



Sabiana responded to the economic downturn. by upping its investment in new machinery. And It has paid off. A year ago the Italian maker of heating and air conditioning systems added a new factory. It has never stopped adding new products and is on track for improved earnings this year William White reports.

Heating or Air Conditioning solutions

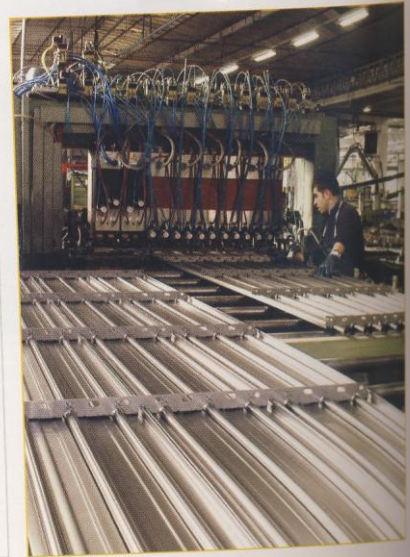
Sabiana makes some of the most up-to-date heating and air conditioning systems in the world. Customers buy its products for their advanced features as well as their high standards of workmanship and quality. And after 81 years in the business it continues to expand and add new lines. A year ago it added a new 10,000square metre factory and plans to invest in another factory are at an advanced stage.

Top Unit Heater Maker

Owned by two families, the Company was set up in 1929. It built its first electric water heater, or Unit Heater, in 1935. It

was an immediate success and gave the then small company a big name in Italy. It has gone through many changes but it remains one of the Company's main products. In the early 70's Sabiana made another big step forward, That is when it introduced its Radiant Strip heating which transformed heating technology. And soon after that it made a big breakthrough in air conditioning when they substituted natural draft convectors with fan convectors. It is now one of the biggest producers of fan convectors in Europe.

The company continued to grow and innovate and in 1995 it added an electronic filter to the fan convector.



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aging Director Giorgio Pellegrini said filter blocks all microbes and prevented air from circulating in a room. And ted the introduction of the Sky Star nic cassette as another very importep in the development of Sabiana. used in 2004 Sky Star is an air condig system which is normally placed in ceiling for heating or cooling.Free

Sabiana

oduct range consists of radiant panels that warm the person and room; the hot water Unit Heater; y Star; the redesigned fan conCarisma, the Vulcan and Zeus air

handling units and the Free Sabiana. Free Sabiana is a new system which it developed with the assistance of an Italian



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university. It controls the shared temperature in an office and allows individuals to set, personalise and control the tem-

perature at their desk. "We try always to find products that are situated in a niche as against mass production" Giorgio said, adding, "People buy from us because they want our product which is always a little different from what other manufacturers produce."

In another development, in response to questions about energy reduction, Sabiana has introduced brushless electric motors. Compared to standard motors, they enable a company to reduce its operating energy cost up to seventy percent. That apart, Sabiana is also moving to harness and use energy from the sun to run its factory. Andy