

KEYLINE MAGAZINE

SUMMER FESTIVAL

EDITORIAL

TRANSFORMING THE FACTORY

To launch Keyline in the economic and cultural world, it is important to bring our message throughout our territory and in Italy. This, too, for us, is what makes a factory. In the last few years, we have transformed our approach. Now, we disseminate it. My presence in the various offices I accepted is always inspired by this commitment. Transforming the factory means transforming ourselves and the world around us, recovering the wisdom of tradition and looking to the wider picture. A factory is where ideas are born, where women and young people have important roles, where knowledge passes from generation to generation. Where we can imagine together the face of tomorrow.

Mariacristina Gribaudo

KEYLINE'S HORIZONS

In the last few years we helped change the market. We have often been the first to provide decisive impulse to change, succeeding in surpassing companies much greater than we were. If today's world of key cutting and cloning is simpler and better performing, this is due to a great extent to the passion that guides Keyline. We can say this frankly: every day, just by going to work, we help transform our sector. It can be seen in the extraordinary products launched in the last few months, at trade fairs and speaking with our customers. And it is a very nice feeling, knowing that all of us at Keyline, with our energy, create the new scenarios in the key business.

Massimo Bianchi



GREAT NEWS IN THE ELECTRONIC AND MECHANICAL SECTORS

The new key cutting machines

Two patented models for specialists

The Ninja project is still producing excellent results. The new Ninja Total is a single electronic machine that comprises a double cutting station, patented by Keyline, and that allows specialists to cut door and car keys, edge cut, dimple and laser ones, and also engrave the key head with graphics. The good news is that, addition to all this, it is extremely competitive. And this is not all. A new project changed the Keyline mechanical key cutting machines offering. We used to have the 303, 304 and 305 models. Now we have the T-Rex, the ideal machine to integrate the electronic range, a versatile model with innovative clamps for laser, dimple and tubular keys, included in the Advance version. Ninja Total and T-Rex bring innovation and boost the extent of our machines portfolio in the market, with their quality, speed and precision.



KEYLINE AND THE AUTOMOTIVE SECTOR

Leaders in innovation

The wireless cloning era has begun



Automotive key cloning technology has reached top levels, thanks also to the innovations introduced by Keyline. The 884 Decryptor Mini has already created a small revolution, by being affordable and portable; now, thanks to the new Bluetooth rechargeable battery launched at the beginning of this year, it even makes wireless cloning possible, everywhere and at any time. And, finally, it can be controlled also from Apple tablets and smartphones. Another huge step forward by Keyline.

THE ORIGINAL FLIP KEY

Keyline technology is fashionable

From an international competition, an exclusive design

The main key of every car, which is characteristic for each brand, has a spring mechanism. It is a true designer object that is always with us, and that can now be duplicated with Keyline's exclusive Flip Key. In 2014 we launched an international design competition, attended by over 200 designers from all over the world. And the winning project is truly beautiful, like a main key. The fact that the winner was a young designer living not far from our headquarters is further proof of the wealth of resources offered by our territory. Now Keyline has an exclusive solution for cutting flip keys or transforming them into normal car, motorbike or truck keys, with rare ergonomic features and a distinctive look.

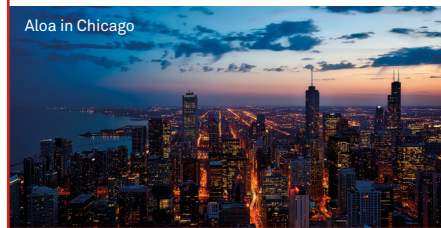


EUROPE, MIDDLE EAST AND USA

At the main trade fairs

Touring to launch the new products

From Bologna to Prague, from Bilbao to Dubai and Chicago. The Keyline stand was open for business at the main trade fairs this past spring: at the yearly convention of Italian security specialists, ERSI, and of the European Locksmiths Federation, ELF; at the largest fair of Southern Europe, Ferroforma, with its 19,200 visitors from 71 countries, and at Automechanika, in Dubai, with visitors from 136 countries. And in July, Keyline USA was at the ALoa Convention in Chicago. A lot of technology and, above all, a lot of interest, given the splendid novelties in all sectors, described by our brilliant team with a lot of passion.



