

REINPO RETAIL

REGIONAL INNOVATIVE POLICIES  
TO REINFORCE THE RETAIL SECTOR

Best Practices

to Foster  
Innovation in Retail



Programme cofinancé par le  
Fonds Européen de Développement Régional

Programme cofinanced by the  
European Regional Development Fund



**Cámaras**  
Andalucía

**“The people who are crazy enough  
to think they can change  
the world are the ones who do.”**

Apple’s “Think Different” commercial, 1997

# PREFACE

## ***THE BEST PRACTICES GUIDE TO FOSTER INNOVATION IN RETAIL: A REINPO RETAIL PROJECT***

*This work is a collection of best practices from REINPO RETAIL project partners. REINPO RETAIL is the name of a European project, co-financed by the European Regional Development Fund (ERDF) which aims to improve innovative policies in the retail sector.*

*The leader of the project is the Chamber of Commerce, Industry and Navigation of Castellon and the partners of the project come from Greece, Italy, Slovenia, France and Spain.*

*Greek partners:*

- ✓ *The Chamber of Commerce and Industry of Drama, and*
- ✓ *The Chamber of Commerce and Industry of Heracklion*

*Italian partners:*

- ✓ *The Abruzzo Region,*
- ✓ *The Chamber of Commerce and Industry of Naples, and*
- ✓ *The International Telematic University UNINETTUNO, from Rome.*

*French partner:*

- ✓ *The Chamber of Commerce of Lyon.*

*Slovenian partner:*

- ✓ *IPU University of Primorska.*

*Spanish partner:*

- ✓ *The Andalusia Council of Chambers of Commerce.*

*The Andalusia Council of Chambers of Commerce has been the partner in charge of collecting, selecting, and compiling the best practices written by the partners.*

*The Partners involved in this specific work are:*

- *The Chamber of commerce and Industry of Lyon with experiences about new concepts in retail,*
- *The Andalusia Regional Council of Chambers of Commerce, with experiences in information and communication technologies (ICT) in retail.*
- *The Chamber of Commerce, Industry and Navigation of Castellon, with experiences about energy efficiency,*
- *The Chamber of Commerce and Industry of Naples, with good practices in restoration,*
- *The Abruzzo Region, with good practices in ICT and local products promotion,*
- *Drama and Heraklion Chambers of Commerce Industry, with experiences in green commerce,*

*The work consisted of gathering experiences that are illustrative of how retail businesses innovate and overcome new challenges with, for example, technological adaptation and environmental care. Some of the participant experiences do not directly relate to retail businesses but to complementary service activities, such as restaurants, consulting, etc.*

*This compilation of experiences aims to inspire other firms in the pursuit of innovation and overcoming new challenges.*

### ***The Andalusia Regional Council of Chambers of Commerce***

*The Andalusia Regional Council of Chambers of Commerce is an organization under public law, with legal personality, for the representation and coordination of the Chambers of Commerce of Andalusia, especially in regard to the advice and collaboration with the Government of Andalusia.*

*Their capacities, powers, functions and duties are recognized by the Law 10/2001 and by the Internal Regulation approved by the Order of the Ministry of Tourism, Trade and Sport, in October 25th 2006.*

*It corresponds to the Andalusia Council of Chambers of Commerce to defend the general interests of commerce, industry and navigation in the area of Andalusia, configured as the representative body of all the Andalusia Chambers whose main*

*objective is to ensure the promotion and fostering overall economic activities of Andalusia.*

*The Andalusia Council of Chambers enacts and implements all initiatives and projects that are considered necessary or beneficial to the general interests of the Andalusian economy by developing a permanent action based on the information conveyed by the companies involved in the chambers of commerce.*

*Through the development and dissemination of these good practice guide, the Andalusia Council of Chambers takes a further step in achieving the objectives that led to its creation, this time showing how the use of innovative approaches has resulted in the business consolidation of several retail establishments, and contributed to the creation of business models with high added value and less vulnerability to unfavorable economic conditions within their local boundaries.*

***Consejo Andaluz de Cámaras de Comercio, Industria y Navegación  
Andalusia Council of Chambers of Commerce, Industry and Navigation***

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# CHRONOSTOCK

## City centre pop-up stores

A unique concept in France, inspired by the very popular private shopping clubs on the Internet, **Chronostock** is the 1st distribution brand to have opened a network of pop-up stores in unoccupied commercial premises in city centres or shopping centres with surface areas ranging from 40 - 300 sq.

**Chronostock** organizes sales events for big brand products in pop-up stores for a maximum period of 1 – 6 months. The events, in which products are organized by category (small domestic electrical appliances, tableware, well-being, decoration, cookery books...) are scheduled to last a maximum of 1 – 6 months. As for the items offered, they are sold at prices 20/70% cheaper than those of traditional shops. Supplied by 200 brands, from which they buy unsold stock or products for which the packaging is going to be changed, **Chronostock** is not like a discount store. Each outlet is restocked once a week, which allows it to benefit from a large variety of products.

The customers – mainly rather affluent working women – who go into a local **Chronostock** store like to get good deals whilst shopping in an environment which is different from what you would expect in a store selling off stock. It's what makes the **Chronostock** concept popular, even trendy.

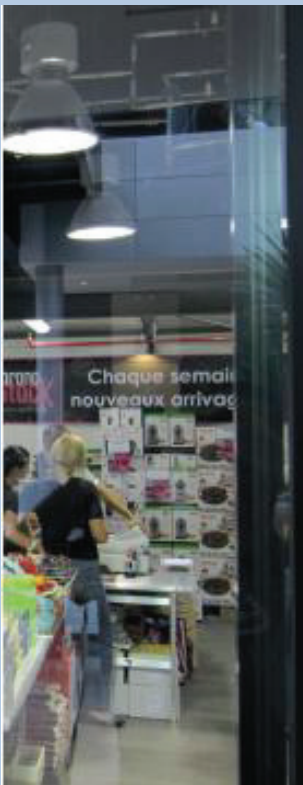
To complete its store offering, **Chronostock** is continuing its Internet development by offering Internet users online flash sales. Internet users now have the possibility of ordering on [www.chronostock.fr](http://www.chronostock.fr) 200 items by big brands available in limited quantities and sold at cut prices for one month.

In line with the development of technologies and the ways in which people use the Internet, the brand has launched its own Web TV, **Chronostock TV**, to communicate interactively with its customers.

A concept which is unique in France, Chronostock opens pop-up shops measuring 40 - 300 m<sup>2</sup> in unoccupied commercial premises in city centres.

They sell brand items at cut prices for a maximum duration of 1 – 6 months, with new stock supplied each week.

Chronostock, which is continuing its development on the Internet, is now offering Internet users online flash sales and has just launched its own Web TV so that it can communicate with its customers in a fun way.



## City centre pop-up shops which offer Internet cut prices

Located in city centres, the premises in which **Chronostock** set themselves up are subject to a tenancy at will agreement and are taken over on an “as is” basis, without any work, fitting out or unnecessary extra costs. It takes 5 days for a team of 3 people to prepare the outlet and display the products on tables and pallets. In order to accentuate the temporary nature of the sales, the closing date is displayed prominently in the shop window as well as on the brand’s Internet site. When the brand has finished occupying the premises, the shop is emptied within 2 days; any remaining stock goes to supply the brand’s other pop-up shops.

The **Chronostock’s** concept meets three requirements: manufacturers and distributors sell off their stock, that of commercial real estate professionals by occupying vacant premises and that of consumers by reinstating discount stores in city centres. The brand responds to 2 current trends which are very successful: the popularity of online private shopping clubs and consumers’ renewed interest in interiors and the world of cooking.

