

VITESY

A Short Introduction

LABORATORI FABRICI SRL

REVISION 2023/05

LANGUAGE: ENGLISH

The problem

The modern lifestyle can be a challenge.

Clean Air & Water, Healthy & Abundant Food: these essential elements of life are no longer guaranteed, even in advanced countries.

Pollutants, chemicals and toxins contaminate the spaces in which we live and work and make the safe supply of food and water critical for everyone. Unfortunately, climate change is making the situation worse.

But it doesn't have to be that way.

We're Vitesy

CREATORS OF SOLUTIONS FOR
SUSTAINABLE WELL-BEING SINCE 2016

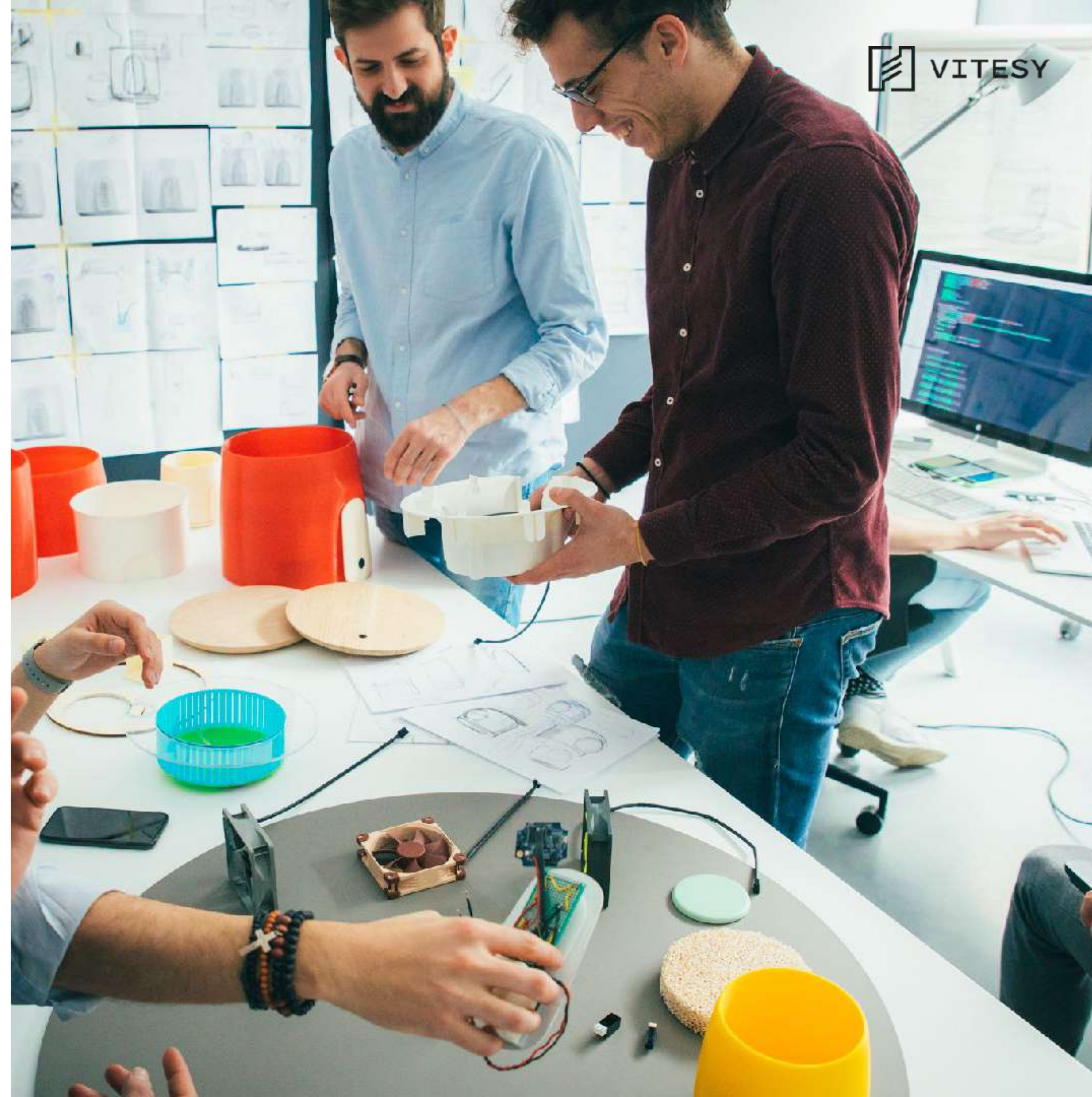
We are a company of designers, scientists and engineers with one goal: to **remove the pollution around us** and **improve people's daily lives** by creating purer and safer environments.

