

## Naicon Group



As an independent industrial Italian Group, Naicon bases its working philosophy on the process flexibility, with a particular attention towards the respect of working values, sharing this ethic with all the employees. Established in 1978, the company follows the LEAN MANAGEMENT philosophy, a method that seeks the elimination of any waste of time, effort or money in order to satisfy the customer's needs. The main goal is the optimization of the value from the customer's standpoint and simultaneously the reduction of resources necessary to create that value.

Naicon principles are based on:

- \* shared know-how, continuous improvements and communication skills.
- \* problem solving and service
- \* respect of human being and its values, partnership and common ethic.
- \* customer satisfaction.

Through these principles, Naicon works to achieve a concrete, balanced and long-lasting development, respecting its associates, customers and partners.

## History



Naicon was born from the almost forty-year experience of Elsist management, a leader company in Uninterruptible Power Supplies (UPS) market since the 70's.

### Milestones:

- **1978** Foundation of the company and beginning of design, production and sale of Uninterruptible Power Supplies products.
- **1981** Acquisition of the first plant in Milan for Elsist production.
- **1995** Acquisition of a second plant in Milan (2000 mq.) for Elsist production.
- **1996** ISO9001 certification at Elsist production plants.
- **2002** Transformation of the company structure: Naicon srl becomes the holding company.
- **2004** Creation of Diloc division focused on air conditioning systems.

## Flexible organization



The two business units Elsist and Diloc represent the core-business of the company. They use Naicon's general services whilst maintaining an operating autonomy. The production sites are strategically positioned in the emerging markets (Taiwan-China), and are supported by a process control from the headquarter, in order to manage economic competitiveness and high production's quality.

Main commodity and related industries:

- IT distribution
- Electrical material distribution
- Thermo-hydraulic distribution
- Key accounts (TLC, Data&IT, Oil&Gas, Hospitals, Utilities, Power Generation, Photovoltaic, Transportation, Automation, Industrial, Security)





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## Functions



### FINANCIAL

The central capitalization of Naicon Group guarantees to each Division the necessary financial support for their operational development in Italy and in foreign markets.

### BUSINESS

The focal points are: distribution agreements, national and international strategic alliances, communication, research and development, management successful features, both for Elsisist and Diloc. Naicon Group controls manufacturing and technological processes, achieving suitable and customized solutions.

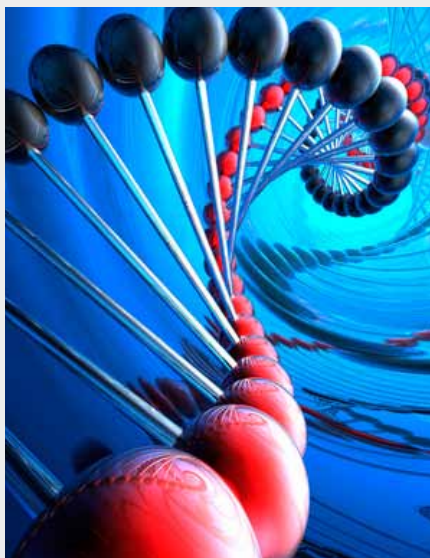
### MARKETING

Naicon Group invests almost 10% of its turnover in marketing and communication activities, aiming keep customers always up to date on its activities.

### LOGISTICS

Naicon Group has a central warehouse and a Logistic Center coordinated directly from the headquarter; this allows to dispatch and deliver goods in the fastest way. By using the TAX service, for example, the goods are delivered in 24 hours from the order reception.

## Brands



### ELSISIST

Elsist UPS range, supported by a strong R&D department, is able to satisfy any requirement and application. The product range is continuously updated to provide high reliability and advanced technology. The cooperation with the most important manufacturers of electronics and batteries allows us to sell a reliable product. We offer a range up to 800kVA, with standard and custom products, characterized by low distortion technology and high efficiency inverter. We also focus on technical assistance service, with maintenance contracts that cover even the most critical application. Our Safety Contract includes the UPS monitoring 24/7.

### DILOC

Diloc proposes a DC Inverter line from 2.0 to 12 kw in mono and multi versions, a low environmental impact line without outdoor engine, a product range that can be used in service industry, commercial environments, retail and in the air barrier system. Our national and international organization guarantees extremely fast intervention time in case of after-sales problems.

## Logos



Uninterruptible Power Supplies



Air Conditioning Systems





## **NaiconGroup**

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