The effect of these new consumption patterns, reflected by the rise in power of e-commerce, is the hyper-responsiveness of consumers when they find a brand product at a reduced price.

**Chronostock** has chosen to organise its products around the world of cooking and household equipment rather than by brand. The brand obtains these goods from large manufacturers, wholesalers and distributors who want to sell off their unsold stock. The products sold benefit from the manufacturer’s warranty.

Communication about future openings of pop-up shops is very much centred on the [www.chronostock.fr](http://www.chronostock.fr) Internet site and the site has become a permanent source of information regarding pop-up shops by reaching consumers who live in areas where there are no physical **Chronostock** shops. Internet users are informed of future openings via a newsletter. At the same time as opening 150 shops in 3 years, **Chronostock** has continued its development on the Internet by offering Internet users online flash sales. 200 big brand items available in limited quantities are sold at cut prices for one month.

In line with the development of technologies and the ways in which people use the Internet, the brand has just launched its own Web TV, an effective promotional tool for its Internet site and a source of information for consumers.

A permanent studio set up at the company’s premises in Décines employs a team of professionals: film editor, cameraman, host... This studio allows Chronostock to edit the programmes that will be broadcast by the channel.



The brand uses **Chronostock TV** to communicate in a fun and interactive way by broadcasting programmes concerning the daily lives of consumers and their interests (cooking, well-being, home, etc.).

**Chronostock TV**, which has a programme schedule, is presented by a professional from the world of television, David LANTIN. It broadcasts 1 monthly magazine show, 5 programmes and reports, has a new guest every month, holds a competition and even forecasts the weather for new shop openings!

As a result of its success in France, **Chronostock** has just started to expand abroad (in Belgium, where 42 shops have been opened to date). The development of new master franchises, notably in Spain and Italy should follow in 2013.

### More information:

- > <http://www.chronostock.fr/Accueil/>
- > <http://www.facebook.com/pages/CHRONOSTOCK-Magasins-Eph%C3%A9m%C3%A8res/171189247151>
- > <http://twitter.com/#!/chronostock>
- > <http://www.chronostock.fr/Webtv/>

#### BUSINESS NAME

Chronostock

#### ACTIVITY

Pop-up stores

#### OPENING DATE

2008

#### NUMBER OF OUTLETS

34 on 02/14/2012

#### ADDRESS

Parc de la Grive  
16 rue de  
Lombardie  
69150 DECINES



#### MAIN FOCUS OF INNOVATION

1<sup>st</sup> company to set up pop-up stores in France

#### MAIN PRODUCT

Home products



**secrets**  
d'apiculteur



Secrets d'Apiculteur est heureux de partager avec vous les secrets gourmands de Madame Catherine Manoël du Comptoir des Confitures.

“ Je n'ai pas envie de faire simplement de la confiture de fraise ou d'abricots, je veux qu'on me laisse créer comme une artiste. Quand je mets en diagonale une gelée et une confiture dans un pot quand je place un fruit confit en suspension, c'est difficile, c'est bon, c'est amusant. ”

et de Catherine Manoël, apicultrice et confitière à Lyon.

# SECRETS D'APICULTEUR

## The delicatessen for bee-derived products

**Secrets d'apiculteur®**, a delicatessen dedicated of bee-derived products, came about as a result of a professional change of direction by Patrick CLARMONT.

After spending a year visiting French beekeepers, the company's founder noticed that the honey sector was disorganized, with most beekeepers selling their products at markets or in small shops and the larger producers selling via supermarkets. Based on this observation, Patrick CLARMONT decided to deal more particularly with small beekeepers, considering that he possesses and upholds expertise.

This is how **Secrets d'apiculteur®** came into being, a store concept positioned in the honey segment market.

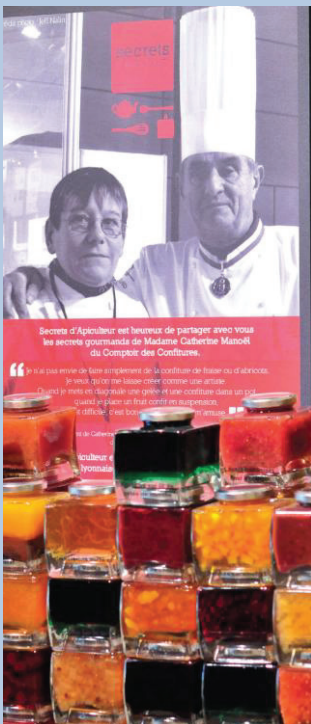
**Secrets d'Apiculteur®** offers over thirty monofloral honeys with strong personalities (nectars). The honey comes from France and Europe. Some of the honey has distinguished as "Origine Contrôlée" (registered designation of origin) and Appellation d'Origine Protégée (protected designation of origin) or Label Rouge (French quality label). Strict selection of the best beekeepers, whose hives are located far from any pollution resulting from pesticide use, guarantees a high quality product for the consumer.

**Secrets d'Apiculteur®** offers around a hundred honey-based delicatessen products as well as cosmetics derived from bees (royal jelly, propolis...).



Secrets d'Apiculteur® is a concept store dedicated to bee-derived products, which is positioned in the honey segment market.

Secrets d'apiculteur® offers, in a store with a minimalist design, around thirty kinds of honey from the most emblematic regions of France and Europe, the textures and colors of which are cleverly highlighted in jars similar to those used for marketing cosmetics.



Since it was created, **Secrets d'Apiculteur®** has been filed with the European Parliament. Contracts were signed in 2011 with the Williams Sonoma chain, which has 264 delicatessens in the USA and Canada as well as with Péclard luxury teasops in Zurich (Switzerland).

For 2012, **Secret d'Apiculteur®** is considering a new development strategy: to open a 2<sup>nd</sup> new shop as well as promoting a franchise model openings and online store. In the longer term, the objective is to create concessions in the department stores of main European capitals.

## The delicatessen for bee-derived products

A completely innovative concept in the beekeeping sector, **Secrets d'Apiculteur®** is a brand based on honey-derived products, with a strong visual identity.

To showcase the products and ensure a pleasant shopping experience for customers, the shop, with a minimalist design, was created using high quality materials: stone, wood, glass and iron.

In order to highlight the textures and colors of honey, **Secrets d'Apiculteur®** has also paid special attention to the packaging of the honey jars, which has more in common with the world of marketing cosmetics than the traditional rules of the profession. The company packaging enhances the product by promoting a strong image of honey (name of the beekeeper, origin, properties of the product). Moreover it is an effective sales-tool that creates added value.

Just like wine, honey is a complex product which must be selected according to use. **Secrets d'Apiculteur®** has therefore set itself the mission of helping its customers to become real “connoisseurs”. To achieve this aim, explanatory sheets containing information about each honey are made available to customers who are increasingly interested in authentic, local products.

At the tasting area, consumers are taught about aromas and flavours, sensory information, and given simple advice on how to use the product.

The strength of the **Secrets d'Apiculteur®** concept lies in the consistency between all the brand's different elements - from the product to the very personalized service, the design and architecture of the shop, the choice of materials and the website.



## More information:

> <http://www.secretsdapiculteur.fr>

### BUSINESS NAME

Secrets d'Apiculteur

### ACTIVITY

Delicatessen bee-derived products

### OPENING DATE

2010

### NUMBER OF OUTLETS

1

### ADDRESS

54 rue Saint Jean  
69005 LYON



### MAIN FOCUS OF INNOVATION

Concept store

### MAIN PRODUCT

Honey-based products (confectionary, condiments, cosmetics, apitherapy, etc.).



