

# english summary

## CONTENUTI EDITORIALI

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Mentioned: persons, enterprises, brands, organisms (Please visit our web site [www.largoconsumo.info/022010/citati02-10.pdf](http://www.largoconsumo.info/022010/citati02-10.pdf) for additional information)

## COLUMNS

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## POINTS OF VIEW

### MONINI

**Olive Oil: high quality to avoid slipping** ..... page 5  
The Umbrian brand of the extra virgin olive oil shall commit itself in achieving the acknowledgment of the new "High Quality" protocol from the Ministry of the Agricultural Policies.

## DAYBOOK

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## TRENDS & SCENARIOS

### GLOBALIZATION

**The improvement of local brands** ..... page 8  
Some sectors show a strong variability of the market shares relevant to particular products along with the competitiveness expressed by the regional Brands.

## MARKET FIGURES

### ALCOHOLIC

**Italy's moderation in alcoholic drinks** ..... page 10  
Italians drink moderately, paying attention to quality and mainly in company of friends. This is the most meaningful trend emerging from the Nielsen research "The consumption of alcoholics in Italy".

## PRODUCTION

### PASTA SECCA

**La pasta campana fa il giro del mondo** ..... page 13  
I grandi produttori nostrani puntano tutto su qualità e export, facendo attenzione ai nuovi competitor. E Gragnano continua a rappresentare l'eccellenza.

### OLIVE OIL

**Quality olive oil for jars and cans** ..... page 17  
The use of olive oil, also the extra-virgin one, in the canning industry is being diffused to meet consumers' needs and protect their health.

### NUTRITION AND HEALTH

**Coeliacs do not make sacrifices**... page 21  
More and more various and tasteful traditional plates are produced for people who do not absorb the gluten, thanks to an offer that satisfies specific clinical requirements.

### AGRICULTURE

**The future of Farmers Consortia**... page 24  
Today the consortium network is composed of 36 agencies that in the 2008 recorded - 8.9% compared to the previous year. The weakness is the imbalance between Center-North and South.

### COSMETICS

**The other side of biological products** ..... page 27  
More and more important natural formulations in the field of research concerning beauty products. The consumers' demand keeps growing.

### TEXTILE

**Home furnishing carpets** ..... page 28  
The carpet, an evolving mass consumer product that maintains ties with the handicraft sector, keeps an eye on the trend of new colors and materials.

### TEXTILE

**Fibers to be recognized** ..... page 31  
Dermatitis and allergic reactions caused by more and more worn dresses. The health safety passes through clear and pressing rules.

### DURABLES

**Ovens and pots are decreasing**... page 34  
It is a suffering but ready to be re-launched market.

The companies are engaged in offering a wider and wider range of innovative solutions.

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## DISTRIBUTION

### SAFETY

**Chain certifications** ..... page 43  
Standards and controls from third parties are extending in the distribution field. It isn't still favorable, although the consumer is more and more sensitive to the topic.

### COSMETICS

**The long lasting make up** ..... page 47  
Consumptions are progressing supported by the crisis. The big distribution is growing, thanks to promotions, as well as door-to-door sales, also helped by the Internet.

### EDITORIA

**From bookshelves to media stores** ..... page 49  
An evolution due to the decrease of the traditional reading and listening media. Today the offer holds into consideration the web development.

### NEWS STANDS

**Not only newspapers** ..... page 52  
During the last few years the newsstands turned into kiosks where it is possible to purchase every type of gadgets, a publishing trend started in 2003.

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## REFRESHMENT

### BEVERAGE

**Hard times for drinking** ..... page 58  
The crisis leads towards a lower outdoor consumption, above all less alcoholic drinks. It is necessary therefore to comply with the trend and offer new products and formats.

**Refreshment in brief** ..... page 59

## CONSUMERS

### PET CARE

**A friendship to be well managed** ..... page 60

## COMUNICAZIONI D'IMPRESA

### I PROFILI

**RIGHT MANAGEMENT** (pages 92-93). The company, availing itself of a know-how and experience carried out in over 30 year activity, helps enterprises manage with greater effectiveness the resources throughout the entire life cycle: from the creation of competence models, to the management of orienteering and positioning processes.

### LE PREMIAZIONI E I RICONOSCIMENTI

**CNCC** (pages 124-125). The trade centres "Gli Archi", "La Corte Lombarda", "Mongolfiera" Taranto and "Sviluppo Commerciale", are the four winners of the CNCC Italy Awards 2009, the annual acknowledgment promoted and organized by Consiglio Nazionale Centri Commerciali.

