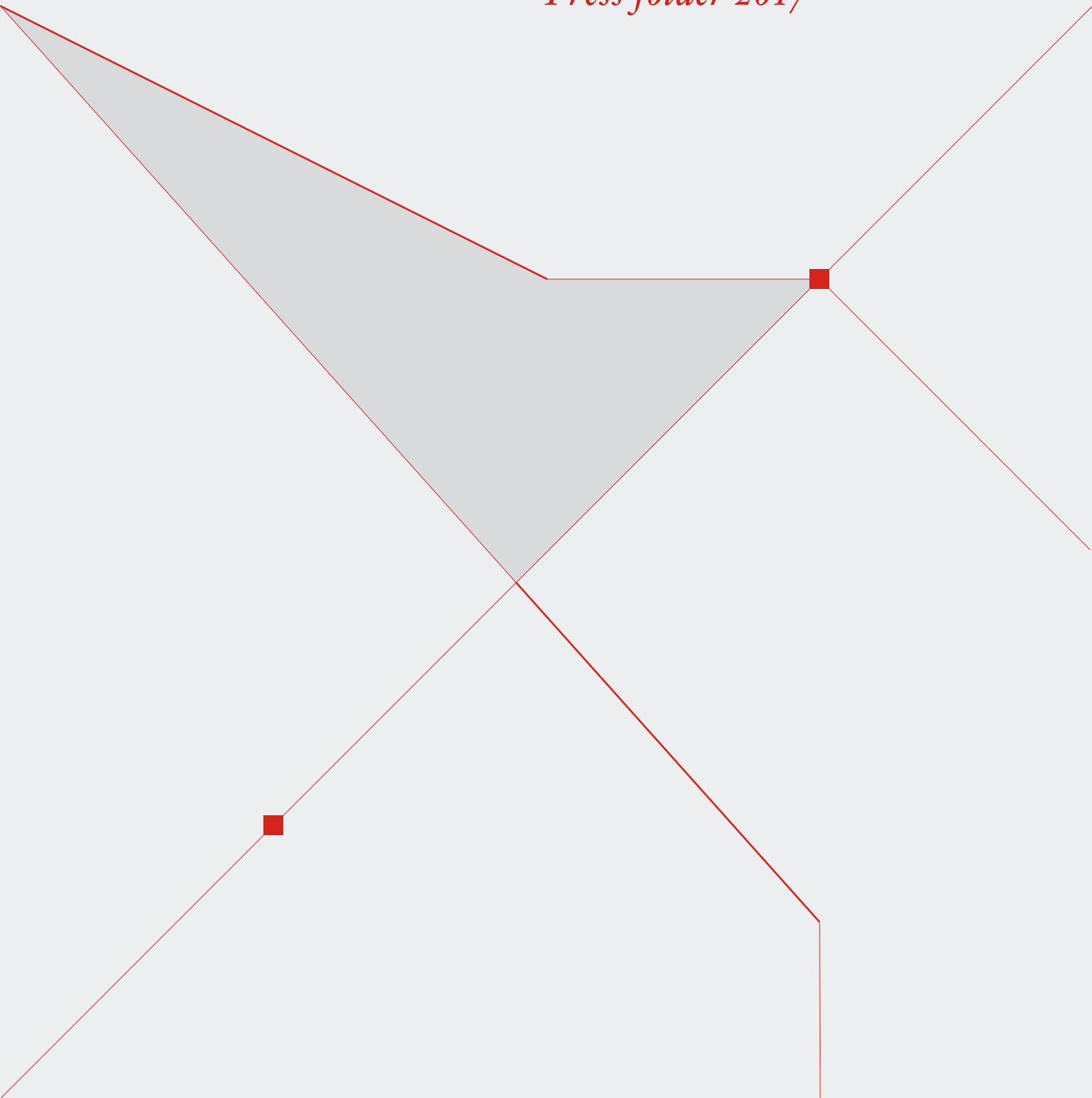




Innovators by design | Since 1770

A BIANCHI 1770 GROUP COMPANY

Press folder 2017



Press folder

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Keyline

Keyline S.p.A., with headquarters in Conegliano, in the province of Treviso, is an innovative company operating in the increasingly competitive sector of the **design and production of keys and mechanical, electronic and digital key cutting machines.**

It has a leading position in the cloning technology of car, motorbike and truck keys with transponders, and focuses on new products and new service solutions for security Specialists.

