

## **IMMERGAS: FIRST THIRTY YEARS IN SPAIN**

**Immerfin Chairman Alfredo Amadei met in Madrid Giuseppe Buccino Grimaldi, the Italian Ambassador to Spain. New development plans were announced to boost market share through energy-saving and sustainability-oriented new technologies.**

Brescello, Madrid - A double anniversary: 30 years of operations in Spain and 60 years since Immergas' foundation. Drawing on the positive results achieved by Immer Spagna, Immerfin Chairman **Alfredo Amadei** has launched in Madrid new development plans for Spain. Successes have been achieved also thanks to the partnership with the **Sánchez-Seco** family, whose commitment to spreading Immergas solutions for home climate control throughout the entire country has been strong for over ten years.

In a five-year period, ever since Immerfin acquired 80% of the Immer Spagna (the remaining 20% still belongs to the Sánchez-Seco family), the turnover has expanded from 2 to 7 million Euro.

«From an industry standpoint, acquiring control of Immer Spagna has been a value for the group and at present prospects are excellent - explained Alfredo Amadei. Additional developments are also expected, as the Spanish market has become definitely more mature and demanding. The professionalism of our technicians and sales representatives is a competitive advantage because, compared to thirty years ago, the Spanish market has become excellent».

«Ever since the foundation of Immer Spagna - added **Laura Sánchez-Seco García**, Manager of the branch - the objective has been to develop the partnership with Immergas. My family has been working on this project passionately and the team we have created is highly motivated».

Now, at the Madrid's headquarters, Immer Spagna boosts a strongly cohesive team of 25 staff between technicians and salespeople and they have achieved impressive results: more than 8 thousand boilers sold each year, serviced and monitored thanks to a widespread network of 100 Official Technical Assistance Centres. The short-term objective is to increase market shares by further expanding the presence in the region and aiming for 10 million turnover by 2025. Growth potential is enormous and Immergas seeks 5% of the market in the gas boiler sector (currently it is at 3%). The **Advanced Training Centre** stands out among the investments made in Spain. It is dedicated to the sector's professionals who can practice with all available technologies.

«We have been working intensely on the post-sales service in the last couple of years, said **Alessandro Bianchi** of Immergas Business Development. Now we are active throughout the entire Spanish region. Furthermore, we have made progress on service digitalisation. We keep daily contact with the end user. And we are able to respond

within four hours to any request for quotes sent by installers or designers. We shall continue in this direction. As our parent company is doing, we too are working on a multi-energy and multi-technology approach. Our flagship product is the hybrid system. We believe that in the future, this technology will enjoy double-digit percent growth and we are investing a great deal in it. Immergas is a pioneer in this type of equipment, especially the Factory Made. We know we can make a difference in Spain too».

At the Italian embassy in Madrid, Alfredo Amadei met with the Ambassador of Italy to the Kingdom of Spain, **Giuseppe Buccino Grimaldi**. «We have found very important points of common ground with the Ambassador's vision - said **Ettore Bergamaschi**, Director of Marketing Operation & Communication - and we shared insights on the transformations taking place in Spain. Trend lines that will be considered when deciding which path to take in the future to continue selling our products and services». The purpose of our visit was also to broaden relations between institutions in Italy and especially abroad.

*In the images:*

- Immergas headquarters in Lentigione di Brescello.
- The Italian Ambassador to Spain, H.E. Giuseppe Buccino Grimaldi and Alfredo Amadei, Immerfin Chairman.
- Immerspagna's operation team at the celebration.
- The video celebrating the 30th anniversary of Immerspagna ([click here](#) to view it)

## Company information

Immergas was founded in 1964 to design and manufacture gas boilers and hybrid systems for domestic use. With more than 60 years of experience on the market and over 9,000,000 million boilers installed, Immergas is viewed by the market as one of the leading companies in Italy and in several European countries, positioning itself among the top companies operating in the heating sector.

Immergas designs and produces energy management systems that combine gas boilers, heat pumps and technological solutions for domestic hot water and climate control systems. Since 2010, under the ImmerEnergy brand, it has played an active role in the renewable energy sector by producing photovoltaic systems.

With headquarters in Brescello (Reggio Emilia) Immergas employs over 620 people and covers a floor area of over 70,000 square meters. Immergas' sales network is active in 50 countries around the world.