COMMENDATIONS

Paolo Crosato, Maestro del Lavoro

For our plant manager, the most beautiful star

May 1st, 2017 was really a special day: in the Toniolo theatre of Mestre, Paolo Crosato received the Stella al Merito del Lavoro from the President of the Republic. This is the highest honour awarded for professional activities, created in 1898 by King Umberto I and then recreated by the Republic. Our plant manager fully deserves the recognition, for his exceptional skills and dedication, his contribution to the improvement of the production processes and the training of the new generations in the profession. A big congratulation for Paolo, Keyline's new star!



TECHNICAL COURSE

High level training for Hagay

Hagay is the exclusive Keyline agent in Israel, with a distribution network that includes not only private professionals, but also the Ministry of Defence and the Israel Defence forces. On 23-24 March the company hosted an Israeli delegation of participants in an advanced technical course. Our collaboration with Hagay is becoming more and more satisfactory, thanks to the commitment of both parties and the common projects for new achievements.



THE INITIATIVE

Happy Hour with Keyline

How best to present several new products introduced this year given the short time available at trade fairs? We had the best idea. With Keyline Class, our representatives at Ersi, in Bologna, at Elf, in Prague and at Ferroforma, in Bilbao, launched the Happy Hour for Locksmiths, an occasion in which training activities are performed in a casual atmosphere and questions are answered in depth in a relaxed and very productive environment. A new way to run professional seminars, with the help of a little Prosecco.

THE ANNUAL MEETING

The Keyline Italia agents

On 2-3 February the agents of Keyline Italia met at the company headquarters to share our values concerning team work. Opening our minds to the world and continuous improvement; everybody received a plaque for excellent performance. This positive trend is the perfect starting point for the planning of new objectives and the adoption of the proactive approach that is one of our characteristics as we try to anticipate new scenarios and plan effective actions.

AN INTERNATIONAL AWARD

Our director won the Profilo Donna 2017 award



There is an international award that has been rewarding the increasingly important role of women in the world of work. It was created by Profilo Donna and this year our own Mariacristina Gribaudo is one of the ten winners. This important award, presented at a gala night at the castle of Formigine, in the province of Modena, was given to her for “her superior organisational and managerial skills and for being a model of professionalism and optimism within her company, the cultural world and the world of the new generations”.

MARIACRISTINA GRIBAUDI

Work and/is culture

The Keyline model is attractive for the institutions

The world is changing at an ever increasing pace and often the organisations are hard put to keep abreast. However, it is now abundantly clear that the role of Mariacristina Gribaudo, in all her capacities, is that of transforming ideas into reality and of making the difference. This was clear for the Venice Civic Museums Foundation, of which she is the president, and for the Ca’ Foscari University, where she has been sitting on the board of directors since last April. She immediately became one of the main organisers of the Experior Day, sponsored by the Management Department of the Venice University to speak about the possible dialogue between organisations and universities. Ms Gribaudo’s role in Venice is becoming increasingly important, especially since she was appointed to the Board of Directors of the Venice Development Agency which, on behalf of the mayor, shall promote investments and the territorial heritage.

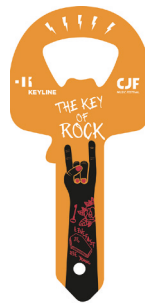
Our director is sought after by the institutions, to contribute the brand of innovation that is characterised by Keyline. There are several occasions to network our experience with that of other Italian and international companies: there is Fabbrica 4D, organised by Federmeccanica to promote the role of women, the Challenge Network event at the Argentina Theatre in Rome, the Strategike event at the Tipoteca in Cornuda, the meeting of the Italian Association of Family-Run Enterprises and the meeting on Women in Europe, organised by the Fondaco di Venezia Association. The text published in D di Repubblica magazine and the long interview published in Il Giornale show that Mariacristina Gribaudo’s efforts in the various capacities in strategic positions of the cultural and working world are being recognised at a national level. In both publications she quotes the example of her father, Carlo Gribaudo, and mentions the fascinating silence in the plant that she visited with him every Sunday, with echoes of the past that lead to new ideas.