### LE INTERVISTE

**BIRRA CASTELLO** (page 40). It is a young and dynamic beer company that last year resisted well to the crisis and in 2010 it is going to play the card of a strong renewal of its main brand: we speak about Birra Castello. Giuseppe Micucci, general manager, illustrates the strategies of the company located in Friuli.

**INALPI** (page 36). An increasing engagement in technology and innovation: here is what will be faced also this year by In.al.pi, a Piemontese company active in the production of cheeses and milk products. We speak about it with Ambrogio Invernizzi, company's chief executive manager.

**SELEX** (page 54). The year 2009 highlighted a strong increase of the Selex Group, that consolidated its position in the distribution scenario. Today, according to recent data by Iri Infoscian, it ranks third, with a market share of 9.5%. We asked Maniele Tasca, general manager, which elements have allowed the achievement of this result.

### I CASI AZIENDALI

**EUROSPIN - SYSTEM RETAIL** (page 56). To manage the goods weighing, System Retail implemented for Eurospin a system of weighing at the checkout validated for the metric certification by the Ministry of Economic Development. The cash desk is also equipped with a Datalogic Magellan 8400 scanner, a weighing machine and a special customer display.

**GIO'STYLE - GARBINI CONSULTING** (page 94). At the end of 2008, Gio'Style entrusted Garbini Consulting with the purchasing management of packaging, labels, paper transformation and energy, to the aim of optimizing cost items become more and more considerable in the company management. In a one year time, the savings revealed to be actual and substantial.

### GLI INCONTRI IN AZIENDA

**BAULI** (page 38). On last 27 October 2009, at the beginning of the peak production phase in sight for Christmas, the company opened to Largo Consumo the doors of its own plant of Castel d' Azzano, giving the possibility of following at a close look the production of pandori, panettoni and croissants.

### FOCUS

**EFFEFEE PET FOOD** (page 63). The company was successful in the production of dogs and cats food within private label and co-manufacturing, due to

A delicate equilibrium supports the relationship between man and dog. The [www.largoconsumo.info](http://www.largoconsumo.info) summary pet care presupposes attention also to problems typical of the social life conditions.

## COSMETICS

**Men's beauty** ..... page 64  
The number of men who take care of their body care keeps increasing as shown by the sales increase in the years of cosmetic products reserved to the sterner sex.

## FURNITURES

**Furnishings at fair and transparent conditions** .. page 67  
Underwriting a purchase contract cannot be a calvary anymore, enough that the clauses are clear. Federmobili has created a service in order to resolve the controversies.

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## COMMUNICATION

### MARKETING

**Promotions under development** ..... page 70  
Brochures, tastes, fidelity cards: many ways to create a direct relationship with the purchasers. Italians show to appreciate them more and more, also through the Internet.

### INTERNET

**The advertising in the blog age** ..... page 72  
The social network mean of participation and direct exchange is changing the way of communicating. It is an opportunity, provided that people are disposed to get the game.

### MEANS

**The digital revolution** ..... page 74  
The passage from the analogical to the digital television will unleash the competition among the broadcasters mainly based on the contents quality.

**Communication in brief** ..... page 75

## PACKAGING

### TREND

**Defining the packaging** ..... page 78  
The packaging potentiality is more and more appre-

ciated by the supply chain players. Innovation, marketing, eco-compatibility are the topics of a convention.

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## LOGISTICS

### WAREHOUSE

**Stock management** ..... page 85  
It is a complex activity that concerns non perishable goods. It involves many levels which are more and more pushed by the crisis towards reorganization and integration.

**Logistics in brief** ..... page 88

## HUMAN RESOURCES

### PROFESSIONS

**How to train the right man in the right place** ..... page 90  
The retail manager is responsible for the stores network. He is called to define the development strategies and achieve the turnover objectives.

**Human Resources in brief** ..... page 95

## FINANCE

### MERGERS & ACQUISITIONS

**A business to be reorganized** . page 98  
Re-launch companies in crisis signing new agreements with the financial backers. The imperative of the period conditions the operations.

**Finance in brief** ..... page 101

## ENVIRONMENT

### SALAMI

**A ham produced in a sustainable way** ..... page 102  
Salt and fats in the wastes, energy and water consumption: common problems in the management of a sausage and salami factory. Holding them under control is also an image advantage.