Keyline is the strategic and technological core of the Bianchi 1770 Group, of which it is an essential member, for the production of any type of key and the design and production of key cutting machines. The Bianchi family is continuing its centuries-old tradition of work in the key business, started **in 1770** by **master locksmith Matteo Bianchi and handed over from father to son**, until Camillo Bianchi, a pioneering innovator in the field of key cutting, who worked in the years immediately following the Second World War.

Keyline has kept the entire chain of production in Veneto, because of its strong links with its region of origin. Here, its professional skills in the key business allow the company to operate successfully and to develop at a global level, with new products and new service solutions for the needs of every customer, including those in the most remote markets.

In three years, Keyline went from a small enterprise to **a true industrial company that was able to create a brand that is now known throughout the world.**

Thanks to its four subsidiaries in Italy, Germany, United States and China and to its two representative offices in Japan and the United Kingdom, **Keyline is active and successful in the key business at an international level.**

Thanks to its solid technological skills, the company was able to establish important partnerships with the main automotive aftermarket operators, for the supply of transponder keys and, above all, of key cutting technologies customized for the American market.

Production

Keyline's top-of-the-line technology offers maximum quality, thanks to its advanced design and to its products equipped with state-of-the-art applications.

Keyline specializes in the production of a wide range of keys that go from traditional keys produced in several versions using ultra-light alloys, to the latest keys with transponders.

Product types are: “**Door keys**” (or keys for architecture, that have evolved over time, changing their shape, materials and uses, but that always guarantee security). “**Automotive keys**” (from electronic keys to the latest remote control systems, that increase car security against theft and break-ins, to the keyless systems based on tested TK100 technology that makes it possible to duplicate keys for Fiat, Lancia, BMW, Alfa Romeo, Volkswagen, Kia, Toyota, Opel, Audi, Maserati, Chrysler, Dodge, Ferrari, Hyundai, Infiniti, Jeep, Nissan, Porsche, Ram, Seat, Škoda and Volvo) including the Keyline Flip key, the original car key with a spring mechanism and a unique and distinctive design.

“**Fancy keys**” (painted keys characterized by drawings and bright colors that suggest a new way of recognizing specific keys in a group). “**Customized keys**” (with coinage or the new laser etching technologies).

The superior design quality of Keyline products is best highlighted by the new generation of **key cutting machines**, with artificial vision systems that can map the key code in less than one second. The machines are easy to use, quick and intuitive, thanks to the **Liger Software**, developed by the Keyline R&D department. Through the touch screen interface and thanks to its large key database, Liger allows all Specialists to become more and more efficient and stay up to date. Among the key cutting machines, the **Versa** is the first machine that decrypted and subsequently encrypted dimple and laser high security keys, and then engraved the heads. Next came the noteworthy **Ninja family**, which includes compact, high precision key cutting models for single and double-sided flat keys, high-security dimple keys and car keys, with code cutting functions.

Production

Ongoing innovation made Keyline a global leader in the technology of transponder car keys, joining together efficiency and state of the art technology with easy and simple use. In the automotive sector Keyline has been, since November 2015, a leader in the cloning of keys with Megamos® Crypto (ID48) transponder, thanks to the **TKM. Xtreme** and the **884 Decryptor Mini**, an innovative compact cloning device that can be used anywhere, is functional and portable and can be managed by smartphone, tablet or PC. The scope of car key cloning widens further with the **TKG. Kit**, the exclusive software update that makes it possible to clone the 80 bit Texas® transponders used by many Toyota® car models.