SPONSORSHIPS

Supporting the territory

The Keyline banners have appeared frequently in the past few months. With the efficient coordination of our Scientific Committee and following the suggestions of some colleagues, Keyline contributed to the success of the **Gala Dinner at Corte delle Rose**, organised to promote the Conegliano gallery, of the **Prosecco Superiore Exhibition in Rive di Ogliano**, currently in its third edition, where Camillo Bianchi was remembered, and the **Eclettico** exhibition and the **Message in a Bottle** event, all mentioned in these pages. And there is more news: the company is going to attend one of the important summer events, with its new gadgets

(t-shirts, small rucksacks and bottle openers) from the “The Key of Rock” line, expressly designed for the CJF, the Cimetta Jamming Festival of rock.



TOGETHER FOR “LA NOSTRA FAMIGLIA” SCIENTIFIC INSTITUTE

Message in a Bottle

A message of hope, painted on a bottle

There is a special Magnum bottle of Prosecco in our hall. It was designed by Elena Ballof and is part of Message in a Bottle, the project developed by the Conegliano Rotary Club that involves 37 companies and an equal number of artists to collect money to donate a 128-channel, high density EEG system to the La Nostra Famiglia association, for the diagnosis of epilepsy. This sophisticated device shall replace other invasive diagnostic methods, offer concrete opportunities for a cure and open new horizons for research. Elena Ballof, a painter and published illustrator in Italy and Germany, with several exhibitions to her credit, created the “My painted soul” work for Keyline. As partners in this project we were overjoyed on 23 June at the Accademia Theatre, when all the artists delivered their works to the sponsoring companies which, in turn, gave their financial contribution directly to the representatives of La Nostra Famiglia.

THE PROMISES OF ATHLETICS

A very long jump!

Anna Costella's gold medal

Anna Costella, daughter of Stefano, is still winning. She was often on the highest step of the podium in the meetings of the first half of this year. On 9th July she scored her best result by jumping a length of 5.52 metres, her personal best that gained her the gold medal at the City of Sacile Athletics Meeting; in March, she had won the regional prize in the Marche region. And in February she had scored her best high jump at 1.60 m, winning the Regional Championships in Pordenone. Anna Costella trains and runs for the Polisportiva Libertas of Sacile, a team sponsored by Keyline in its decades-long tradition of supporting the values of sport.



CULTURAL VISITS

Eclettica murrina

To Vittorio, the Benetian magi of glass

This exhibition is quite unique, as observed by Professor Antonella Uliana, the Vittorio Veneto councillor for culture. As is the beauty of the works shown at "Eclettico. Dalla murrina storica l'opera di Antonio Dei Rossi". We visited the exhibition on 15th

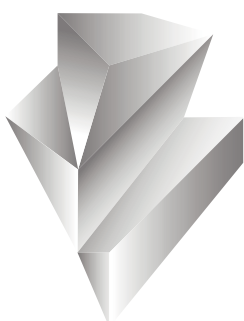


June and it was a trip back in time: on the one hand there were the works of the masters that perfected this Venetian glass-working technique, on the other hand there were examples

The Keyline team with the artist Antonio Dei Rossi



of the innovative vision of an eclectic artist such as Antonio De Rossi. In his hands the murrina becomes a sculpture, a vase, a jewel and even a dress, and is always a surprise. The exhibition, prepared in the Tode-sco mansion in Vittorio Veneto, was organised together with the Venice Civic Museums Foundation - Murano Glass Museum and was sponsored by Keyline upon recommendation of its Scientific Committee.



A SCHOOL AT WORK

Lessons with Ciofs

Our contribution to education

It lets young people come into contact with the working world. This is the meaning of this long-time collaboration with CIOFS, the Salesian Institute for vocational training. The Vittorio Veneto students attending the Foreign Trade Relations Manager course visited our factory on 20th January for a lesson on Performance Audits. The Conegliano students, instead, came to visit the company on 2nd February. It was an excellent opportunity for them to know us, and especially to see and learn from the experience of our employees, what is needed, nowadays, to start a professional career, from lifelong learning to a knowledge of foreign languages, from flexibility to communication skills. "It was really useful for us - commented the students - and we shall certainly follow all the advice we received."



A CHEER FOR ALL MOTHERS

A brand new spring!

In October last year Fabiana Borsato led the way, with the birth of her son Brian, soon followed in the spring by Alice, Eleonora Basso's baby daughter, born in April, Vittoria, Sara Tonon's baby daughter, born in May and Ludovica, the June-born baby daughter of Alessia Frigo. A blessing for the whole of Keyline and a fond embrace to all the new mothers!

