

LBA GROUP

LA BOTTEGA
DELL'ALBERGO
SpA

LA COSMETICA
b e a u t y

L'IDEALISTA
p r o j e c t

LA STAMPERIA
p a c k a g i n g

LA BOTTEGA
DELL'ALBERGO
International

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LA BOTTEGA DELL' ALBERGO: "SMALL" IS BEAUTIFUL THE MEANING OF HOSPITALITY IN A CONCENTRATION OF DESIGN

The **best hotels in the world** are their clients.

For each one of their ideas, they develop and fine tune personalized projects of **authentic design**

And these projects become integral parts of the structure's image, distinctive, functional and evocative elements, objects to collect, pleasant travel souvenirs from a vacation to be remembered. Small desirable objects, they stimulate our curiosity when we enter a hotel room and send us to the more intimate spot, the bathroom.

La Bottega dell'Albergo has made *amenities* its *business*.

But this involves not only charming little bottles and *small* soaps. In **25 years of business**, LBA has developed over 10,000 **personalized projects** that include a line of over 3,000 **different products**, taking care of every aspect of them from defining the individual products to creating the **cosmetic** line, controlling the entire **production chain**, from **design** to the complementary lines, **graphic** image and **packaging**. But there's more. They have also built a formidable **logistic** machine that, together with a motivated and widespread **sales structure**, succeeds in guaranteeing excellent **service** and an unbeatable **quality-price relationship**.

It is a **story of excellence** that is completely Italian, or rather, proudly Marchigiana (from Le Marche).

An entrepreneurial story that begins with books destined for hotels.

In the 1970s, Puccio Pacini managed 3 book stores in Senigallia.

In the following nine years, he gradually added stationary and office items to the books. The opportunity to look even further afield came about due to an unusual request from a regular customer, a hotel in the area. Following this there were other requests for various items and Pacini came to understand the potential in the sector. He organized the first sales network and gained new customers.

LBA was born in January 1983 with the entry of a financial partner, Giulio Benni who, over the years, would become an equal partner with the founder.

Since then, the company has been continually growing.

They have specialized in the "**courtesy lines**" and have dedicated themselves to **luxury hotels**. This *focus* on an extremely high *target* has allowed them to gain credibility and to be able to enlarge their product lines to include other types of products, interior design accessories for the rooms, bath accessories, signs, specialized equipment, gifts...

From a company that simply commercialized products they have honed their ability and creativity, building a production system that is capable of **controlling the entire chain**: over the course of the years other dedicated companies join with the first with the aim of guaranteeing **maximum quality** and **extreme personalization**.

Today the **LBA Group** is made up of **6 companies** that interact with each other, blending their respective abilities:

- La Bottega dell'Albergo, the main company, develops the projects and relations with the customers on the domestic market (ISO 90001/2000 certified);
- La Cosmetica, the production company for the exclusive cosmetic lines that are developed from their own internal research (ISO 90001/2000 certified);
- L'idealista, office of graphics and planning of the coordinated image, with its creative and sophisticated

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contribution has greatly contributed to the development of dedicated lines and to the enlargement of the product lines;

- La stamperia, lithographic and printing company aimed at making original and personalized packaging;
- La Bottega dell'Albergo International, the company dedicated to relationships with external markets and developing international customers (ISO 90001/2000 certified);
- Finbepa, financial holding company.

Twenty-five years of constant growth, overall turnover of about **45 million euros**, and never any personnel problems that couldn't be solved with a chat.

Even this makes LBA a special case, **200 employees** easily managed without even a true Personnel Director, internal training that provides for everything, independent of the role of the person receiving it, a training period in the warehouse, an extremely high fidelity rating and, in many cases, already a second generation in the company. Like Tommaso, Puccio's son, today the commercial soul of the family "bottega", enthusiastic *Business Development Manager* and tireless traveller seeking new international challenges. Next to him is Lino Sirabella, Commercial Director since the company's founding and a key figure in its development like Francesco Luzi, "the idealist" who over the past 10 years has used the creative lever as a critical success factor.

LBA, the meaning of hospitality in a concentration of design.

