



“100. UN SECOLO E LA STORIA DI UN’IMPRESA”: BETA TELLS ITS STORY WITH RIZZOLI

*Among the initiatives celebrating the company's centenary,
an exclusive publication rich in stories and images*

Sovico (MB), 22 May 2023 – Beta Utensili, European leader in the production of tools and work equipment for mechanics, industrial maintenance and self-repair specialists, turned to Rizzoli in order to retrace a century of history filled with success and conquered challenges, under the brave leadership of five generations of the Ciceri family.

*“Describing my family's journey, both in human and business terms, with photos, memories and anecdotes for this publication, was a touching experience for me – **Roberto Ciceri, President and Chief Executive Officer of Beta Group**, declared – I was able to step back into a century of history inspired by audacity and entrepreneurial spirit, in an ongoing progression, with the strong personal contribution of each of my family's generations. The centrality of business has always been an essential element of our entrepreneurial plan, guided by a strong orientation towards change and the utmost attention to quality and product innovation, as well as a great sense of responsibility towards the areas in which we operate the land, professionals, suppliers and customers. Because – **Ciceri continues** – after more than thirty years since I first joined the company, I am convinced that our company isn't something you own: it is something you safeguard and pass on to future generations”*

“100. Un secolo e la storia di un'impresa” by Geoffrey Pizzorni, journalist and economic historian, retraces the history of a great Italian company on the centenary of its foundation. From inception to the postwar years and economic boom. From the international consolidation of Beta Group to present day, and the new challenges that await in its future development.

The book, published by Rizzoli, will be available in stores from 23 May.

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GRUPPO Beta Group is the European leader in the production of tools for mechanics, industrial maintenance professionals and self-repair specialists. Audacity, commitment and talent led Beta to become the Italian professional tool brand synonymous with quality in over 100 Countries. Founded in 1923 in Erba (CO), Beta distributes work tools through 11 branches and 250 importers thus meeting the requirements of specialists in every sector.

Today, with its headquarters in Sovico (MB), Beta Group generates over 225 million euros in turnover and sees the daily involvement of more than 1,000 professionals across all five of its companies, Beta Utensili, 3D Beta, BM, Abra Beta and Helvi, present in Italy with 10 production plants.



Rizzoli

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BETA.

**100. UN SECOLO E LA STORIA DI
UN'IMPRESA**

by **Geoffrey Pizzorni**

A hundred years have passed since when Alessandro Ciceri first opened his workshop for the precision pressing of metals in the early twentieth century.

A century of history, rich in events, people and change, during which five generations of the Ciceri family have safeguarded and passed on the values of their far-sighted forefather: the utmost attention to quality and product innovation, thanks to which Beta Group has since become one of the biggest industrial companies in the global tools industry.

This book retraces the history of a great Italian company on the centenary of its foundation. From inception to the postwar years and economic boom. From the international consolidation of Beta Group to present day, and the new challenges that await this important Italian firm.

As Roberto Ciceri reminds us in the introduction, Beta isn't "a company you can just own: it must be safeguarded and passed on to future generations". Perhaps this is exactly its strong point!

Geoffrey Pizzorni (Milan, 1966) is a journalist and economic historian. He has published different books on the history of industry and business in the modern and contemporary ages. His works include *L'industria chimica italiana nel Novecento* (2006), *CAP 1928-2008: l'acqua al servizio del territorio* (2008), *La Marcantonio Bonduri di Gandino. Un'impresa laniera in controtendenza tra Sei e Settecento* (2005), published by Franco Angeli, and *Gente seria* (Lubrini Bramani Editore, 2018).