



BETA IS ON AIR WITH A NEW TELEVISION SPOT DEDICATED TO MODULAR WORKSHOP FURNITURE

The modular workshop equipment line is the star of the new Beta TV Spot. On air from 4 May, the commercial will be at the centre of TV and web investments



Sovico (MB), 02 May 2024 - Beta Utensili, European leader in the production of tools and work equipment for mechanics, industrial maintenance and self-repair specialists, will be on air with a new TV Spot from Saturday 4 May. **Modular workshop equipment is the star of the new communication campaign** and is represented by the top of the range line RSC55, which enables the creation of a tailored work environment **"where each space is optimized and organized to ensure maximum efficiency."**

The spot is characterized by use of the sequence shot technique for a uniquely subjective take on the scene, and the **use of a full-white oval space** - reproduced at The Studios theatre stage in Turin -, **which exalt the product's characteristics** and actively involve the spectator on a journey through Beta's different modular workshop solutions.





Functionality, Italian design and **quality materials** are cornerstones of the three lines RSC55, RSC50 and C45PRO, making up the offering of Beta's workshop equipment solutions, because "at Beta there is only one way to do things: doing them well."

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The spot, which Beta developed thanks to the creative contribution of the communication agency Pixel Inside, will be released in two 15- and 30-seconds subjects, and is set to go on air on Saturday 4 May on Eurosport, during the Giro d'Italia, followed by the Tour de France, and on SKY.

More digital investments are in the pipeline, with an online video campaign and social media campaign on Meta and LinkedIn.

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 251 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.