### NORMS & RULES

**Agriculture without risks** ..... page 105  
The "hygiene norms" in the primary sector boosted

self-control systems for the entire alimentary supply chain. A step ahead for a good practice.

## RECYCLING

**Italy submerged by waste** ... page 109  
Naples and Palermo, are the tips of an emergency iceberg in sight at national level. Million waste tons are presently to be disposed in inadequate plants.

## DOCUMENTS: ECOLABEL

**Sustainability in the label** ..... page 110  
New requirements for the European ecological quality packaging. Moreover, the norms are evolving and foreseeing further updating.

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## ENERGY

### HOUSEHOLD-ELECTRIC APPLIANCES

**Low consumption efficiency** .. page 113  
Energy performances are an advantage but also a sustainability need perceived by consumers. This way innovative devices are being more and more produced also in the small appliances sector.

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## INDEX & MONITORING

**Consumers' confidence** ..... page 118  
The confidence of Italians is increasing. Perspectives are more uncertain mainly as far as saving is concerned.

**Durables** ..... page 120  
In the third 2009 three month period the value of the monitored technical consumer goods, is about 4,610 million euros, recording a drop equal to 3.9% compared to the third 2008 three month period.

**Prices & Consumption** ..... page 122  
In November the *Indicatore dei Consumi Concommercio* highlights a trend of +1.7%, confirming the start of a phase of stronger resumption.

**Reading paths** ..... page 127

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products quality, capability of making innovation, "riding" the market development and satisfying the needs of demanding and attentive customers.

**FLLI VERONI** (page 104). Between 2008 and 2009, Fratelli Veroni Group obtained, for its historical production site in Correggio (RE), the UNI EN ISO 14001:2004 certification and the EMAS environment certification. This important goal confirms the great attention that Veroni dedicates to the production of high-quality salami and the environmental protection.

**GRANDI CENTRI** (page 75). The company, an agency specialized in the management of advertising spaces within trade centers, proposes a new and one media circuit: an impact communication on the sales point, implemented with impressive visibility plants and highly expressive exhibition formats.

## SPOT

**ALSCO** (page 103). Alasco Italia directly takes care of all the items composing the services of management, hiring, washing and maintenance of professional work clothing and flat linen for the various industrial, commercial and health sectors.

**ANSCO** (page 95). The company organizes the "Master in Vendita e Consulenza d'Arredo", mainly aiming at the creation and development of vendors specialized in the furnishing sector. The Master develops in six days: 15-16 March, 17-18 May, 5-6 July 2010.

**COATS CUCIRINI** (page 33). Coats Cucirini, an international company owned by Coats plc group, has operated in the Italian market for over 100 years. A long history lived offering the widest and selected range of products and accessories destined to the textile do-it-yourself sector.

**ESSEQUATTRO** (page 80). The company directs its efforts towards more and more eco-compatible products. In this perspective, it launched the new Biobrill® patent, a fresh saving packing that is the continuation of the research path started with Ideabrill®.

**GEFI** (page 51). The sixth edition of EIRE - Expo Italia Real Estate, the exhibition dedicated to the real estate market and to the Italian real estate within the Mediterranean area, will be held from 8 to 10 June 2010, at Fieramilano.

**ISI PLAST** (page 81). Founded in 1958 by Riccardo Melli, who first started in Italy the manufacturing of plastic containers, the company, throughout a half century activity, has remarkably consolidated its sector leadership..

**RISERIA CREMONESI** (page 79). The company has always focused on the technological evolution to offer its rice - and its consumers - a packing capable of maintaining the integrity of the fresh product. The better answer, whose leadership belongs to Riseria Cremonesi, is a safe and protected packaging..

**MONTANA** (page 96). After the first successful three years, Montana Alimentari launched the fourth edition of "Premio Montana alla Ricerca Alimentare", strongly increasing the total financial value of the prize that changes from 100.000 to 150.000 Euros.

**VERONAFIERE** (page 41). All the white art world will be present at SIAB, the Veronese manifestation dedicated to technology, raw materials and semi finished products for the production of bread, pastries, pizza and pasta. The exhibition aims at offering to the involved sectors an only opportunity of comparison and updating.

**ZOOPLANET** (page 61). ZooPlanet is a chain of franchising shops for animals, operating since 1996 in many Italian towns, that avails itself of a team of managers, veterinaries and biologists that guarantees a wide range of services to associates and final customers.