CEFLA headquarters (based in Imola) covers a floor area of over 110,000 square meters and the whole group has more than 1,500 employees worldwide. The strength of the group is reinforced by certain characteristics that accompany it since its foundation: strategic vision and long-term planning, strong product diversification, balance sheet and financial strength.

Cefla's future plans are committed to consolidate a position of international importance in each of the business areas in which it operates (www.ceflaarredamenti.com).

Euroshop has an exhibition area of 107.971 square meters net, 2.036 international exhibitors and an annual attendance of 107.269 visitors from around the world.

Info_3F FILIPPI with Cefla at Euroshop

C/o Cefla Booth, Hall 15, Stand D42

To receive information and materials directly on booth, please contact:

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