# virtualtwo®

El Corte Inglés

moda y complementos

f Entra con Facebook

0

Hombre

Mujer

## Catálogo

### CATEGORÍAS

Todo	
Parkas	13
Zapatos	54
Camisas	31
Pantalones	59
Americana	12
Chaqueta	25
Camisetas y polos	65
Faldas	43
Shorts	6
Blusas	49
Accesorios	27
Jerseys	29
Cazadoras	17
Bolsos	61
Vestidos	122

### MARCAS

- ☐ Amitie
- ☐ Antea
- ☐ Denim & Supply
- ☐ Desigual
- ☐ Easy Wear
- ☐ Elogy



Vestido manga corta  
Marca  
0,00 €



Vestido con cinturón  
Marca  
0,00 €



Vestido flores  
Marca  
0,00 €

PRUEBATELO



Vestido  
Marca  
0,00 €



Vestido  
Marca  
49,90 €



Vestido  
Marca  
59,90 €



# VIRTUAL TWO

## *A realistic virtual shopping experience*

VirtualTwo is a technology service company offering a platform that permits customers to try on clothes and apparel when shopping online. It consists of a proprietary technology that creates a virtual fitting room: after having introduced a series of personal characteristics (picture, size, weight, etc.) customers can see how clothes would look on them. The platform simulates how the fabric hangs and folds on the body, thereby enabling customers to identify with the product. The virtual fitting room is adapted to each customer's body measurements and is loaded with precise data about the clothing collection offered.

With its user-friendly interface, high quality pictures and detailed design, VirtualTwo's technology allows for optimal visualization. It is the only technology available today that is amenable to any type of online shopping. Contrary to alternative technology, VirtualTwo differs in that it can render realistic images. VirtualTwo has developed a unique technology that allows for highly realistic pictures.

The development and implementation of this technology has overcome certain barriers to purchase over the Internet, encouraging upwelling and cross-selling: the same user can choose different products and see how they match, or obtain some suggestions (shirt tucked in, out, buttoned, unbuttoned, etc.). With this technology, buying clothes on the internet becomes as easy and entertaining as a real shopping experience.

Being able to share the different models via social networks also revolutionizes the way people buy clothes and accessories via the Internet: the objective when buying online is no longer "I like" but rather "I look good". Renderings can even be shared on social networks.

This technology becomes a powerful tool to increase the rate of visitors that end up buying online, thereby making VirtualTwo the right investment for developing online shopping sites.

VirtualTwo is a team of young, enthusiastic and nonconformist entrepreneurs in the fashion industry.

They offer a new online shopping experience for clothes and accessories.

VirtualTwo is technologically revolutionizing the concept of e-commerce, offering solutions to the usual problems of buying clothes online.

## A complete service:

---

VirtualTwo has currently five employees: two software engineers, one designer, one manager and one sales representative. VirtualTwo not only proposes to design and implement new websites but also is the only company proposing the implementation of a virtual fitting room (the cost of which is around 15.000€). This cost takes into account the design and the integration of the clients' data about the clothes to be offered. The virtual fitting room is designed based on a first briefing, in order to create the different categories of clothes and link them to high quality picture of each garment (there is virtually no limit to the number of items that can be included). VirtualTwo can also, on request, put photographs in digital format. The tester's license is 1,500 € per month, which includes human testers, server hosting and management, and counseling and training service so clients can start managing the virtual fitting room themselves.

VirtualTwo also develops its services on other platforms such as smartphones and tablets. VirtualTwo's focus is on medium and large companies, and is currently developing a new platform more adapted to small businesses, where all products will be gathered in a unique catalogue.

## More information:

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- > <http://blog.virtualtwo.com/>
- > <http://www.virtualtwo.com/>

### BUSINESS NAME

Virtual Two

### ACTIVITY

Technological services via Internet

### OPENING DATE

2008

### NUMBER OF OUTLETS

0



### MAIN FOCUS OF INNOVATION

ICT for retail businesses

### MAIN PRODUCT

Virtual fitting room service



# BERE CASILLAS

## How to save the business

**Bere Casillas**, located on Río Genil de Ogíjares Street, in Granada, is a company dedicated to men's tailoring. Usually, there are two or three people in the workshop and two or three in the stores, they are responsible for attending customers and managing the orders they receive through the Internet. Since they implemented the new business strategy, based on ICT, they have incorporated a community manager to enhance and promote the online store ([www.hombresdemoda.com](http://www.hombresdemoda.com)).

Thanks to the success of the online strategy, the company has gained notoriety and is currently considering opening corners in shopping centers. Moreover, other retailers are interested in selling products from Bere Casillas.

This strategy not only consolidates the mission and the vision of the company but also is an indirect advertising tool that favors the notoriety of the Bere Casillas products.

This experience is a reference in the use of technology as an instrument to improve small businesses. Many TV programs have invited Bere Casillas to interview him and talk about his success in using online technology and social networks to grow his business. Nowadays he is a widely recognized in Spain as an innovator in his industry.



© Pablo Trenor

The activity of the company is completely dedicated to formal menswear.

He has been able to complement the physical business with the creation of three websites and social networking profiles (Facebook, Twitter, Flickr and Youtube).

This strategy enabled the continuity of the firm and positioned Bere Casillas as a leader in 2.0 retail.

## From a traditional store to a 2.0 business



© Pablo Trenor



© Pablo Trenor

Bere Casillas is a tailor and a dress designer specialized in elegant suits. He started as an assistant in the family business which was producing suits for other shops, but due to the textile industry relocation, he had to reorient the business strategy and start marketing his own brand: Bere Casillas.

In the beginning, he succeeded but in 2008, the sales declined almost 50%. The crisis forced him to seek new business opportunities and start advertising. Because he is located in a small town of 13.000 inhabitants, the business scope of the demand of Ogíjares market was really limited.

It was in November 2008, via Twitter, when he began his adventure with the new technologies. Despite the initial reluctance to bet on social networks as a positioning solution, Bere Casillas began to take online courses that allowed him to apply marketing techniques and gain notoriety on the Internet.

After Twitter, they followed with Facebook, LinkedIn and Youtube, where, in March 2009, he posted his first video tutorial showing how to tie a tie (this video has been watched almost 2,5 million times). With this landmark, Bere Casillas consolidated his indirect online advertising strategy for his business. His marketing strategy does not explicitly aim to sell, but to better position the brand as a model of quality, elegance, refinement and proximity. The feedback he has obtained through the Internet has kept him updated on the needs and concerns of his customers and followers.

Bere Casillas provides quality content to Internet users and followers on three different websites: 1) [www.berecasillas.com](http://www.berecasillas.com), a website that offers information about his business, 2) [www.eleganciadospuntocero.com](http://www.eleganciadospuntocero.com), where there is information on protocols, trends and menswear, and 3) [www.hombresdemoda.com](http://www.hombresdemoda.com), an online store that sells men's accessories through a shopping cart. It is possible to pay through the PayPal platform, although there is an ongoing negotiation with La Caixa to add a virtual Point of Sale (POS) that keeps customers' data confidential. Bere Casillas has an agreement with SEUR to ship the products.

It is important to stress that online strategies such as these open new opportunities for business development and allow closer contact with the customers. The latter has been possible thanks to the advice that Bere Casillas offers to them through his website and a free weekly newsletter. Apps for smartphones and tablets are being developed, which will eventually allow clients to ask questions about fashion or style. Such opportunities would not exist without Bere Casillas' fame, who at the age of 47 has positioned himself as a serious contender to the big international menswear brands.

