



**COMPANY
PROFILE**

our manifesto

COLORFUL WELLBEING

Have you ever heard of colourful wellbeing?
Probably not.

It is our expression. It is our mantra to explain that in Ard Raccanello we do not produce simply colours and paints, but a special wellbeing, colourful.

Because we believe that each colour brings an emotion, a fantasy, a memory that makes everything, and every home, special.

A colourful wellbeing beautiful to see, but above all to live, because colours set in motion the emotional and creative side in each of us.

We have the energy of yellow, the passion of red, the white pages yet to be written, the green to be protected, and all the other colours yet to be mixed, in order to imagine a future and a different, better, colourful wellbeing.

Because living is changing, and there will always be the colour to do it.

our values

AN HISTORICAL AND DYNAMIC BRAND

RESPECT, PERSISTENCE, DYNAMISM are the 3 key values around those the whole company politics rounds, thanks to which we were able to show resilience and responsibility to partners.

RESPECT

Attention to people is the key of our success.

The social responsibility is felt as much as the environmental one. 4 generation effort has taken to solid and honest relations with our clients, employees, partners. We aim to enhance every day our ecologic impact through the manufacturing activity and the product offer.

Propose products which can resist to time is the base of our bent blending technological innovation, tradition and quality to face in the best way the challenges which the market, every day, presents us.

PERSISTENCE

We are an historical always moving company, that welcomes the innovation adapting to change.

The engine that drives us to grow is our ability to achieve the goals and the determination to find out innovative and appropriate solutions, always anchored in the fundamental values.

DYNAMISM

VISION

Spread wellness through color.

MISSION

We feed people wellness giving a shape to color, through products and quality paint systems, sustainable and ideal for every need.

OUR CHALLENGE

Nowadays we live new market opportunities, both national and international, and the possibility to evolve our company towards the values that feature us and on which we want to aim more and more in the future.

◆ CONTEMPORANEITY

which features our time and has to be checked with attention

◆ INNOVATION

which makes our steps move towards an evolution in line with the time we live

◆ INTERNATIONALIZATION

because it's mandatory to face with a global scenario

◆ SUSTAINABILITY

environmental and social, that we care and put in every sector of our reality

We look for the right mix between tradition and innovation. Without tradition there is not identity, but without innovation there is not growth. Aware of a market more and more changing and about everyday challenges, we do not never forget some main concepts

A STORY OF PASSION AND INNOVATION

1970-1990

To better support the external cycle selling as silicate, siloxane and elastomeric paints, ARD internally sets a free technical assistance service, to advice the best applying solutions and to manage possible complaints.



1939

Dante Aurelio Raccanello moves his first steps in the color world, opening a grocer's shop in Piazza delle Erbe in Padua. Only 10 years later, establishes a family company, ARD, together with his children, Gino and Giuseppe.



1986

AZ-ARD was born, the 2nd Italian tinting system, which makes possible to retailers to directly color enamels & paints, starting from base hues. The benefit is clear: the retailer reduces stocks, fast meeting client's needs.



1950-1980

Since our origins we have produced a complete range of products for the building industry: from traditional latex paints for interiors, to the precious slaked lime for the most prestigious environments, from professional high-performance finishes for exteriors, to products for applying coats to buildings, which substantially improves their energy performance. We are in the economic boom years and ARD has to manage a growing market demand.



1996

After several years of coaching Ilaria Raccanello succeeds Gino Raccanello, her father, in the role of CEO of the company. Inaugurating a period of attention to environmental, social and economic sustainability.



1961-1962

ARD moves in the Padua industrial area, in a 17.000 m² place. It is already a solid market reference. In 1962, ARD signs a 10 year exclusivity agreement with Goodyear for the supply of Pliolite, a resin used in the Paintgum line. It permits the application also in winter and in extreme weather conditions, always guaranteeing an optimum performance. It is ideal for coastal environments.



1990-2005

With the new millenium, the attention to the environment increases, towards ARD is really sensitive: products with low solvent levels are added to the range together with the insulation system for building facades, an ideal solution for the energy effectiveness.





2003

The strong growth needs another expansion. The new manufacturing plant was born in Rovigo, with an high automation, dedicated to more than 90% of ARD production.



2018

Luigi Gorza, the fourth generation of the Raccanello family, joins Ilaria in the role of CEO. Co-management will create a stimulating mood with the development of multiple projects.

2005-2020

To reach primary environmental targets as client satisfaction, worker safety and land protection, ARD is certified in compliance with the International Quality Management System UNI EN ISO 9001 and the plant in Castelguglielmo is also certified in compliance with the International Environmental Quality System UNI EN ISO 14001.