The recognized technological level of their electronic key cutting machines allowed Keyline to become a partner for police departments throughout the world, as a supplier of machines for cutting any kind of keys. The main car manufacturers in Europe and the United States also adopted the technology developed by Keyline, in order to provide their customers with quick copies of their car keys, while at the same time ensuring the safety of the owner of the original key.

Keyline's Quality System is **UNI EN ISO 9001: Vision 2008** certified and, with the cooperation of the Veneto Region and Regional Social Policies Monitoring Centre, has obtained the International Family Audit Certification.

In the automotive sector, Keyline is also **ISO TS 16949:2009** certified. The standards certify a corporate vision that puts the customer and his needs at the centre of the production flow, with careful checks of all the production phases and a constant focus on ongoing improvement.

Technological innovation

Technological innovation and key manufacturing characterize the growth and development of the Bianchi name in the key business. In the 1950's, Camillo Bianchi created a system for on-the-spot key cutting that quickly spread throughout the world. Three decades later, Massimo, Camillo's son and current Strategic Planner of Keyline, created the first **electronic key cutting machine**: the first instance of a machining centre able to adapt the enormous potential of computer technology and numeric control to keys and their manufacture.

The crowning achievement of the company is its **Research and Development** department, composed of twelve engineers, designers and programmers with excellent electronics and mechanical skills. Keyline invests more than 10% of its annual earnings in this department that deals with technological and product innovation, industrial design, process testing and implementation, and strategic planning.

Keyline recently established a Research & Development office in San Francisco, the **Keyline Bay Area**, where technological research is developed apace and feels the influence of the quintessential home of innovation.

Figures

Keyline improved its results in 2016, with revenue which reach **29 million Euros**.

From 2002, the year in which Keyline was purchased, to 2005, the revenue tripled, settling at around 4 million Euros. In the following six years, this revenue constantly recorded percentage increases in the double digits, thanks to the development and marketing of technologically advanced products that brought innovation to the traditional key business market.

Today, after renewing its production and confirming its leadership in the sector, Keyline is determined to grow further and to expand significantly in other markets.

Keyline's growth trend since 2002 coincided with the widening of its product range. The company's catalogue, with its original 500 key references, was gradually expanded to over 9,000 key references and 23 mechanical and electronic key cutting machines, to cover all possible market requirements.

Keyline employs over 100 personnel, including 12 in its Research and Development department, which is composed of engineers, designers and programmers with excellent electronics and mechanical skills, who are the pride of the company. The Sales and Marketing department, with its territorial network, employs 10 multilingual personnel who guarantee the company's presence and customer service all over the world.

Keyline is growing thanks to its direct contact with customers, in the key manufacturing sector and due to the development of new mechanical and electronic design applications.

Management

Mariacristina Gribaudo has always had an entrepreneurial spirit, working in various capacities in the family firm, and has acquired a lot of business and industrial experience. She is currently the Sole Manager of Keyline. She is the reference person for the company's daily activities, coordinates the production, financial and administrative activities and promotes the company's development.

Massimo Bianchi is the Strategic Planner of Keyline. His considerable experience, which he began accumulating at a young age, and the numerous innovations he introduced in his job, made him the perfect person to coordinate the company's technological development. He is a seventh generation member of the Bianchi family, and is successfully managing the family business that was started in the XVIII century by Matteo Bianchi.

Sales network

Keyline products are officially distributed, in their respective countries, by **four subsidiaries** of the parent company Bianchi 1770 Group: Keyline Italia, Keyline Germany, Keyline USA and Keyline Shanghai. In addition, Keyline also has two representative offices, Keyline UK and Keyline Japan, that coordinate the sales and technical service of the direct distributors in their respective markets.