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LBA - keywords from A to Z

Harmony: the objective of every project, mirroring the company climate;

Beauty: beauty business and energy sector, broadly speaking;

Customer: the customer comes first, dedicated approach, personalized service;

Design: well-rounded creativity, maximum attention to details;

Emotions: objects and projects created to suggest, gratify, excite;

Human Factor: maximum emphasis on human resources both internally and in the development of external relationships;

Genius Loci: a proudly Marchigiana company, an example of local entrepreneurial spirit and a system rooted in the area but open to internationalization;

Hotel Industry: prestigious partner company in high level hospitality services;

Initiative: entrepreneurial *case history*, it has reinvented a business that continues to renew itself;

Leadership: lead company in its sector

Warehouse: strategic part of the company, every employee's training includes experience in the warehouse regardless of their job function;

Novelty: maximum flexibility to continually diversify products;

Originality: creativity and innovation;

Packaging: image, functionality, aesthetics and distinguishing mark;

Quality: maximum attention to the contents of the product, UNI EN ISO 9001/2000 quality certification;

Research: a factor in the product's success, tools and productive processes;

Sustainability: eco-compatibility at the production, raw materials, and product level;

Team: development of the people and their relationships with each other, a constructive and serene environment, team spirit;

Uniqueness: maximum personalization of the products, a tailored approach;

Vision: ability to identify a market niche that was originally unexplored, enhancing it and making it grow;

Zeal: attention and care in the production and organizational process, service approach

LBA - THE NUMBERS

0	LABOUR DISPUTES SINCE ITS FOUNDATION
1	NUMBER 1: MARKET LEADER
2	SECOND GENERATION OF THE FAMILY IN THE COMPANY
6	COMPANIES: LA BOTTEGA DELL'ALBERGO SPA, LA COSMETICA beauty, L'IDEALISTA project, LA STAMPERIA packaging, LBA INTERNATIONAL, FINBEPA
11	BRAND COLLECTIONS - Comfort Zone, Cotè Bastide, Designers Guild, Etro, Fragonard, Laura Tonatto, Lorenzo Villoresi, Ortigia, Pure Altitude, Rancè, Salvatore Ferragamo,
25	YEARS IN BUSINESS
25	YEARS OF CONTINUOUS GROWTH
30	REPRESENTATIVES THROUGHOUT THE WORLD
50	COUNTRIES IN WHICH THEY DO BUSINESS AROUND THE WORLD
60	AGENTS IN ITALY
100%	COSMETICS MADE IN ITALY
200	EMPLOYEES
300	HOTELS CONTACTED EVERY DAY
1,000	hundredweights of paper used each year for packaging
1,200	hundredweights of bath soap, body lotion, shampoo, etc. produced per year
1,400	hundredweights of eco-compatible PET for bottles used each year
5,000	ACTIVE CUSTOMERS
5,500	CODES IN THE CATALOGUE
9.001	9.001/2.000: QUALITY CERTIFICATION OF THE COMPANIES IN THE GROUP
10,000	PERSONALIZED PRODUCTS developed in 25 years of activity
46,000	BOTTLES OF SHAMPOO PACKAGED per day - 14,000,000 per year
116,000	SOAPS PACKAGED per day - 35,000,000 per year
73,000	BOTTLES OF BATH SOAP PACKAGED per day - 22,000,000 per year
6 million	kilometres travelled per year in the sales network
45 million	REVENUE IN EUROS OF THE COMPANIES IN THE GROUP

LBA - THE CUSTOMERS

16,000 CUSTOMERS IN 25 YEARS OF BUSINESS AND ABOUT 5000 PRESTIGIOUS ACTIVE CLIENTS INCLUDING:

Four Seasons Hotel - Florence,
Grand Hotel Quisisana - Capri,
Park Hyatt - Milan,
Town House Galleria - Milan,
Grand Hotel Et de Milan - Milan,
Hotel Danieli - Venice,
Saint Regis Grand Hotel - Rome,
Il Pellicano - Porto Ercole,
NHow Hotel - Milan,
Castiglion del Bosco - Montalcino,
J.K. Place - Florence/Capri,
Villa & Palazzo Aminta - Stresa,
Lungarno Hotels – Florence,
New York Palace - Budapest,
Suvretta House - Saint Moritz,
Brandenburger Hof - Berlin,
The Mandala - Berlin,
Hotel Raphael - Paris,
Byblos - Saint Tropez,
Muckross Park Hotel Killarney - Ireland,
Sibuet Hotels & Resorts, France ,
The Hay Adams - Washington,
The Setai - Miami,
Acqualina Resort - Miami,
Fortuna Hotel - Hanoi,
Baglioni Hotel – London,
The Pure – Frankfurt,
The Mark - New York,
Fouquet's Barriere – Paris,
Ritz Carlton Central Park – New York City,
Palazzo Versace – Golo Coast,
Park Hyatt – Ho Chi Min City,
Imperial Hotel – New Dehli,
Danat Resort – Abu Dhabi,
Metropole – Moscow,
Baur Au Lac – Geneve,
Park Hyatt – Beijing,
The Dharmawangsa Jakarta,
Hotel On Rivington – New York City,
Neri Hotel – Barcelona,
Verdura Resort – Rocco Forte Collection - Sciacca