A strong policy to develop presence on the internet boosted company's worldwide business. On Facebook, Bere Casillas' public profile is reaching 5,000 friends, with more than 1,240 followers and there are even some groups on Bere Casillas. This online presence has resulted in orders from all over the world, especially from Spain and the rest of Europe and Latin America. Because of that, they are preparing to open new retail stores in South America. According to Bere Casillas, an invitation to Andreu Buenafuente's famous TV show, proved the consolidation of the business model. Since the business went online global sales have increased by 38.75%.

The experience of online business has been a truly positive endeavor, even though Bere Casillas' passion for his work has played a key role to ensure that the presence on the Internet has been profitable.

Also, this experience is perfectly transferable, allowing businesses to advertise at very low costs, and get feedback from followers. Creating and maintaining a successful website requires a sustained financial effort. Without a clear idea of the added value of what such a strategy is going to bring to one's business, it is preferable to first explore the potential of social networks.



© Pablo Trenor

### More information:

- > <http://www.berecasillas.com/>
- > <http://www.hombresdemoda.com/>
- > <http://www.eleganciadospuntocero.com/>
- > <http://twitter.com/berecasillas>

#### BUSINESS NAME

Bere Casillas

#### ACTIVITY

Sales of clothing and accessories for men

#### OPENING DATE

2005

#### NUMBER OF OUTLETS

1

#### ADDRESS

Calle Río Genil, 2  
Ogíjares  
(Granada)



#### MAIN FOCUS OF INNOVATION

Websites and social media positioning

#### MAIN PRODUCT

Men's Suits



# L'ALBERGO DE LA REGINA ISABELLA

"L'Albergo della Regina Isabella" is located directly on the seashore, in the midst of a peaceful bay surrounded by rocky shores and luscious Mediterranean vegetation. The hotel is located in the town of Lacco Ameno in Ischia, the largest Neapolitan island in the Gulf of Naples.

The main entrance of the hotel faces the picturesque square of Santa Restituta, known for the church bearing the same name. It is located near the Archaeological Museum and characteristic antique shops and boutiques.

"L'Albergo della Regina Isabella" was built in the 1950s by Angelo Rizzoli.

The island's beauty and thermal baths captivated the illustrious publisher and film director. In 1956 he decided to enlarge the historic Regina Isabella's thermal baths and build a resort over the ancient Greek - Roman ruins.

After just a few years, Ischia and "L'Albergo della Regina Isabella" became the centre of attraction for cosmopolitan elegance.

Celebrities such as Richard Burton, Liz Taylor, Maria Callas, Alberto Sordi and William Holden enlivened those popular years making it one of the most exclusive and glamorous destinations. In more recent years, representatives of the entertainment and business industry, as well as politicians and intellectuals have gravitated to the hotel attracted by the prestigious cultural events that are organized in Ischia.

"L'Albergo della Regina Isabella rewards its guests with enchanting moments in a strikingly rich architectural setting. The island's history, which dates back over 2.700 years, its mild climate, the naturalistic environment and Lacco Ameno's hospitality are all reasons to spend some time here in any season of the year.

Regina Isabella on the Ischian seashore rewards its guests with enchanting moments in a strikingly rich architectural setting, an epitome of elegance warmed by Neapolitan vitality and highly personalized service and attention to detail.



Mediterranean savoir vivre devoted to elegance and beauty characterizes the atmosphere which reigns in every lounge and terrace of L'Albergo della Regina Isabella. Guests of the hotel experience typical Neapolitan culture with its colours, warmth and vitality through personalized service and special care for detail.

Paintings by contemporary artists and elements of design combined with 1950s-style furnishings are seen throughout the hotel.

The hotel's architecture and interior decorating clearly show evidence of a culture founded on appreciation of beauty and good taste. The bright and lofty Mediterranean-style interiors are decorated with original Capodimonte ceramics, hand painted tiles, antique pieces in the typical style of Patrician Neapolitan villas decorated with Murano chandeliers, paintings and tapestries of the finest craftsmanship.

### **Mediterranean savoir vivre, warmth and elegance in a unique atmosphere evoking a world of cosmopolitan glamour.**



The website is a useful tool for providing customers with information about the hotel and the island of Ischia. There are several sections on the site, ranging from the description and history of the hotel to a presentation and guide to Ischia with events, visitor routes and activities to enjoy on the island. The list of spa and wellness treatments offered by the hotel is available on the site, as are the hotel restaurant menus and all the details and information necessary to organise trips and transfers.

Rooms can be booked through the hotel website and several search engines: booking, venere, expedia, etc. A community manager controls the offers present on the search engines and ensure uniformity of prices and tariffs. It is present on Facebook and twitter as well as reviewed on Tripadvisor.

TripAdvisor.com is a travel website that assists customers in gathering travel information, posting reviews and opinions of travel-related content and engaging in interactive travel forums. TripAdvisor was an early adopter of user-generated content. The website services are free to users, who provide most of the content, and the website is supported by an advertising business model.





### More information:

- > [www.reginaisabella.it](http://www.reginaisabella.it)
- > <http://www.facebook.com/pages/LAlbergo-della-Regina-Isabella/185332851505719>

#### BUSINESS NAME

L'Albergo della Regina Isabella

#### ACTIVITY

Hotel

#### OPENING DATE

1950

#### NUMBER OF OUTLETS

1

#### ADDRESS

Piazza Santa Restituta I, Lacco Ameno. Ischia (Naples). Italy



#### MAIN FOCUS OF INNOVATION

Online booking

#### MAIN PRODUCT

Hotel



# POGGIO DELLE BACCANTI

## *Where experience meet modern technology*

Where ancient echoes run after one another and find harmony again, thanks to eighty years of experience and intense wines.

When tradition meets the enthusiasm of the new generations, can't we lose ourselves in the synergies of senses? The palates will discover atavic tastes and they will feel the universal strength of the magma that boils underground. Maybe because it belongs to our origins, we love to imagine that the wine flows trembling in the roots of the grapevine before it was born.

Poggio Delle Baccanti proposes intense and unique wines, produced with the help of modern technologies respecting the territory and tradition.

"The Ground gives good fruit, but only thanks to the human experience does it give the best products".

### **Tradition and enthusiasm meet in a synergy of the senses:**

POGGIO DELLE BACCANTI has an e-commerce website, and uses facebook and twitter to inform their clients of news, promotions and new products.

The Company also has an SMS system to send information with news and promotions using Whatsapp Messenger technology. Whatsapp Messenger is a cross-platform mobile messaging app for iPhone, BlackBerry, Android, Windows Phone and Nokia. In addition to text messaging, users can send each other images, video and audio media messages.

The company website has a full catalogue with an e-commerce section where a selection of four types of wines can be purchased. There is also a dedicated area for distributors who can order online.

Poggio Delle Baccanti – the harmony of experience and tradition meet the enthusiasm of new generations, where modern technology respects both the territory and the tradition.





## More information:

> [www.poggiodellebaccanti.it](http://www.poggiodellebaccanti.it)

### BUSINESS NAME

Poggio delle Baccanti Az.  
Agricola La Mura  
s.a.s

### ACTIVITY

Wine producer

### OPENING DATE

1950

### NUMBER OF OUTLETS

1

### ADDRESS

Via Stabia, 733.  
Sant'Antonio  
Abate (Naples)  
Italy.

