
PRESS
RELEASE

ENEL AND LAMINAM WORK TOGETHER TO ELECTRIFY THE PRODUCTION PROCESS AT NEW FACILITY

- *The synergy between the Group as well as the world and Italy's leading manufacturer and trader of large, thin ceramic surfaces focuses on electrification and renewables to decarbonize a "hard-to-abate" sector*

Milan, May 18th, 2022 - Joint initiatives in distributed generation, optimization of energy costs, but above all a pilot project for the comprehensive electrification of a new facility through plant and energy innovation in the production process: the memorandum of understanding signed by Enel and Laminam marks the start of a collaboration that accelerates the electrification and decarbonization of a sector, that of ceramics, which has a high level of consumption of natural gas.

The agreement brings together the experience, know-how and innovative spirit for which both Enel and Laminam have been noted over the years, making them essential elements in building a sustainable and environmentally friendly production model.

*"Electrification means thinking, building and implementing a new way of using energy, the only one capable of combining sustainability and affordability," commented **Nicola Lanzetta**, Director of Enel Italia. "The road towards zero emissions can only pass through an increase in the use of renewable sources and the electrification of uses and consumption, both in industry and in the home. For this reason we are convinced that the agreement with Laminam, a company of excellence in the production of ceramic slabs, marks the beginning of a promising collaboration that reinforces the decarbonization path of one of the most important Italian supply chains in the world."*

Alberto Selmi, CEO of the company from Fiorano Modenese, commented: *"Laminam has long since chosen sustainability as the guide to its way of doing business, and in its 2020 Sustainability Report has already explained the pillars on which its sustainable strategy and evolutionary trajectories have been designed: governance, products, people and processes. In our evolution, we are inspired by guidelines aimed at excellence, which find in sustainable innovation the confirmation of a responsibility to protect future generations. In this context, the partnership with Enel will allow us to increase the use of renewable energy sources and achieve the progressive electrification of our production sites, emphasizing the pioneering vision that distinguishes Laminam as an ambassador of Italian design in the world and one with the goal of becoming a carbon-neutral company."*

Specifically, the partnership includes a wide range of joint initiatives and projects. The design of the innovative pilot program of full electrification of the production process of a new green field factory in the ceramics sector is accompanied by the plan to revamp existing factories, which are currently operating with fossil fuels, by means of electrification, energy efficiency and the development of renewable energies (with particular reference to photovoltaic plants and storage systems). Finally, the agreement includes not only the opportunity for further initiatives in the area of renewable distributed generation (with reference to the possible creation of Energy Communities), but also solutions aimed at optimizing energy costs, such as peak power reduction and reductions in charges by means of load changes.



Enel, which celebrates its 60th anniversary this year, is a multinational power company and a leading integrated player in the global power and renewables markets.

At global level, it is the largest renewable private player, the foremost network operator by number of end users and the biggest retail operator by customer base. The Group is the worldwide demand response leader and the largest European utility by ordinary EBITDA ^[1].

Enel is present in 30 countries worldwide, producing energy with over 90 GW of total capacity.

Enel distributes electricity through a network of over 2.2 million kilometers to more than 75 million end users. The Group brings energy to around 70 million homes and businesses. Enel's renewables arm Enel Green Power has a total capacity of more than 54 GW and a generation mix that includes wind, solar, geothermal, and hydroelectric power, as well as energy storage facilities, installed in Europe, the Americas, Africa, Asia, and Oceania. Enel X Global Retail, Enel's global advanced energy services business line, has a total capacity of around 6.6 GW of demand response managed globally and has installed 59 MW of behind-the-meter storage capacity. In addition, Enel X Way is the Group's new global business line fully dedicated to electric mobility, managing nearly 350,000 public and private EV charging points worldwide, both directly and through interoperability agreements.

^[1] Enel's leadership in the different categories is defined by comparison with competitors' FY 2020 data. Publicly owned operators are not included.

About Laminam

Pioneers since the beginning

Laminam was born in the early 2000s, following the invention of production technologies to create ultra-thin ceramic surfaces of large dimensions. A pioneering company, it was the first to revolutionise the ceramics market, giving new impetus to a mature sector, betting on the intuition of creating large architectural surfaces and launching innovative sizes and thicknesses on the market.

Over the years the company has developed a completely new production process, characterised by innovative methods and highly automated technologies typical of Industry 4.0 such as digital decoration systems, dry cutting systems and internal logistics managed by automatic laser-guided vehicles. These are methods and technologies that increase energy efficiency while reducing environmental impact.

Today the company produces and offers a range of eclectic and versatile large ceramic surfaces used in many applications - from traditional and advanced architecture to furniture and design - distributed in over 100 countries worldwide.

Over the years, the collections have been enriched with new textures and finishes to enhance the creativity of designers, architects and anyone who wants to give a new connotation to their spaces.

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