We develop **nature-inspired solutions** to **make your food healthier** and **improve the air quality in your environment**, while helping you to **make your lifestyle more sustainable**. And we turn such solutions into real, beautiful products, manufacturing them in Italy.

*We are **design-driven***

*We are **technology-obsessed***

*We **take care** of our Planet*



Milestones

2022 SCALEUP PHASE



Investment from
Cassa Depositi e Prestiti



Investment from
Reckitt Beckinsler



Agreement for
market test in the US



Deal to Integrate
our Technologies



Over 5k products
pre-sold in 30days

2017-2021 STARTUP PHASE



Selected for 3 months
acceleration program



€2 Million from crowdfunding
(3 product launches)



€2 Million investment from EU
(Horizon Next program)



Winners of the Bosch
Startup competition



Winners of EIC SMEinst
pitching contest



Winner
IFANext



Finalists among more than
1100 startups in Italy

Our Mission

Helping people to live in a healthy environment,
building a new way of life together with our Community:
sustainable, conscious and in harmony with the planet.

Our Vision

Improving the environment in which people live and work
through sustainable and intelligent products and services.

Discover our ecosystem

Devices for sustainable well-being



Works with VITESY HUB App
+ Alexa & Google Home



Wi-Fi & Bluetooth
Connectivity



Natede Smart

[Discover more](#)



Natede Basic

[Discover more](#)



Eteria

[Discover more](#)



Shelfy

[Discover more](#)

INDOOR AIR PURIFIERS for medium-sized rooms

PLANT-BASED LINE

COMPACT LINE

FOOD PRESERVATION
DEVICE for refrigerators

Shelfy

Your food will last longer

1. Increases the **shelf-life** of fresh products stored in refrigerators up to **12 days**

2. Abates the **bacterial load** in the food you eat **down** to a level **10 times lower**

3. Reduces **odours**, degrading **up to 80% of** the molecules causing it



Washable Filter +
Recycled Plastics



Battery life
up to 30 days

[SEE VIDEO](#)

Preserves the freshness of your food

Days and state of preservation in a normal refrigerator



Days and state of refrigerated storage **with Shelfy**



Tests conducted at [CSI SpA](#) - FPM Laboratory (Food Packaging Materials)

[FULL REPORT](#)



