

# VITESY

# Company Presentation

LABORATORI FABRICI SRL

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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

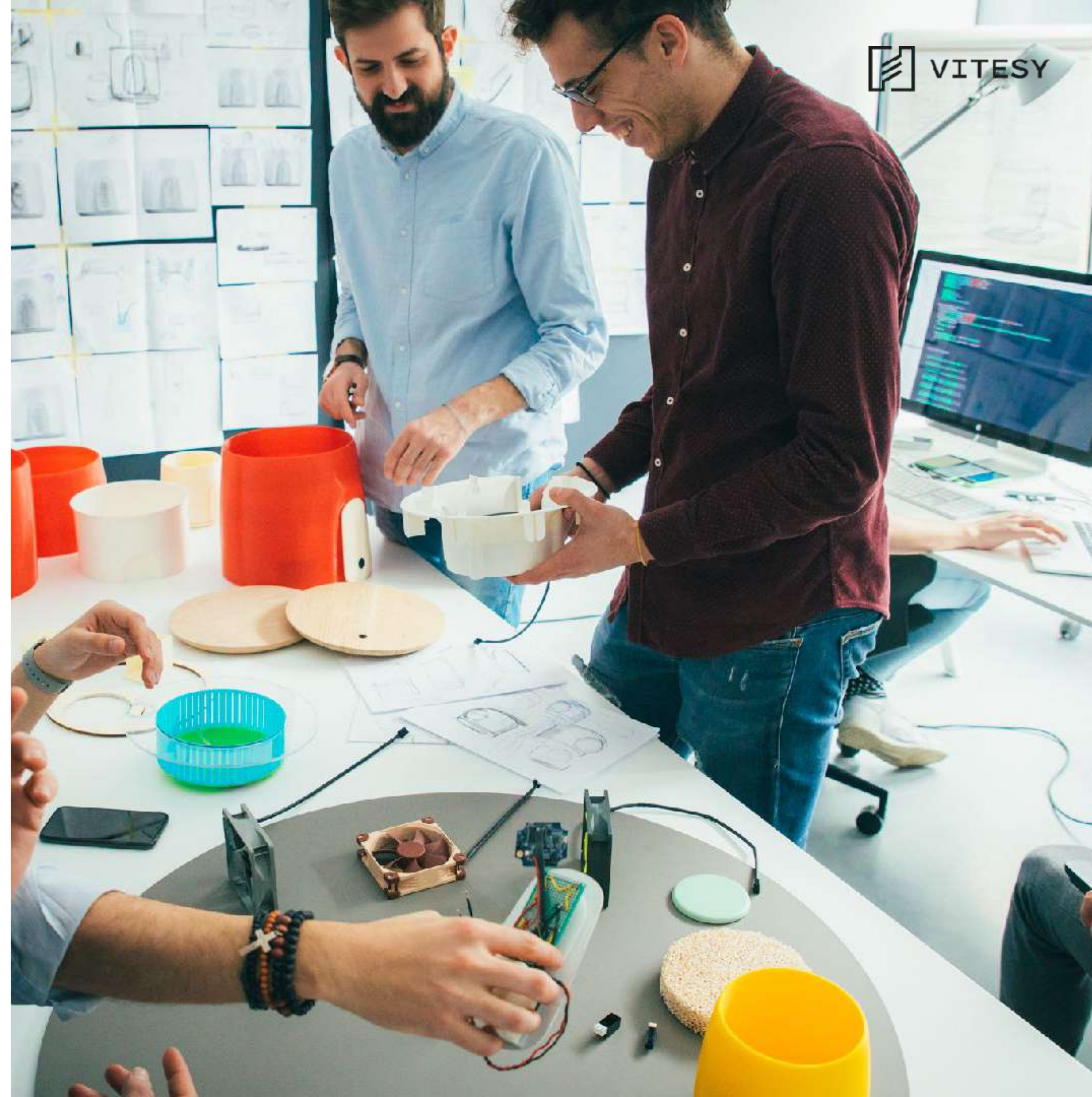
We are a company of designers, scientists and engineers with one goal: to **remove the pollution around us** and improve people's daily lives by creating purer and safer environments.

