



BRAND : "COLD CATHODE" lighting

NEON SERVICE - Poland

date : to be agreed – Sept 2015
timetable : min 4 hours
participants : signs companies and.....to be agreed
speakers : Mrs Sonia Zuffo / FART Srl - Mr. Marco Graziati / FART Srl

- *MRS. SONIA ZUFFO / F.A.R.T. SRL – Italy*

Presentation of the history FART - 70th ANNIVERSARY:

- Presentation of the speakers and thanks for the historic collaboration with **NEON SERVICE - Poland**
- A brief history of the FART and his Italian "KNOW-HOW"
- MADE IN ITALY : quality
- Investments in automation
- Remind special products : low voltage 2x990V & 150mA
- New project of low consumption "GREENLine"

New Brand - COLD CATHODE:

- Partners: companies network including Italian manufacturers of materials x Neon and Cold Cathode
- Mission: to introduce our new brand "Cold Cathode" to other potential customers, like :
Architects/Contract company/Lighting Designers....etc
- To create a new business segment
- To use : signs and lighting as a synergy of products
- Development's brand in Italy than Europe
- Why "Cold Cathode"?
- Signs & Lighting



- Mr. MARCO GRAZIATI / F.A.R.T. SRL – Italy

Basic technical knowledge of Cold Cathode

- Features and Applications of use
- Advantages and disadvantages
- Ecology, durability, reliability

Other points :

- Other & specific question