2020 - today

The company, faithful to its traditional values, goes towards the innovation of its company reality, answering to the always more technological and digital needs, as well as of expertise and differentiation.



2010

The WIZARD and SIXTEEN COLOURS tinting systems are both completely active, to offer to the client an important color range enlargement.



2022

ARD goes on TV and on the WEB with a commercial watched by almost 100 million views. In the same period, ARD decided to build a 5 years industrial plan, the 1st business plan about its strategical intentions in the middle term. A guide useful to check, revise and advance mistakes and problems.

2017

Rovigo production plant doubles, with a new building construction, used as warehouse for packs and raw materials.



2023

ARD is awarded Great Place to Work Italy (GPTW), a place where employees live and co-live well. It gets also the 'Blue Collar' title, it is among the 10 companies which are successful in valorising them in an inspiring way.

...TO BE CONTINUED

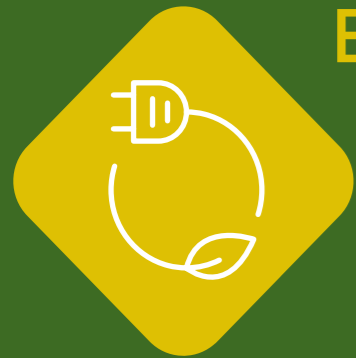


WE ARE GREEN

We build a business culture to minimize our impact in the environment, with standards and regulations which involve all the employees

In our routine, our initiatives are made to promote the energy efficiency, water resource protection, reduction of pollution and a virtuous waste disposal.

ENERGY



100%
Renewable energy used

-21%
Reduction of energy used/kg produced

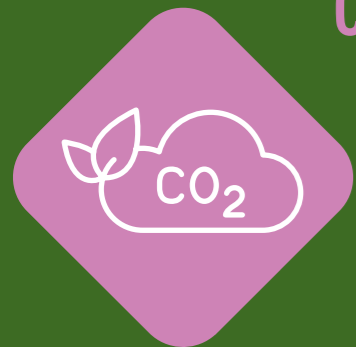
WATER

0,38 l/kg
Consumption for each kg produced

-6%
Reduction of used water per kg produced



CO₂ EMISSIONS



9.424. t/CO₂
Emissions of greenhouse gas

-4%
Reduction of greenhouse gas emissions

WASTE

82%
Packs which come from re-use

+4%
Increase of waste tons addressed to re-use compared to 2021



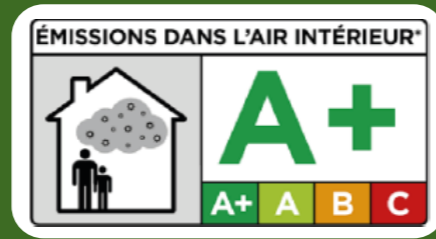
For ARD to be **GREEN** means to be able to demonstrate it, always.

WE ARE GREEN

A+ CLASS

It identifies a product with a low emission of substances harmful to humans and the environment.

*French Decree n°321/2011 of 03/23/2011 and Arrêté of 04/19/2011



We aim to pass the sustainability concept to our products too, from manufacturing to the shelf. The sustainable product proposal is a constant effort to enhance the ecological impact of our range, respecting what we declare on the labels.

Silver ion technology

A formulation that allows finishes that resist the proliferation of bacteria, for a healthier and cleaner environment.



EPD (Environmental Product Declaration)

Measures the environmental impact based on the LCA (Life Cycle Assessment) parameter, so the life performance of the product.

* ISO 14025 and EN 15804



ETA and EAD Technology

Thermal insulation systems for the energy efficiency of walls, with a view to reducing consumption and lowering environmental impact.



CAM (Minimum Environmental Criteria)

It means guaranteeing a product that also complies with construction interventions in the Public Administration.

* section 2.5.1, section 2.5.13 requirement b), section 3.2.8, according to Ministerial Decree. 23 June 2022 and subsequent GURI publication of 6 August 2022



VRG Technology (Virtuous Recycled Glass)

Special microspheres in recycled glass, no longer workable, virtuously disposed of in the composition of a building product.



AGENDA 2030 GOALS



04 QUALITY EDUCATION

Equitable and quality education promoting corporate training opportunities.

05 GENDER EQUALITY

Enhancement of diversity, against discrimination, creating a culture of inclusion.



06 CLEAN WATER AND SANITATION

Reduction and recovery of washing water, improving the quality of water discharges, with a responsible business perspective.

07 AFFORDABLE AND CLEAN ENERGY

Reduction of energy consumption, limiting direct and indirect energy consumption.