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*





## 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.

# 2016 - 2017

## CLAIRY & SILICON VALLEY

In January 2016, we presented our **1<sup>st</sup> product** at the *Consumer Electronics Show (CES)* in **Las Vegas**: the **CLAIRY natural air purifier**, a striking object of high craftsmanship with a technological soul.

With Clairy, we have introduced the **concept of 'Enhanced Phytodepuration'**: by forcing ventilation through the soil, we **enhance the natural ability of plants to purify the air**.

After the Trade Show, we were selected for a business **incubation programme** in **Silicon Valley** and launched Clairy on the **Crowdfunding** (pre-order collection) **platform *Kickstarter***, where we **raised over US\$ 260,000**, which allowed us to bring the product to market.





# 2018 - 2019

## EU FUNDING & NATEDE DEVELOPMENT

Thanks to a major funding from the European Union ('Horizon 2020' programme), between 2018 and 2019 we developed and launched on the market our 2<sup>nd</sup> product: the **NATEDE** natural air purifier -.

In the Crowdfunding campaign, we surpassed the milestone of **US\$ 1 million raised!**

Natede was a **big step forward** for us:

- In **technological terms**, thanks to the integration of **photocatalytic purification**;
- Towards **more sustainable production**, with **recycled plastics** and **glue-less assembly**



European Commission

Horizon 2020  
European Union funding  
for Research & Innovation



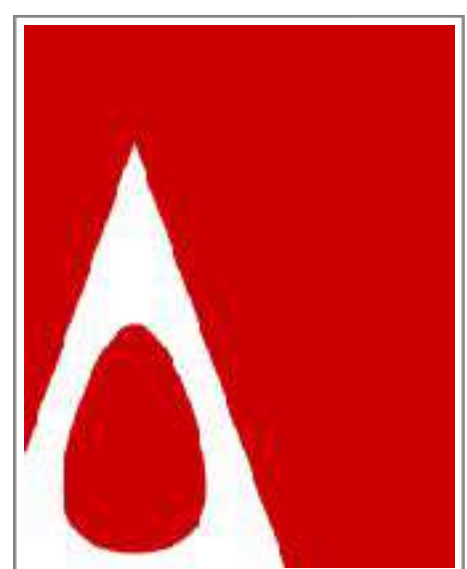
Winner 2017-2019  
*Design for Society*



Winner 2018  
*Household Products*



*Excellent Product  
Design Household*



*A' Design Award 2019  
Home Appliances*



# 2020 - 2021

## DEVELOPMENT AND LAUNCH OF ETERIA

Continuing to invest in R&D, in **October 2020** we unveiled **our 3<sup>rd</sup> product, the compact and modular ETERIA air purifier**, launched thanks to another successful Crowdfunding campaign.

In addition, during this period, we have **structured ourselves with a dedicated Sales Department**, in order to meet the increasing number of requests coming from B2B partners.

Eteria is our first product designed from the outset for use in B2B environments too, thus expanding our customer base: its **compact dimensions and the modularity** of the system make **many different applications** possible.





# New challenges

## THE GIGANTIC PROBLEM OF DOMESTIC FOOD WASTE

After devoting the first five years of the company's life to the issue of indoor air quality, we **looked for other ways** to put our skills and technologies at the service of **people's well-being** and focused on the **issue of food waste**.

What at the level of individual experience seemed to be a small problem, analysed **in its overall numbers** has instead turned out to be a waste of truly frightening proportions and **one of the great emergencies of today's world**.

We therefore worked hard to realise an **easy-to-use and economically competitive solution**.

74  
kg

the food produced that is wasted at home, equal to about 1/3 of the total food

3bil  
tons

greenhouse gas emissions resulting from wasted food, equal to 8% of all emissions

\$2k

the annual cost per household of wasted food

50%

refrigerators with an above average amount of bacteria and mold





# 2022 - 2023

## DEVELOPMENT AND LAUNCH OF SHELFY

Thanks to an intense research and development work that involved all company departments, in **October 2022** we presented our **4<sup>th</sup> product, SHELFY**, which uses our air purification technology to **extend substantially the Shelf Life of Fresh Food** stored in refrigerators.

The **pre-order collection campaign** has been a **great success, exceeding** to date **the €500,000 mark**. The interest of **important B2B partners** has been equally strong.