Additionally, Keyline sells its products in over **50 countries throughout the world**, thanks to its network of over 60 local distributors.

Keyline and sports - Triathlon

The Keyline name is also known outside the key business sector, as it is associated with the triathlon world record. Triathlon is a discipline that combines swimming, cycling and running.

The **Keyline Triathlon Ligerteam** was an idea developed by some friends and training colleagues who shared a passion for triathlon. Thanks to the collaboration of high quality managers and professionals, in nine years this team has become one of the most competitive teams at a national level, counting several wins at individual and team levels.

The Keyline Triathlon Ligerteam has an impressive history of success that puts it in a leading position among the teams competing in the national championship. Thanks also to the passion and dedication of its professional athletes, the Keyline team today is a sports team that successfully competes in **international competitions**, so much so that their participation from year to year is considered a must by the organizers.

History

The growth and expansion of Keyline are strongly connected to those of the Bianchi family, which has been making history in the key business in Italy and in the world since the end of the XVIII century, when Matteo Bianchi founded a workshop for the production of wrought iron keys in Cibiana di Cadore. A pioneer in his field, Matteo Bianchi started a **tradition that has been passed on from father to son** for eight generations, until the present day.

With the help of his son Celestino, Prospero Bianchi continued producing iron keys, slowly progressing to the making of copies from originals. This innovation allowed him to draft the **first true keys catalogue** that would be printed and disseminated throughout Europe, thus ensuring the future of keys and their use in the modern and contemporary era.

The beginning of the Twentieth Century was a period of great upheavals in the key business world. New technologies were constantly being discovered and applied to satisfy new security needs, and many of these are still widely used today. In the 1950's, **Camillo**, the son of Camillo Sr. and grandson of Prospero, started working in his father's workshop as an apprentice. His passion for the key universe soon led him **to invent the key duplication service** that makes it possible to obtain an immediate duplicate without having to go to the cylinder's manufacturer to get a copy.

The Bianchi name is thus linked once more to keys, whose use it radically changed. Thanks to Camillo Bianchi's intuition and skills, the family business grew, going from a small, family-held activity to an **industry**. The growth was highlighted by the transfer of the activity from Cibiana di Cadore to the new headquarters in San Vendemiano, in the Treviso area.

At the beginning of the 1960's, **the rise of the Bianchi family** in the key business continued to be quick, thanks to their offering of quick and easy key duplication services. In 1963, Camillo Bianchi founded the Società Italiana Lavorazione Chiavi e Affini (SILCA) a company that immediately started the series production of door and car keys, and of mechanical key cutting machines. The latter was a stroke of genius that would revolutionize the key business, and would allow the company to expand worldwide.

History

In the 1980's, research in the locks sector became more and more refined, characterized by a continuous and quick phase of **technological evolution**. In 1985, for instance, the first master key systems started to become popular, a fact that required the complete overhaul of the production cycle of cylinder locks. The assembly of the cylinders was transferred to the workshops of the manufacturer's distributors and local dealers, who consequently started needing small and flexible systems for the cutting of bitting according to a set design.

Therefore, in 1988, **Massimo Bianchi**, Camillo's son, introduced the **first electronic key cutting machine**, which addressed these needs and made the company a worldwide reference point in the key business.

The appearance of **mechatronic keys** at the beginning of the 1990's was a further, significant turning point in the production of highly technological keys. Massimo Bianchi led his company into the **global market**, by first integrating the family business with the Unican Canadian group and developing a multinational company, of which he became Vice President and would subsequently merge with the Swiss group, Kaba.

At the dawn of the third millennium, Massimo Bianchi went back to being an entrepreneur, leaving the group in which he was an executive director, and purchasing Keyline, an Italian company with headquarters in Conegliano, in the province of Treviso, that specialized in the production of keys and key cutting machines. Thus the focus went back to skills, to a company that looks to the future from a strongly rooted tradition.