Washable Filter +
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Natede

Nature, Technology, Design

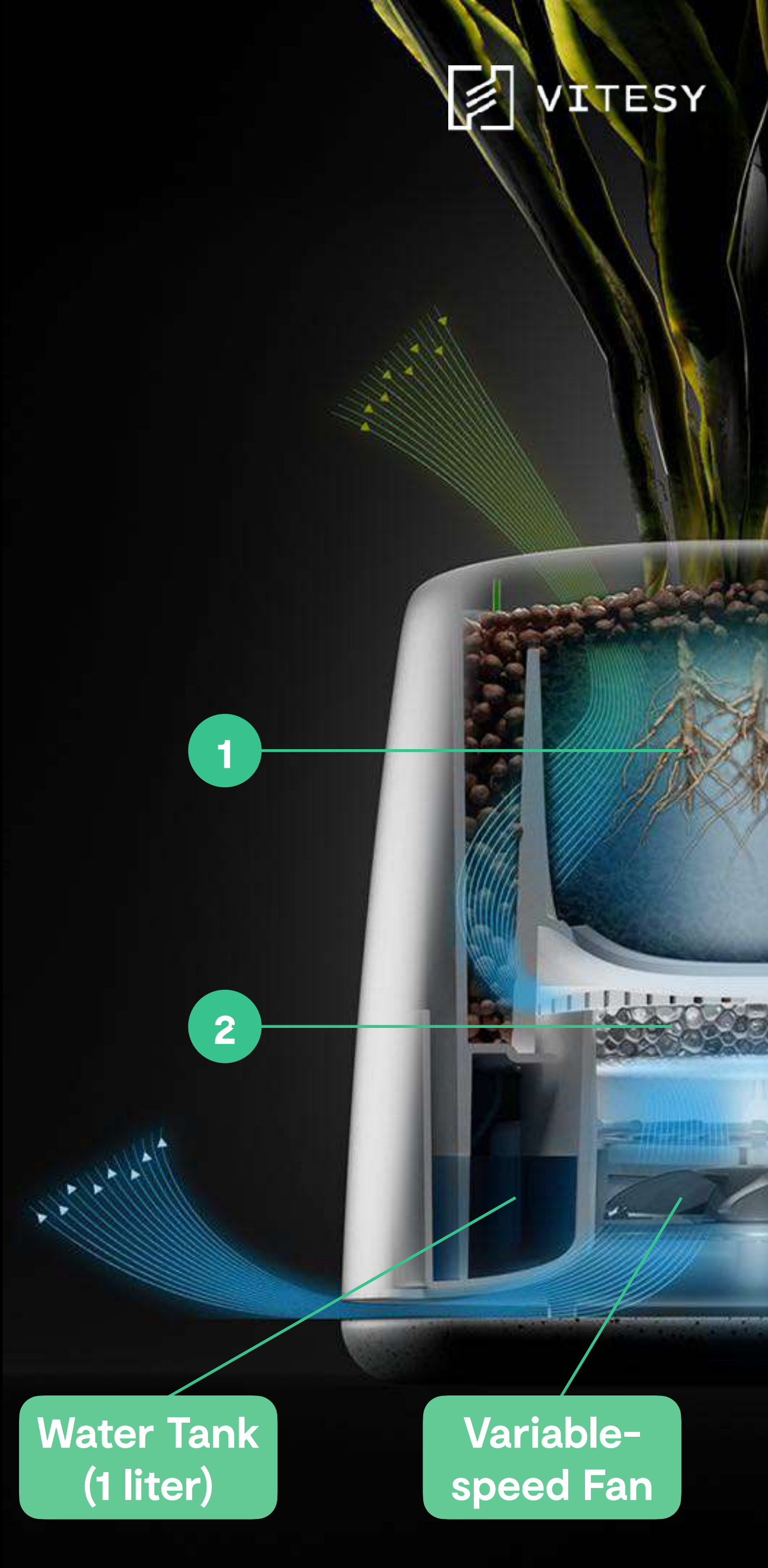
Natede purifies the air through a **2-step purification process**:

- ▶ Thanks to **phytoremediation** ①, plants can accumulate and eliminate contaminants in soils, water, or air thanks to the roots system. **Natede boosts this natural power of plants** by increasing air circulation through the root system.
- ▶ The 2nd step is the **photocatalytic filter** ② covered (anodized) with Tungsten Trioxide-based nano materials that **eliminates a vast range of indoor pollutants** including VOCs (*Volatile Organic Compounds*), viruses, odors, bacteria and microorganism. The special sponge-like shape maximizes light reflection and thus the photocatalysis effectiveness.

The double purification process, together with the natural oxygen production of the plant, and delivers **new, fresh air**.

Patented technology

SEE "HOW IT WORKS" VIDEO



Water Tank
(1 liter)

Variable-
speed Fan

Biophilia and wellbeing

Biophilic design is the ever-stronger trend in contemporary Indoor Design which promotes **bringing nature indoors, in order to enhance health and wellbeing.**

Natede then is not only an advanced Air Purifier but **a real biophilic design object**, which can **improve perceived wellness** in any indoor environment, offering therefore a unique user experience.

For its unique blend of Nature, Technology, Eco-Design and beneficial function, Natede has won many design prizes:



Winner 2017-2019
Design for Society



Winner 2018
Household Products



*Excellent Product
Design Household*



*A' Design Award 2019
Home Appliances*



Eteria

Compact & Modular

Eteria is made of **2 different parts**: the **purifying unit** and the **monitoring module**.

The latter can also be purchased & **used on its own as a smart Air Quality Monitor**.

Thanks to a smart network of modules (containing the sensors) and mobile purifiers, Eteria performs **a complete mapping of your spaces to eliminate pollutants** and intelligently purify every corner of your home.

It's a tailor-made solution, ready for any situation and environment. Its very **compact dimensions** make it **perfect for desktop use**.