Shelfy marks a change of pace for Vitesy, **making our ambition to achieve all-round sustainable wellness a reality.**

*Expected product availability: September 2023*





# 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!

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





# Data-driven

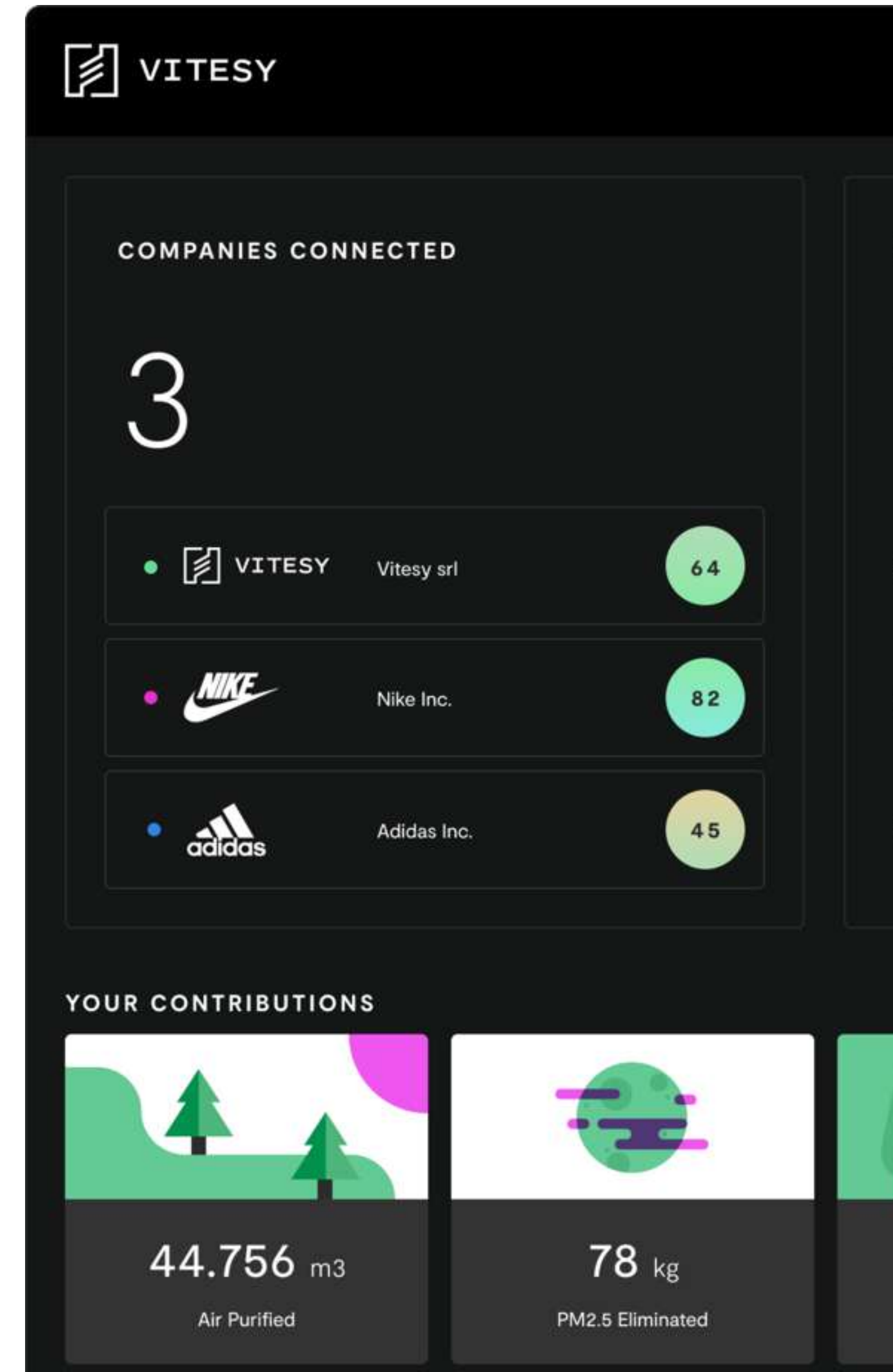
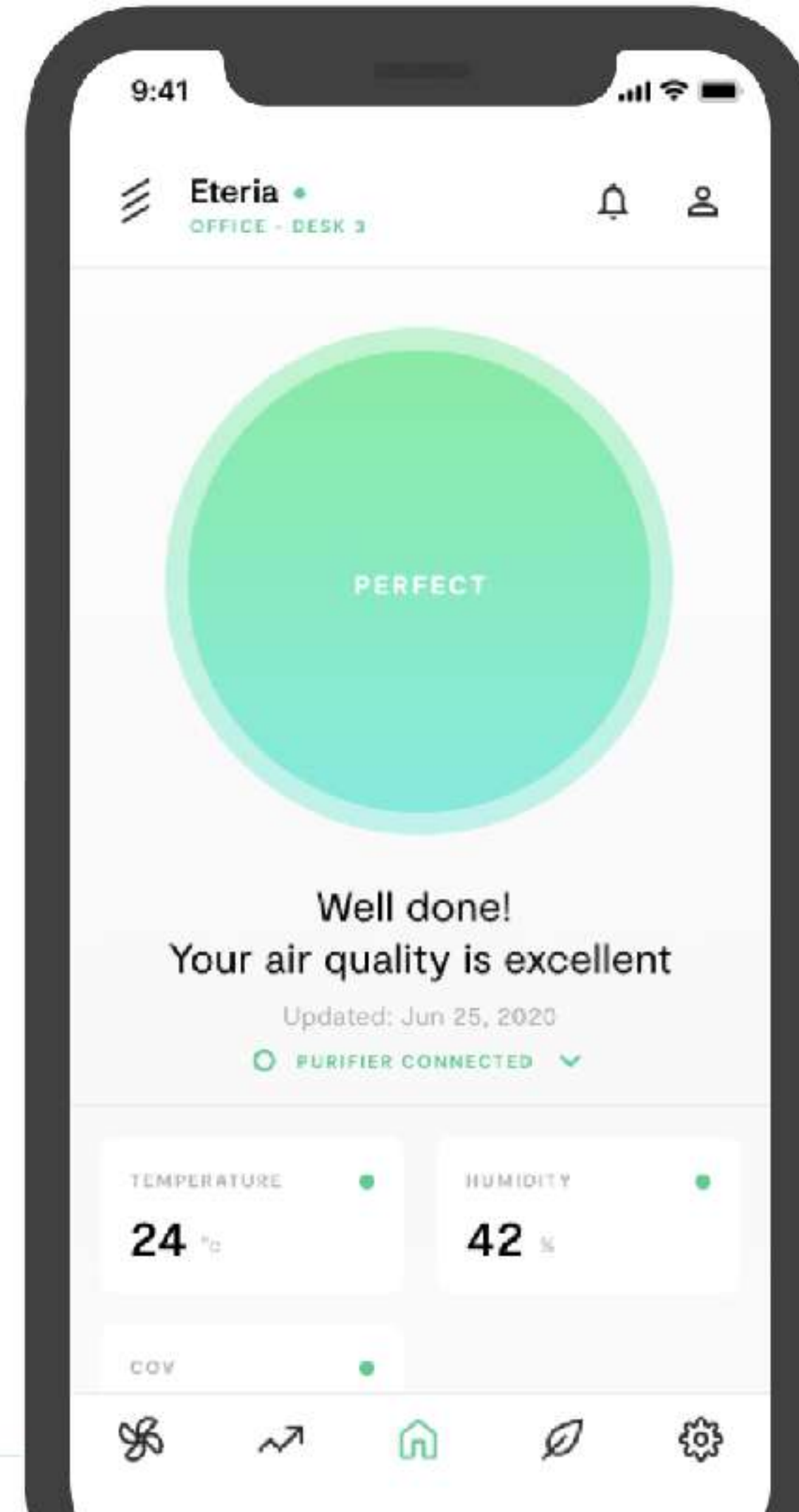
## MODERN TOOLS FOR READING DATA