We chose to support the 2030 Agenda of the United Nations, focalsing on 8 aims to develop, among the 17 proposed, considered the most identifying and consistent with our policies, strategies actions and affinities.

08 DECENT WORK AND ECONOMIC GROWTH

Targets integrated with environmental, social and governance aspects, to promote sustainable growth and employment under dignified conditions for all.



12 RESPONSABLE CONSUMPTION PRODUCTION

Always innovative and responsible offering, using raw materials with low environmental impact where possible and engaging in fair and reliable commercial relationships.

13 CLIMATE ACTION

Fight against climate change by reducing CO2, improving the impact of products and using energy from renewable sources, and with responsible waste disposal (for example recycling).



17 PARTNERSHIPS FOR THE GOALS

Contribution to the socio-economic well-being of the area, promoting initiatives for the economic, social and environmental development of local communities.

THE BUSINESS PLAN

Ard Raccanello has drawn up its new five-year Business Plan.

The industrial plan sets 6 macro improvement objectives, which include the company's image, increased productivity, more accurate management of the supply chain for healthy turnover growth and which place sustainability, customer approach, employee well-being, training at the centre.

Ard is increasingly oriented towards all its stakeholders, guided by a philosophy that aims to build long-lasting and winning partnerships for all those involved and at the same time trying to become an organization that is increasingly resistant to macro and micro economic fluctuations.



**INCREASE
THE REVENUE
THROUGH AN
"HEALTHY"
GROWTH**

**ENHANCE
COMPANY IMAGE**



**APPROCH
ORIENTED TO THE
CLIENT AND TO THE
SUSTAINABILITY**

**SKILL GROWTH &
STAFF MOTIVATION**



**ENHANCE
MANUFACTURING
AND PROVIDING
CAPACITY**

**ENHANCE STOCK
MANAGEMENT**



THE PRODUCTION

All the products are formulated, developed, realised and tested in Padua plants and in Castलगuglielmo one (about 30 thousand m²). To support our results in the market we constantly invest to enhance the technological efficiency and the manufacture quality and precision.



SINERGY BETWEEN PRODUCTION AND LOGISTIC

To be distributed on the market and offer to the client a reliability compliant with the most demanding expectations, our products have to pass strict proof tests, that we ensure through a structured check system.

OUR RANGE

We propose paints for building, better cycles, for interior and exterior, dedicated specifically to vertical supports and addressed in particular to professionals on site and in the professional construction field.



TECHNICAL ASSISTANCE

We offer support on site but not only.

Free advice service before and after selling, to define the best application solutions, with on site visits and technical reports too. Our team supports the shops to participate in shows and other field events, where specific dissertations are requested.

Only for the Italian market, we offer multi-years insurances for thermal insulation systems and paint cycles.



TINTING SYSTEMS

Before and after selling service, which helps the choice of the best solution to realise our colors in the single point of purchase and to keep the functionality of the machines. The service is provided directly by the company to guarantee the answer on time, with a spare part warehouse dedicated. The exclusive in cloud technology, on software and on the machines, let the multi platform management of all the details related to tinting system.



COLORIMETRY

Before and after selling service provided by R&D to realise tailor-made hues and to support in the spectrophotometer usage.

The team in addition researches and develops directly new ARD Raccanello color collections.



distribution

THE ITALIAN MARKET

We are a reference brand in providing paint for building.

Our trade network has a widespread presence on the whole national territory and guarantees to the clients a skilled, fast and efficient support.



HQ and Production Site:

- **PADOVA:** Via 1ª Strada, 13 · T. 049 8060000

- **ROVIGO:** Zona ind. il Castello, 650 · 45020 Castलगuglielmo (RO)



FOREIGN MARKET

The challenge of the internationalization process is to grow in new countries thanks to the quality, creativity and training that distinguish our tradition.

Exporting Made in Italy to a network of more than thirty countries allows us to deal with different cultures that permit us to enrich and improve ourselves on a daily basis.

To support our distributors in their growth, we have specific sales material and dedicated furniture, customizable in different languages, a showroom with specific practical and theoretical training areas and the experience of a dedicated team of professionals, who also follows the distributors on site and at the main international trade fairs.

PORTFOLIO

We supplied materials for works and renovations in Construction sector, residential, public and tertiary, as well as historical buildings. Our range can supply cycles and solutions to solve problems on the main supports as plaster, cement, bricks, stone material, wood, metals and plastics, guaranteeing maximum performance both in internal and external premises.