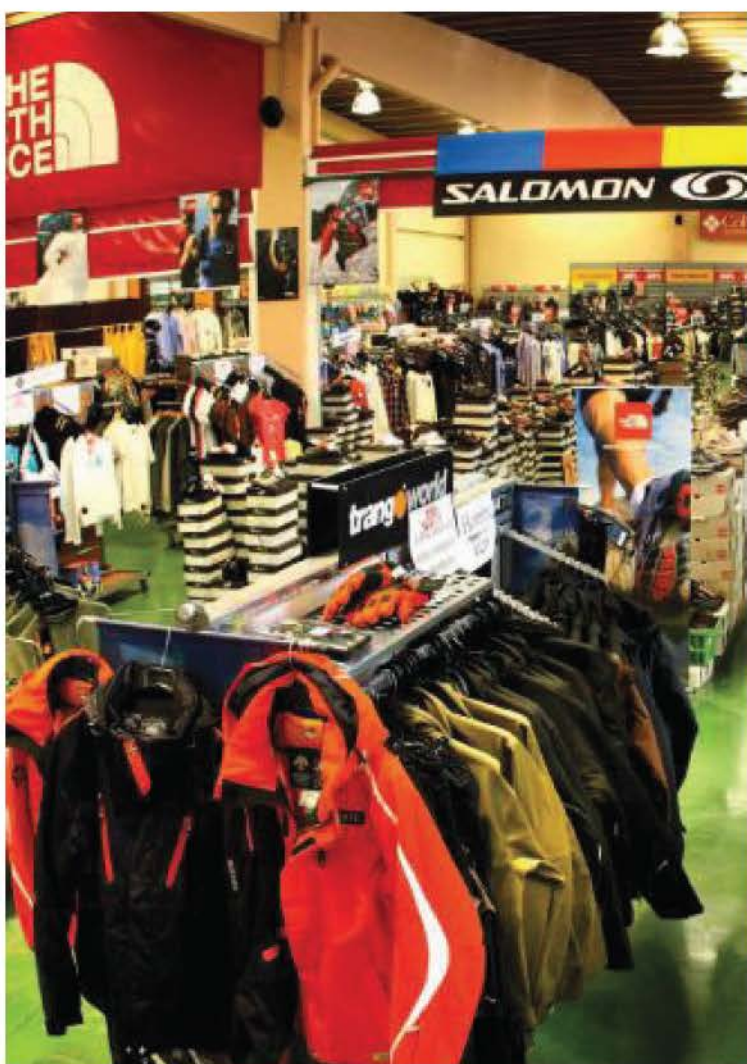


### MAIN FOCUS OF INNOVATION

E-commerce

### MAIN PRODUCT

Wine



# SHED MARKS

## SHOPPING IN THE MOUNTAINS

José Luis Altabás was born in Cantavieja in the Maestrazgo Aragonés, but lives in Villafranca del Cid. For 22 years he has managed the commissary of Marie-Claire, located in town and has supplied commodities to 900 employees of the company. When a big chain grocery store arrived, they realized that they could not compete and set up in 2002 an outlet whose business mix was 50% Marie-Claire products and 50% sports equipment. This second section was linked to the growing practice of tourism and was completed with mountain and ski apparel and equipment.

### Shopping as a complement for tourism

"This area is a great tourist attraction", explains Altabás, "due to the combination of tourist resources in the region of Els Ports (Castellon) and the Maestrazgo (Teruel)". People come from Els Ports to visit Morella, Ares del Maestre or Benasal Spa. In the same way, people come from the Maestrazgo for trout fishing in Villarlugo, to do the Tronchón gastronomic route, or to visit the "Órganos de Montoro" rock formations or the crystal caves of Molinos. We are also 45 minutes away from the ski slopes of Javalambre and Valdelinares. Among the fans of ski and the mountains, the word has spread and many people stop by Shed Marks before or after their trips to buy some clothes".

The higher sale periods are the months of winter, coinciding with the ski season and the period where people go on excursions looking for mushrooms or enjoy the mountains. "Many groups of friends meet here and then continue the tour" says Jose Luis. "The truth is that the store is easy to identify and has a good number of parking spaces making it an ideal spot as a meeting place. We have become an entertainment place", adds Altabás. In line with their commercial concept, Shed Marks opens on Sunday morning but closes very early in the afternoons.

Shed Marks is an outlet located in Villafranca del Cid (Castellón) dedicated to clothing and footwear mainly for tourists.

The key to their success is being located in a crossroad. It is a stopping place for many people of the interior regions of Castellón and Teruel and tourists from Barcelona or from the coast.

"Our goal is to provide fans of domestic tourism with accessories for the leisure mountain trips" explains José Luís Altabás.



## PRICE AS A HOOK

---

"We are located in an area away from the big cities, says Jose Luis, and some brands let us offer good prices so that we have an offer that hardly anyone in the Valencia Community has". José Luis refers to a wide range of technical products from leading brands. Such breadth can only be found in department stores but Shed Marks offers them at more affordable prices. They also buy samples of the following season and sell them at a discount. Furthermore, they apply a three percent discount when paid in cash, equip groups that organize expeditions and have agreements with sports organizations.

## Motto: THE MOUNTAIN AS STRENGTH

---



Its strength is the world of mountain gear, and it is a sector with lot of technology. "Customers are well informed and they know the products they are looking for and are very demanding," explains Altabás. "Today we find Spanish brands such as Trango who are applying technologies researched by NASA in t-shirts, as in the silver particles that eliminate bacteria".



The key to this business is to have the big brands that set the trend in technical equipment, such as Columbia, The North Face, Trango. "They are brands that offer very high quality. We just have to sell the first pair of Trango trousers and then the client will not change of brand ever", says Jose Luis. "Many of the suppliers that we have are not in any other outlet store in the province of Castellón" explains Altabás. Trying to delve into that line that combine sports and leisure shopping Altabás' team is working on the implementation of other projects, "because the key is to continue growing with innovative proposals", says Jose Luis.

In 2012 they have introduced an online sales store.





## BUSINESS NAME

SHED MARKS

## ACTIVITY

Mountain sports clothes and equipment

## OPENING DATE

2002

## NUMBER OF OUTLETS

1

## ADDRESS

C/ Castellón s/n  
12150 Vilafranca de Castellón

## More information:

> [www.shedmarks.es](http://www.shedmarks.es)



## MAIN FOCUS OF INNOVATION

Specialization, pricing, wide range of collections

## MAIN PRODUCT

Mountain sports clothing



*Salud Natural desde 1771*

PRODUCTOS DESTACADOS

RECARGA LAS PILAS  
 SUPLEMENTOS SOLGAR  
 ALIMENTACIÓN ECOLÓGICA  
 DEFENSAS  
 MEJORA TU ARTROSIS  
 SALVADO DE AVENA  
 ENERGÍA Y VITALIDAD  
 REGALA BELLEZA  
 SEXUALIDAD  
 SIN GLUTEN

NUESTRAS MARCAS

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 [Macrobiótica](#) | 
 [Sin Gluten](#) | 
 [Te](#) | 
 [Belleza](#) | 
 [Hogar Ocio](#)

**Club**  
**Navarro.**

Quieres ser uno más de la familia?

Únete al Club



TE RECOMENDAMOS

LO MÁS VENDIDO

NOVEDADES



AZÚCAR PANELA 1kg  
 4.94 €



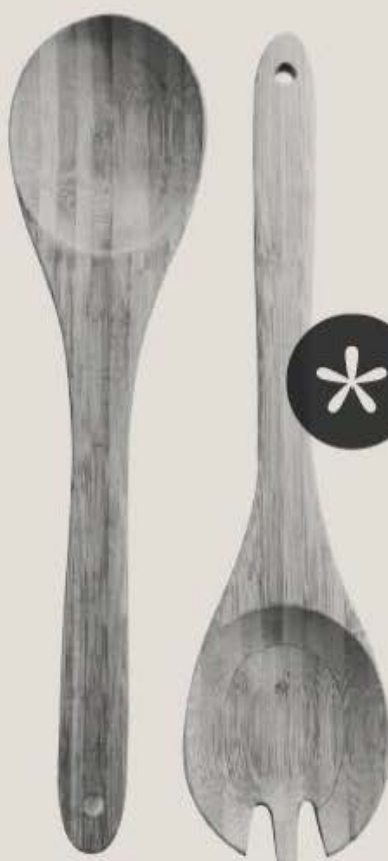
CREMA ACIDO  
 36.92 €



ROLLITOS ANÍS 300gr  
 3.31 €



VITAMINA D3 400ui  
 10.69 €



**Club**  
**Navarro.**

Tu selección de productos mensual del Club Herbolario Navarro.