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 devices and indoor air quality data:**

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

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





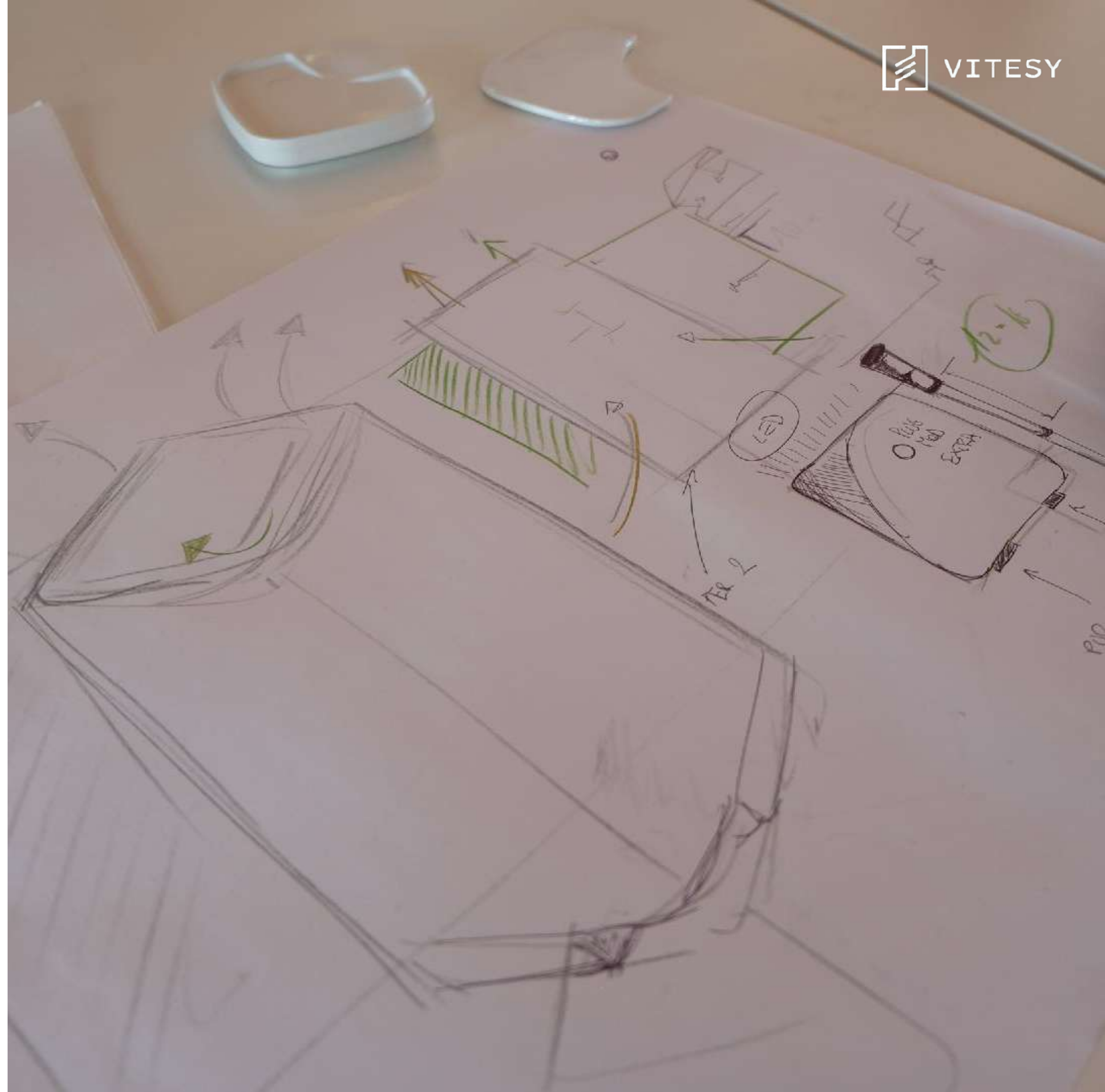
# Future-oriented

## CONTINUOUS IMPROVEMENT, CONSTANT INNOVATION

**Our team is young and daring:** we are constantly experimenting with new strategies and routes, without letting ourselves be frightened by risks.

**We use Agile Methodologies** so as to **react quickly and adapt** to the needs and expectations of modern, ever-changing customers.

The **connected nature of our devices** allows us to **continuously implement new functionalities**, increasing the value of the product in the eyes of our customers and prolonging its useful life.







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