Washable Filter +
Recycled Plastics



Monitoring
module

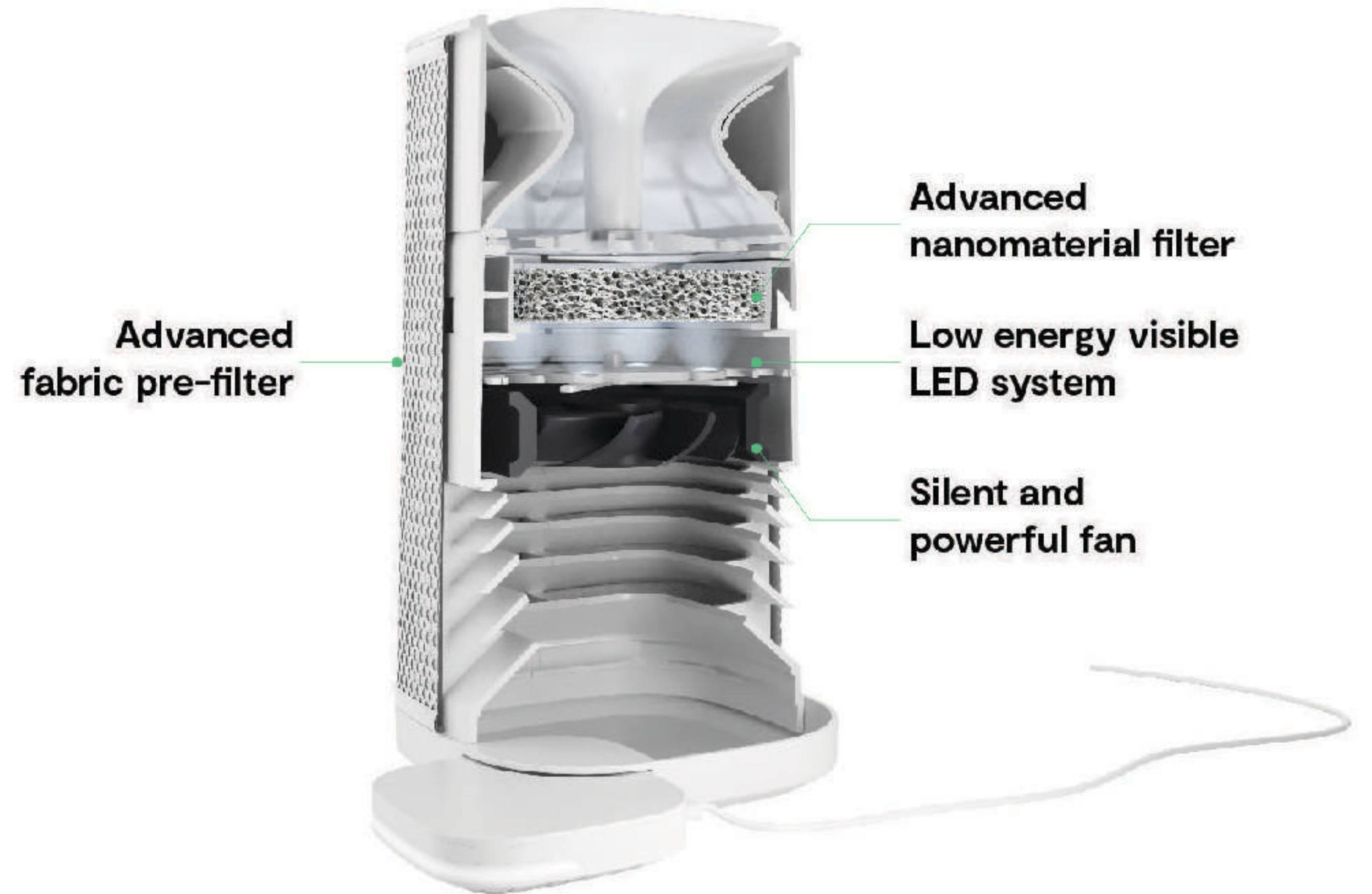
Two-step Purification

Eteria uses a **powerful cleaning technology**: thanks to 2 efficient filters it can easily destroy airborne pollutants.

- ▶ **STEP 1:** Advanced fabric **pre-filter**, blocking the largest particles;
- ▶ **STEP 2:** Advanced **Nanomaterial filter** using latest-generation photocatalytic technology with visible light.

SUSTAINABILITY: as with all Vitesy products, **Eteria's filters are both washable** and all **structural parts** are made of **recycled plastics**.

[CHECK TEST REPORTS](#)



Chemicals
-97%
 within 1,5 hours

Microorganisms
-99%
 after just 24 hours

SARS-CoV-2 virus
-97%
 within 20 minutes



We planted over 110,000 trees

By partnering with Eden Reforestation Projects, we plant 7 trees in Madagascar for each product sold, combining environmental and social impact. We have already reached the milestone of 110,000 trees planted and we will not stop!