Febrero 2012



# HERBOLARIO NAVARRO

## NATURAL RETAIL STORE

Herbolario Navarro started its activity in the sector of the Phytotherapy and natural products in 1771, and has evolved over the years to become very well known by all the citizens of the Valencian Community and all over Spain. The concept has a clear family vocation; since its establishment to nowadays, the activity has been passed down from parents to children, consolidating the company and, at the same time, achieving the recognition of their brand-name abroad.

Currently, Navarro has a facility in Valencia of more than 1,500 m<sup>2</sup>, where it successfully sells all kinds of organic food products, herbal medicine, dietetics and natural products. Due to the success of their business model, Navarro has opened new stores in other locations in the Valencian Community and the rest of Spain. Today it has five stores in Valencia, Palma de Mallorca and Castellon.

The wide range of ecological offerings of their stores is a distinguishing aspect that has turned Herbolario Navarro into a benchmark for all consumers who are looking for a wide variety of products for a healthy life, especially organic food. In addition, it is also a reference for all those people with certain health problems that need to be careful with their nutritional needs.

Herbolario Navarro distinguishes itself as well by the awards it has received over the course of its history. For example, in 2007 it received the Excellent Trade Certification, awarded by the Valencian Foundation for Quality and Trade Award and by the Chamber of Commerce, Industry and Navigation of Valencia; in 2008, Navarro received the award for best eco-friendly store from the Biodiversity Foundation, and the Innovative Business Award by the City Council of Valencia; and in 2010 it was recognized for its environmental awareness by the magazine "*Tendencias*".

Herbolario Navarro is also the first Valencian retailer to receive the 2010 National Award for Small Businesses. The Ministry of Industry, Tourism and Trade has recognized the Navarros' continuous innovation, the network of specialized stores in natural health, and also the reasons why this bicentennial company has won the award, as the maintenance of a Mediterranean and familiar model of business, but in constant improvement and evolution process.

Herbalists may have disappeared but for families such as the Navarros, who have evolved to maintain the principles of a thousand-year-old wisdom. Caring the health care with natural products has been the core of their business along the centuries.

The quality of their products and their knowledge in the management of the company has led Herbolario Navarro to become the largest and most recognized herbalist in Valencia. At present, the store has many sections, but the company has gone further by creating their own products and opening franchise stores.



## Motto: health care

In an effort to offer their customers the best service, the company has created its own line of products, marketed through 7 brands, allowing customers to find high quality products tailored to their needs and offering the security of a company with more than 200 years of experience. The company team is the biggest investment, the core of the business. Employees and partners understand that the business concept is a philosophy of life based on the search for Natural Health. Therefore, employees and partners are selected for their professionalism and empathy; they are friendly and kind. The stores follow a clear traditional concept, where personal relationships with clients prevail over merchandising and marketing.

In the last years, Herbolario Navarro has introduced many technological innovations, always with the aim of improving the service for the customers. These improvements include the incorporation of new management software and the creation of an online store, [www.herbolario.navarro.es](http://www.herbolario.navarro.es), to facilitate the purchase to anyone who wants to stay healthy naturally. The incorporation of the company on social networks is another important step undertaken by the largest retailer of Natural Health in Spain.

Moreover, this family business makes a continuous improvement of their brand image, as well as the employee training, the internal communication and the marketing processes. External communication is also evolving in this organization with its own media such as their magazine, a TV show and a blog, all aimed at enhancing the quality of the service provided to citizens.

Herbolario Navarro has also become a member of various trade associations such as the Business Association Historical Center of Valencia, the Young Entrepreneurs Association of Valencia, etc. Their aim is to collaborate on projects and to share common interests with other members.

## Herbolario Navarro, example of energy saving

The last step in the growth policy of this 200-year-old family business was the opening of a new store in Angel Guimerà Street 33 in Valencia. This store stands out for saving 1.4 tons of CO<sub>2</sub> per year, due to their ecological characteristics.

Herbolario Navarro's new store is not a usual space; it is a unique example of energy saving in Valencia. Its 200 square meters are illuminated by LEDs, which, bearing no mercury in its composition, hardly produce ultraviolet and infrared radiation, and represents a 90% energy saving compared to incandescent lamps. This, together with the ecological paint used on the walls, and the policies for the selection and recycling of waste, make this establishment a real green store.

The firm has also participated in the pilot actions of the European LIFE+ project Green Commerce, led by the Ministry of Economy, Industry and Trade through the Directorate General for Trade and Consumer Affairs. In this project, cofinanced by the European Commission through the LIFE+ program, the Municipality of Torrevieja is also involved, the Technological Institute of Packaging, Transport and Logistics (ITENE), the European network of cities and regions for recycling and sustainable management resources (ACR+), and the Local Development Society of San Sebastian.



### More information:

- > <http://www.herbolarionavarro.es>
- > <http://blog.herbolarionavarro.es/>
- > <http://www.facebook.com/herbolarionavarro>

#### BUSINESS NAME

Herbolario Navarro

#### ACTIVITY

Biological Products

#### OPENING DATE

1771

#### NUMBER OF LOCATIONS

17

#### ADDRESS

C/Arzobispo Mayoral, 20  
46002 Valencia



#### MAIN FOCUS OF INNOVATION

Energy Efficiency

#### MAIN PRODUCT

Organic food products



# WST

## The choice of focusing on the territory

WST Web Solution Technology is a dynamic young company based in Nereto, Abruzzo Region, on the north border of the Marche Region.

It is a company Specialized in the creation of websites, content management with dynamic CMS-based, SEO activities, web marketing advertising, communications, hosting services, professional certified mail and e-mail services. WSR has decided to focus on strong local marketing of Val Vibrata in favour of the overall development of local businesses and, specifically, to promote its image.

While the growth of a company depends largely on the context in which it is located, then it is for this reason that the WST invested in Vibrata online: a website with the ambition to create a virtual system of cooperation / interaction between local public and private enterprises that has as main objectives:

- encourage the development of local enterprises,
- create a variety of experiences, both addressed to both tourism and purchase,
- create events and initiatives of particular relevance;
- use the communication as informational support in the territory and outside it.

WST created VIBRATA ONLINE with the purpose to enhance the attractiveness of the area in terms of environmental resources, historic and cultural tourism, manufacturing and commercial enterprises.

## Web marketing



Vibrata Online is a website ([www.vibrataonline.com](http://www.vibrataonline.com)) created in the Adriatic Coast, and more specifically, in the area of Val Vibrata and Surroundings.

It is a domain indexed on the major search web engines and is in constant evolution. On 30th June 2012 were reached the 47.231 visits since July 2009. There are 1399 active users, 554 contents created, 460.702 views content, Traffic of 3.340.569 Alexa Rank, Google Page Rank 2.

Vibrata Online is a point of reference for economic development and tourism in the area, a business incubator and a online shopping store, a social network that reaches to cover a large piece of the Abruzzo Region and expands towards the Marche Region and in particular to the territory of Ascoli Piceno Province.

