

## Lemi Group

Via M. Maretti Soldi, 13, Casalbuttano Ed Uniti (CR), 26011, Italy

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## The company

LEMI has been manufacturing treatment tables, chairs and multi-function cabins for the Beauty & Spa, podiatry and medical sectors since 1989.

The company was founded under the name of Brusaferrì & C. at the behest of Emilio Brusaferrì and Silvio Genelli, cousins and close-knit friends who share the same passion for great challenges. Their insistence upon perfection led to the development of the Lemi 4 - the first treatment table to include 4 electric motors - thus marking the beginnings of a true revolution in the beauty sector. It was the early 1990s, and new wellness concepts were being combined with a spirit of creativity, initiative and passion for design, thus transforming the dream of these entrepreneurs into a far-reaching enterprise. Today, in addition to over 1,000 square meters of office space and a showroom of 500 square meters, LEMI boasts a workforce of more than 70 employees and a production area of over 7,000 square meters, including two fully-equipped production facilities in Azzanello and Casalbuttano. Thanks to its intensive research and development, as well as its continuous pursuit of new industrial paradigms, the company has now come to be recognized as one of the major players on the international scene. The company is renowned for its exceptional design, research, technology, quality, functionality, and meticulous finishing. With unmistakable Italian craftsmanship, these

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### **Brusaferrì & C. srl**

**Sede operativa:** Via Mara Maretti Soldi, 13 - 26011 Casalbuttano (CR)

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fundamental principles have resulted in the development of numerous products bearing the LEMI brand name worldwide.

## The values

LEMI's values include manufacturing products in full compliance with its customers' expectations. It does this by guaranteeing maximum precision in the construction of each piece, as well as by ensuring continuous improvements, even with well-consolidated products. Thanks to its partnerships with numerous industry experts, the company is constantly welcoming new ideas, transforming them into innovative tools.

But LEMI's greatest assets lie in its staff, with all their experience, talent and passion. For a wealth of knowledge and skill that has enriched day after day in a creative atmosphere, and a youthful and dynamic environment. That's what allows us to manufacture exceptional products that consistently exceed our customers' expectations.

## Selection

The added values of excellent craftsmanship, maximum attention to detail, exceptional product quality, and comprehensive service. For LEMI, these are just some of the basic requirements. They are the result of a winning strategy that's based upon the company's complete independence, the efficiency of an advanced R&D department, and the decision not to outsource the production processes. From conception to design, prototyping and packaging, the product's entire life cycle is managed internally, with each individual part being evaluated according to strict inspection criteria. Because our customers deserve nothing less than perfection.

## Style

All LEMI products feature a wide range of customization possibilities. In fact, the company offers a vast assortment of colors, materials, finishes, metals and wood products to render each model unique. All the padded models are hand-finished by LEMI's upholstery department, where our highly-skilled and experienced upholsterers constantly strive for perfection, creating extraordinary effects. It's a question of style. Italian style, which is renowned worldwide.

## The global market

The LEMI brand name can currently be found in over 100 countries worldwide. With its extensive network of distributors and sales representatives, the company is fully capable of satisfying the demands of the global

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markets, above all thanks to its innate ability to anticipate the industry's needs. LEMI is well-known for its high-end and technologically advanced products of unmistakable Italian style, which have attracted the patronage of a refined international clientele. It can count on 2 corporate branches besides the Italian headquarters: the Dubai branch and the new-born Miami office.

## Services

Personal wellness is a serious issue. That's why LEMI provides its distributors and its entire sales network with technical training courses on the use of the equipment. Much emphasis is placed upon post-sales service, which LEMI sees as an essential part of its customer relations.

While all LEMI products come with an extended warranty, the company also guarantees prompt intervention in the event of any malfunctions. Because as manufacturers, we understand the importance of preventing "downtime" and maintaining high quality standards.

## Certifications

LEMI's product quality is certified according to the ISO 9001 standard, with certificate number 50 100 100 75 issued by TUV Italy. Furthermore, as an exclusive guarantee of its products' authenticity, LEMI even obtained the prestigious "100% Made in Italy" certification in 2010. This certification requires the company to subject itself to a thorough series of inspections, in order to certify that its production cycle is entirely performed in Italy. All LEMI products come with a warranty certificate bearing a holographic, anti-counterfeit logo and sequential number, which allows the product to be traced via a dedicated website. For our customers, this is a certified guarantee of superior quality. For LEMI, it's a calling.

## Environmental sustainability

LEMI has been pursuing its environmental sustainability goals for a number of years. In addition to outfitting its production facility with photovoltaic panels and LED lighting systems, these goals also include the creation of a value scale that's not exclusively based on economic criteria. This means selecting new suppliers, adapting the equipment and evaluating new materials. It's a lengthy and time-consuming process that will only ensure results if pursued with dedication. Today, 70% of the company's wooden equipment and treatment tables are manufactured using FSC certified lumber from unprotected forests. The mattress covers, which are free of synthetic dyes and toxic materials, are furnished by suppliers that have committed themselves to sustainable development, guaranteeing full compliance with the best environmental protection practices. The long road that lies ahead will involve all the business areas, because for LEMI, environmental sustainability is much more than just a fad.

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