Basilica di Macerata (MC)



Hotel (LE)



Private Villa (CS)



Private Villa (VE)



Passo Tre Croci Bridge - Cortina



Comune di Chiavari (GE)



Restaurant - Kuwait



Private Villa (PD)



Santo Sepotcro - Gerusalemme



Private Villa - Kuwait

CERTIFICATIONS

UNI EN ISO 9001

ARD uses a Quality Management System according to the international standard UNI EN ISO 9001, to continuously monitor, improve and increase the quality of its production and work systems within the business.

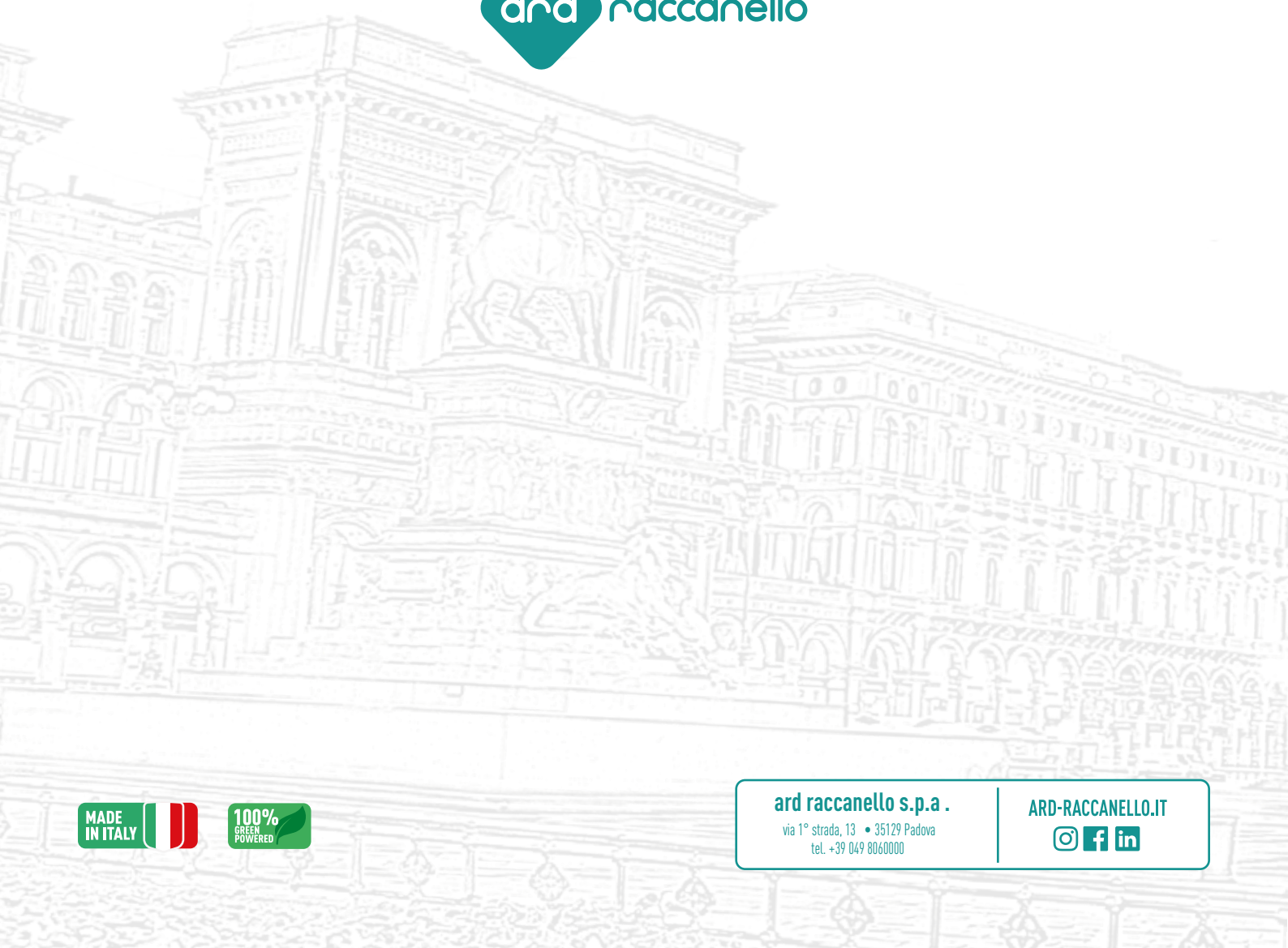
UNI EN ISO 14001

Our production plant in Castelguglielmo (RO) has the environmental certification UNI EN ISO 14001; over 90% of our water-based paints are produced here.

100% CLEAN ENERGY

We have been using energy from renewable sources in both our factories since 2012.





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ARD-RACCANELLO.IT