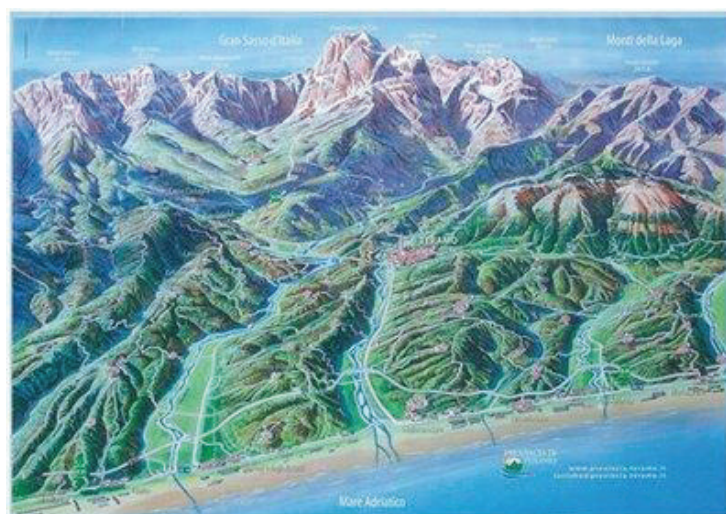
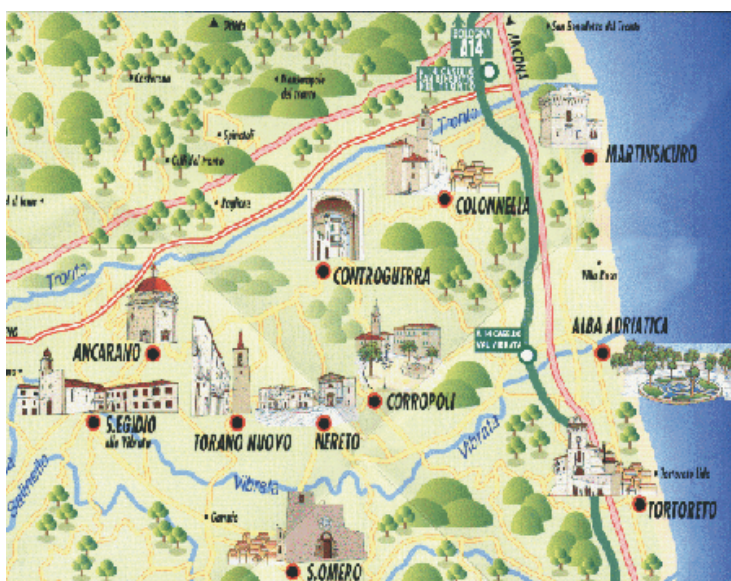
The site aims to be a powerful marketing tool that enables companies to be known in a professional context with personalized communications strategies. The site helps to put all the companies in the right market segment, taking into account all aspects related to technical and image online marketing and corporate identity.

The portal is divided into different sections:

- Home;
- Coast;
- Territory;
- Enterprise;
- Announcements;
- Utility;
- Shopping.

In the shopping section, people can go directly to a real online store to buy products from clothing to various computers, electronics, music, gastronomy, health, beauty, sports and fitness products.





## More information:

- > <http://www.vibrataonline.com/>
- > <http://www.facebook.com/pages/Vibrataonline/126756990703475>

## BUSINESS NAME

WST Web  
Solution  
Technology

## ACTIVITY

Website  
developer

## OPENING DATE

2009

## NUMBER OF OUTLETS

1

## ADDRESS

Via Marco Iachini-  
64015 Mereto.



## MAIN FOCUS OF INNOVATION

Web Marketing

## MAIN PRODUCT

ICT products



# CRAFT BREWERY LEARDI

## A HOMEMADE BEER

The production of beer in Italy is a business which in recent years has become increasingly important in terms of new job opportunities for local people. At the same time, to produce craft beer in Italy is still a risk because important investments are required and that generate significant financial costs. The main problem for this kind of businesses is that the costs of small-scale quality productions are always much higher than in big scale productions. This is because a small amount of production requests higher fix costs like production, labor, amortization and financial costs as well as a large part of overall costs. The treatment for the product is also very expensive and requires that the entrepreneur spend time and energy to start up the business.

The key figure for the business is the brewer. In this case, he has experience from working in other breweries, from the practice in small domestic systems and the studies in school, specifically at Cerb of Perugia. Strengthened by this experience, this is the most important figure, in the case of Leardi Craft Brewery. Also it is important to take in consideration the expertise in administrative, tax, accounting and business matters and the skills learned during "Project microbrewery business" organized by Unionbirrai in Bologna and in the "beer tasting" celebrated in Rome and organized by the tasters.

The Craft Brewery Leardi, with an experience of homemade brewing, focuses in "doing something right" and especially "something people love". The company started its activity producing beers through other producers with the aim to study the market and the position. The main objective was to prepare beer with local recipes and products. At present, the brewery produces four types of Leardi Craft beer that are sold in a store located in the centre of Pescara.

Beer made in  
Abruzzo.

In the land of  
wine and the oil  
was created  
Leardi craft  
brewery, a retail  
store located in  
the center of  
Pescara. The  
store provides  
regional food and  
wine products as  
well as local  
handcrafts.

## Beer and territory



A fast growing market, a huge potential of the business and the possibility of exploiting the water resource from the local mountains increase the value of the product. Moreover a strong motivation and passion for a good quality product are the strong elements of the project.

It is also an innovative project because it combines production and retail with the aim of promoting the heritage and local traditional food and wine of Abruzzo. The Craft Brewery Leardi uses carefully selected ingredients to produce beer with no preserving agents that are not filtered or pasteurized. The store in Pescara is characterized by the presence of two walls covered with pictures of friends and other testimonials of the cultural world of Pescara.

Another distinguishing feature is the e-commerce. For the business the web is definitely the best tool to overcome the problem of availability of craft products, considered one of the main obstacles to sell. The Craft Brewery Leardi also looks to the future with short-term investments that will lead to the creation of an owned brewery. The owner's intention is to build a new building located in the hills about 30 km from Pescara in San Valentino, the country where he has a small cottage.

The challenge, in the immediate future, is to promote local products and to fight against depopulation of small towns with an initiative that could help to develop and expand at the same time cultural and gastronomic resources as touristic resources and to create more employment.



## More information:

- > <http://www.birrificioleardi.it/>
- > <http://it-it.facebook.com/marco.leardi>

### BUSINESS NAME

Craft Brewery  
leardi

### ACTIVITY

Brewery

### OPENING DATE

2011

### NUMBER OF OUTLETS

1

### ADDRESS

Via Cesare  
Battisti, 139.  
65121 Pescara.  
Italy.



### MAIN FOCUS OF INNOVATION

Production of  
local products and  
territorial  
promotion

### MAIN PRODUCT

Beer



# INVENTIVE ENERGY



## INVENTIVE ENERGY

Καινοτόμα συστήματα Παραγωγής - Ανάκτησης Θερμότητας & Διαχείρισης Ενέργειας

# INVENTIVE ENERGY

## *Inventing innovative Green Services*

Inventive Energy (Construction - Commercial - Consultants Inc.), was founded in Crete and is composed by engineers with a solid experience in manufacturing, designing and implementing electrical installations, with special expertise in refrigeration, air conditioning and thermal applications.