Made in Italy Eco-Design

We manufacture our products in Italy, following strict eco-design criteria (washable filters, recycled materials, glue-free assembly) and, where possible, use environmentally friendly shipping methods.



Data-driven

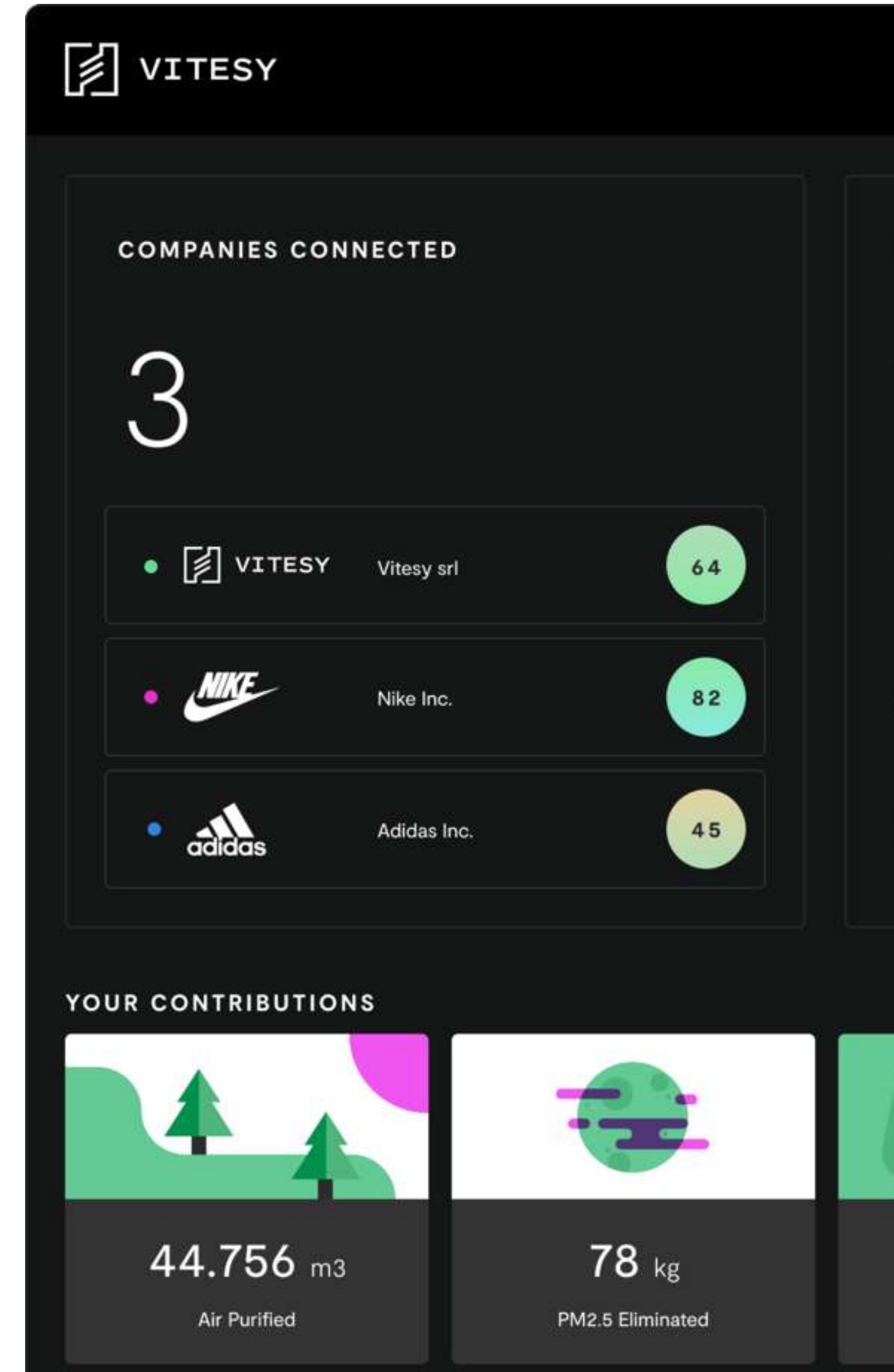
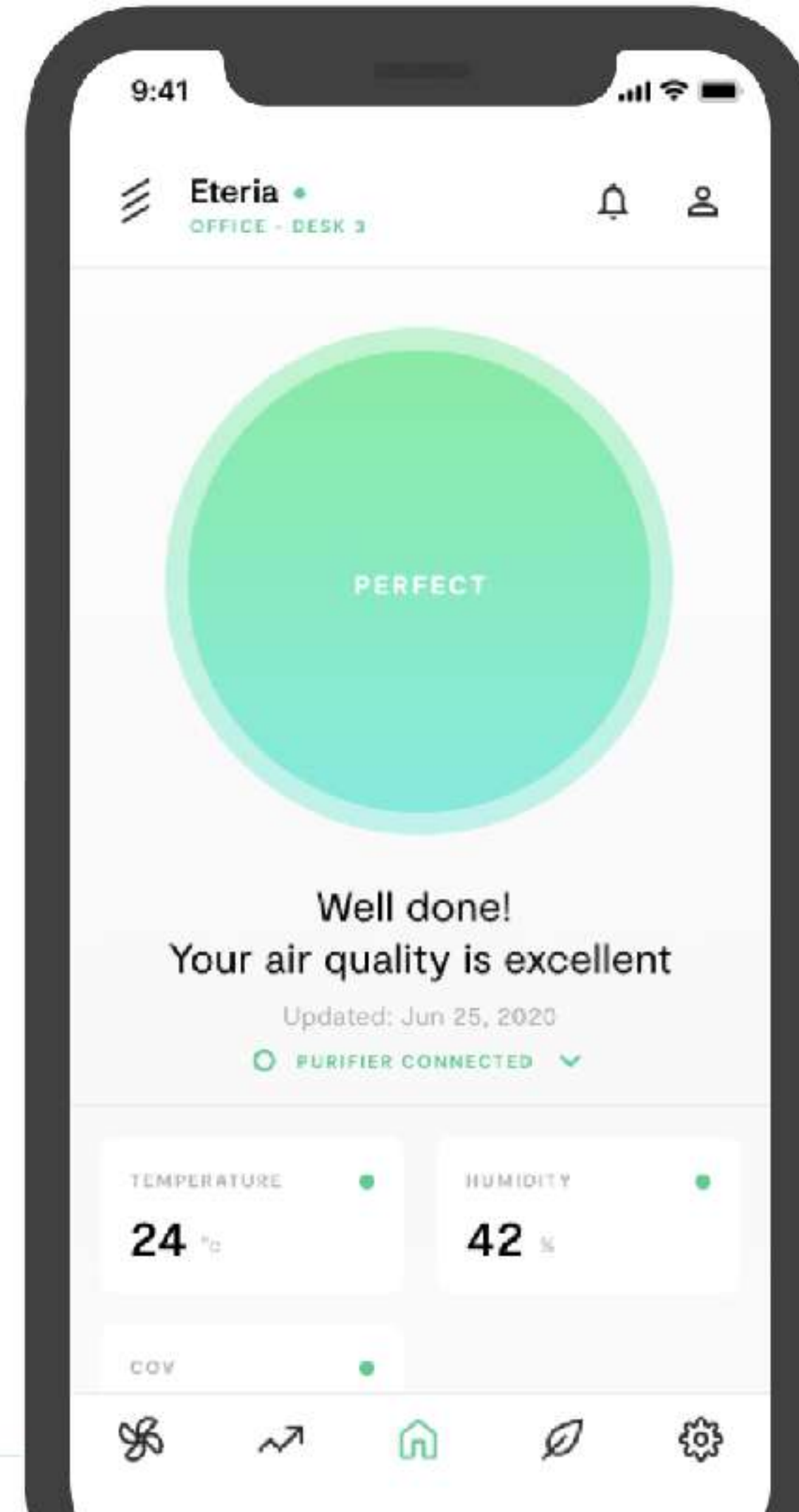
MODERN TOOLS FOR READING DATA

Connected devices produce a myriad of relevant data, but such data needs intuitive and easy-to-use interfaces and reading tools to be truly useful.

This is why we have **developed modern tools** for **monitoring our devices** and the **indoor air quality data**:

- ▶ **Vitesy Hub App** for iOS and Android
- ▶ **Dashboard** for professional users, accessible from any browser

We are **developing a 'Vitesy Ecosystem'** so all tools work with all our devices: a powerful and practical solution.





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