



## INVESTING IN R&S: THE TRUE KEY TO BETA GROUP SUCCESS

*In its centennial year, the company has launched two Made in Italy products on the market*

**Sovico (MB), 16 October 2023 – Over 3% of revenue invested in R&D, with 10% of the total allocated to product innovation.** Yet again, in the year 2023 this has been the secret to the growth of Beta Group, European leader in the production of tools and work equipment for mechanics, industrial maintenance and self-repair specialists.

Following on from further consolidation at the start of the year, with the acquisition of Helvi S.p.A. - a major player in professional metal welding equipment - the company has confirmed its unfailing focus on innovation, with the **launch of two new products**, the **666 Zero-Reset torque wrench** and the **new workshop equipment line Beta RSC50**.

*"A constant search for cutting-edge solutions to satisfy the requirements of professionals and the capacity to innovate, even in apparently static markets, are levers of our Group's strategic development – **Roberto Ciceri, President and Chief Executive Officer of Beta Group**. I believe investments in R&D are not just an opportunity for growth, but also a responsibility for a Group like us, which has been distinguishing itself for 100 years now, due to the excellence of its products. Our Technical and R&D Department, Quality laboratory and Dyna Lab, staffed by 34 people, are concrete proof of how much commitment we put into ensuring the quality of our products every single day".*

The **Technical and R&D Department** – with its product and technological development areas - is a veritable **hub for all the Group's companies**. The area works in close synergy with the Quality laboratory to design cutting-edge solutions, products and materials, which all undergo stringent analysis and control procedures so that they always satisfy the needs of professionals, never forgetting how design is a key element for a Beta product.



Aiming for unfading excellence in performance, Beta Utensili has been working alongside **the world of Motorsport** for over 50 years, thanks to which it has the opportunity to take advantage of a **"second laboratory" where products are tested in an extremely demanding world**. For the entire Group, interaction with the highest expression of mechanics is an opportunity for further study, technical verification and continuous product improvement.

*"We also look forward to the future confidently thanks to the six acquisitions completed in the past five years, of highly specialised firms, in synergy with our business – **Roberto Ciceri** continues. Our Group's ambition is to continue in its pursuit of growth, continuing to embody the value of Italian excellence that distinguishes us in the market, making us particularly attractive for top talents, which are the flagship asset of our technological and creative processes".*

The industry's leader, Beta Group is expected to bring its turnover, which currently stands in excess of 225 million euros, up to around 250 million euros by the end of the year. It operates with 10 plants in Northern and Central Italy, and with over 1000 professionals. It is present with its own products in 100 countries, thanks to 10 branches in Europe, China, Brazil, the USA, and 250 importers.

**For further information:**

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*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.*