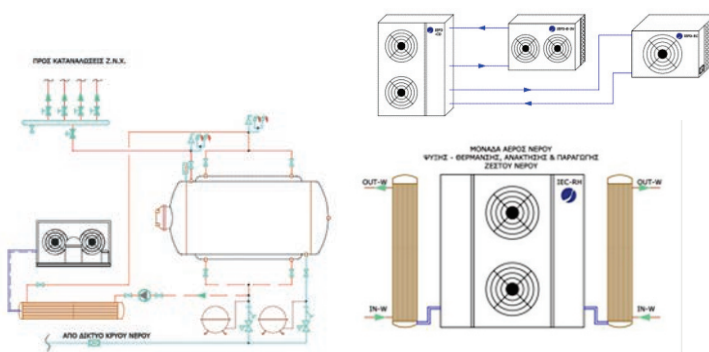
The objective of the company is the application of energy efficient and innovative products/systems for businesses in order to help them to save energy waste. Several years of experiments and applications in real facilities have now been standardized. Otherwise the company is currently developing new services and products.

The company is structured in several departments: production, a research & development, application design and marketing.

### Services:

- Design, conception and installation of specific products for hotels, business offices and homes.
- Improvement of business energy systems (heat, cooling and air conditioning).
- Design, conception and installation of heat recovery systems from existing refrigeration and air conditioning equipment.
- Design, conception and installation of inverter in coolers and pumps/water pumps.

Services:  
Study and application of our products to hotels, business premises and homes.  
Study on modification of existing systems (heat, cooling and air conditioning) for improving energy efficiency.  
Study and application of heat recovery from existing refrigeration and air conditioning equipment.  
Design and implementation of inverter in coolers and pumps / water pumps.



## Products:

**Innovative Products:** Heat pumps (air - water) Cooling - Heating, recovery and hot water, high efficiency.

- Heat pumps (air - water) cooling - heating, high efficiency.
- Heat pumps (air - water). Hot water to 68°C, high efficiency.
- Heat recovery systems for existing or new refrigeration units - air conditioning (refrigerators, air conditioners, water chillers, VRV).
- Geothermal heat pumps, high efficiency.
- Semi central air conditioning units. High efficiency.
- Alternative refrigerant gas - Water (one or multiple circuits).
- Heat Water - Water

**Heat cu/cu shell-tube:** The heat refrigerant-water is a pipe-type shell (shell-tube) copper/copper, with testing and resistance 65bar maximum pressure 45bar, in contrast to the stainless plate heat exchangers, which have been tested and resistance 50bar operating pressure at 45bar.

The comparative advantages over the plate heat exchangers are:

- Increased Storage Capacity refrigerant by 80%
- Greater resistance to water hammer
- Much greater resistance to low temperatures during the thaw.

**Sophisticated Automation:** Inverter systems for refrigeration / heating (tables for inverter motors (water pumps, pumps, fans, compressors, etc.) to analogue 0-10V thermostats or pressure switches analog 4-20mA).

Room temperature control systems (electronic temperature control for setting the lower and upper limit temperature for energy saving in hotel rooms and business premises).

**Heat Recovery Systems:** Recovery heat production from existing refrigeration and air conditioners. Each air conditioner refrigerant eliminates environmental amounts of heat equal to the sum of the cooling load of the device and the mechanical load of the compressor. With heat recovery through heat Inventive Energy, this amount of heat is transferred to the hot water at no cost to temperatures up to 75 ° C. At the same time resulting in a reduction of energy consumption and wear on refrigeration and air conditioners. The percentage reduction in electricity consumption amounts to 30-65%. The percentage reduction in energy consumption for hot water comes up to 100%.

## More information:

- > <http://www.ienergy.gr/>
- > [info@ienergy.gr](mailto:info@ienergy.gr)

### BUSINESS NAME

Inventive energy

### ACTIVITY

Innovative green application systems

### NUMBER OF OUTLETS

1



### MAIN FOCUS OF INNOVATION

Green system for businesses

### MAIN PRODUCT

Heat recovery systems



# VELUDA

## *The water we deserve*

Having unquestionable experience in water purification, the company knows, thanks to private and public chemical analysis that in Greece the water people drink differs from one region to the other. As time passes the water quality even deteriorates more and more.

That water that is available in the market is good. But the processes of Veluda systems offer efficient solutions. The company goal is to pour clean water directly to the glasses, "the water we deserve".

For this reason the company worked as the Exclusive Representation and Distribution throughout Greece of US based FILMTEC CORPORATION MINNEAPOLIS, the world's largest plant. The company system uses the original membrane reverse-osmosis.

The company staff are available able to solve any query you may have. The planet Earth is constantly polluted, to those who wonder what about drinking water, the company has the solution!

The planet Earth is constantly polluted.

To those who wonder, what about drinking water, Veluda has the solution!

The company goal is to pour clean water in the glasses of all families!



## Fits easily in all taps:

The company system occupies very little space and can be installed either one the right or the left of the sink. It contains multiple filters that consists Polypropylene 1 micron and pharmaceutical active carbon. It removes dirt, sediment, rust, rocks and any other such particles in the water and also removes chemicals like chlorine or pesticides. The company recommends changing the filter every 6 months.

The filter is placed beneath the bench and connects very easily to the cold water supply. It occupies minimal space. Over the sink comes a very elegant independent fountain, where from there it gets clean water. It can connect to third battery benefits (cold-hot-filtered) for those who do not want extra hole in the sink. A UV Lamp for microbiological support can be added. Associated with cooler below: VI 520, CW 528, VI 500, WP 2201, VI 4000, VI 2200, VI 8000. It has 2 cartridges, a 1-micron polypropylene filter and a solid pharmaceutical active carbon. It removes dirt, sediment, rust, rocks and any other such particles in the water and also removes chemicals like chlorine or pesticides. The filter has to be changed every 6 months.

### Reverse osmosis R/O

Characteristics of R / O: **1st Step:** 5-micron Polypropylene prefilter: Used to hold the soil, sediment, rust, rocks and other particles found in drinking water. **2nd Step:** 10-micron Active Pharmaceutical kokoeidi form of carbon: Used to absorb the chemicals from drinking water, ex chlorine. **3rd Step:** 1-micron Polypropylene prefilter: Used to hold even the smallest solid particles from the water such as asbestos. Reverse Osmosis (R/O) Membrane 0,0001 micron: the American FILMTEC membranes used by Veluda is able to remove from the water hundreds of harmful substances, pollutants, salts, or microbes. The filter rate reaches 99.9%. The company has Veluda R/O FILMS which can make desalt by 10% to 99.9%, so that the water contains in each case the percentage of beneficial minerals that our bodies need. Our company is moving in line with EU standards (ISO 9001-HACCP). **4th Step:** Active Pharmaceutical kokoeidi form of carbon 10 micron: Used to improve flavor. VI 420. Complementary hot and cold water. Features: 1) Sealed construction, which prevents dust or mikroentoma to penetrate inside. 2) Silent motor cooling water. 3) Independent switch off the hot water. 4) Ensure the protection and Connects to all models that placed under the counter S/C or R/O. Automatic shut-off hot container in case there is no water in it. 5) Antivaktiridiako material that does not alter quality of water coming out the Veluda filters. 6) Integrated Service, with the guarantee by Veluda. 7).

## More information:

- > <http://www.veluda.gr/company/index.php>
- > [info@veluda.gr](mailto:info@veluda.gr)

### BUSINESS NAME

Veluda

### ACTIVITY

Cleaning water systems

### NUMBER OF OUTLETS

1

### OPENING DATE

1999

The logo for Veluda, featuring the word "Veluda" in a white, sans-serif font on a dark blue square background.

### MAIN FOCUS OF INNOVATION

Green technology

### MAIN PRODUCT

Water cleaning systems

**Promoted by**



**REINPO RETAIL partners**



**Cofinanced by**



Programme cofinancé par le  
Fonds Européen de Développement Régional

Programme cofinanced by the  
European Regional Development Fund

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