



ANGAISA signs an agreement with Salone del Mobile.Milano: will be present at the Salone Internazionale del Bagno

Main organization for the wholesale sector of bathroom furnishings, ANGAISA will attend for the first time the Salone del Mobile.Milano. The specialized wholesalers of the HVAC market will promote the presence of their employees and a selected number of professional customers

Milano, 16 April 2024

ANGAISA starts its collaboration with Il Salone del Mobile.Milano and will take part in the 2024 edition of the Salone Internazionale del Bagno, scheduled from 16 to 21 April, in the context of the most prestigious exhibition of home and furniture markets worldwide. The partnership inaugurates the institutional presence of the association of Italian HVAC distributors within the event, also through the creation of a corner in the pavilions of Rho Fiera Milano available to associated companies, professional customers of the specialized distribution and visitors of the Salone del Mobile.Milano. Focused on the bathroom and dedicated furniture components, the Salone Internazionale del Bagno debuted in 2006 and has established itself as the richest international event for bathroom furnishing.

The event is attended by about 200 exhibitors who represent the best of international production: from furniture and accessories to shower cabins, from sanitary porcelain to radiators, from taps to bathtubs. Among the reference organizations in the Italian construction industry, ANGAISA has historically been the protagonist of trade fairs with international participation that belong to different production chains, promoting activities that allow a wide involvement of the associated distributors and their partners active in the territory in which they operate.

On the occasion of the 62nd edition of the Salone del Mobile.Milano, the ANGAISA distributors will take part in the event, promoting the presence of design professionals and building renovation operators with whom they collaborate on a daily basis.

The bathroom environment represents an area of expertise for the distribution of all companies members of ANGAISA, which operate with specialized skills at the service of professionals and families, in particular as far as building renovations are concerned.

By creating customized solutions that combine aesthetic quality and comfort with water saving and energy efficiency, ANGAISA member companies are present in all the main Italian cities with their own showrooms dedicated to bathroom furnishings, through which a significant share of the design products exhibited in the Salone del Mobile.Milano is distributed.

Representing over 240 distributors, with a sales network of over 1,000 points of sale in Italy and more than 15,000 employees, ANGAISA is the reference organization for bathroom furnishings among those belonging to the Confcommercio Italian federation, and contributes with specific skills in the field of aesthetic products to the Italian construction industry, adhering to Federcostruzioni.

The presence of ANGAISA at the Salone Internazionale del Bagno is therefore a significant contribution, within the exhibition activity, to the complete integration of the various professional bathroom furnishings segments: an objective that ANGAISA pursues in the wider context of its associative activity alongside the Italian manufacturers of the sector, associated as supporting members, and having established some strategic supply chain alliances, including the one with Assobagno di FederlegnoArredo, which aim to support the competitiveness of industry professionals and the overall value generated for the end user.

*"We are proud to start the collaboration between ANGAISA and the Salone del Mobile.Milano, born from a common heritage that speaks of business culture and continuous search for excellence", comments **Maurizio Lo Re, president of ANGAISA.** "The growth of our association relies on professional relations and the progressive integration of products and specialist skills: exactly what we will find in the 2024 edition of the Salone del Mobile.Milano. The presence of ANGAISA will emphasize our expertise in water saving and energy efficiency, combined with the quality of the iconic products Made in Italy presented in our showrooms. By integrating the technical and the aesthetic, with an enhanced approach to service that involves every phase of the building renovations, the ANGAISA members are in fact today partners of choice for design professionals, technicians and families looking to improve their domestic comfort. Participating in one of the most important exhibitions in the world" - Lo Re continues - "ANGAISA enriches its work at the service of all specialized distribution and its partners in the area, renewing the goal of characterizing its participation with a contribution of unique skills".*

*"We are very satisfied with the partnership signed, together with Assobagno di FederlegnoArredo, with ANGAISA and with its presence at the Salone Internazionale del Bagno, which we consider the most appropriate context for a dialogue between the different protagonists of the sector says **Andrea Vaiani, event manager of the Salone del Mobile.Milano***

Here, for the first time, the HVAC distribution will take center stage with its own space and an articulated package of initiatives to support the presence of professional operators at the 2024 edition. An agreement that will help to have an increasingly complete type of interlocutors for the benefit of exhibitors - Vaiani explains. In fact, we deem fundamental a constant and profitable dialogue between those who design, install or distribute plants and systems in the industrial, residential and commercial areas, but also understand how important the aesthetic component of design is alongside the functional one. With this collaboration we want to stimulate the sector, more and more, to improve the network activities and focus on customized products, to show the undisputed value of Made in Italy to a global audience".

ANGAISA – National association of the Italian HVAC, air-conditionings, floors, tile coverings and bathroom furniture wholesalers - Trade Union member of Confcommercio- Imprese per l'Italia - Member of FEST (European Federation of the Sanitary and Heating Wholesale Trade) and Associate Member of Federcostruzioni - www.angaisa.it. ANGAISA associates with the qualification of Ordinary Members 250 wholesalers, with about 1,000 local units throughout Italy. ANGAISA members represent about 40% of the turnover of the national HVAC distribution. ANGAISA also associates, as Supporting Members, 150 manufacturers leaders of their respective product categories and 10 purchasing groups.