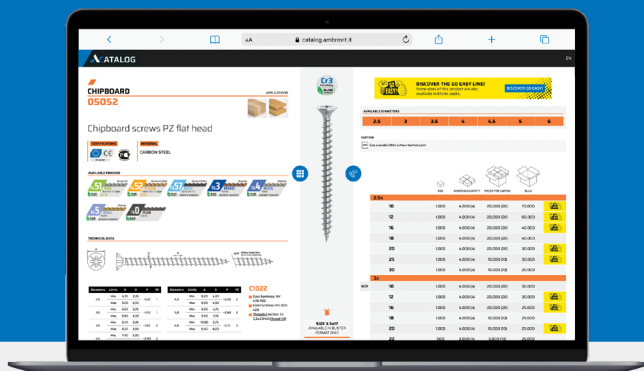




AMBROVIT

Cutting-edge Innovation and Communication for a Sustainable Future

In recent years, Ambrovit has embarked on a path of profound transformation, focusing on technological innovation, logistical efficiency and environmental sustainability. Among the most significant projects is the Proxima automated warehouse, a state-of-the-art infrastructure that has revolutionized internal management, optimizing time and processes while reducing environmental impact. More than simply a technological investment, Proxima is a clear statement of responsibility toward the planet. Thanks to advanced automation systems, it enables a significant reduction in energy consumption and contributes to a more sustainable workflow.



In parallel, Ambrovit has overhauled its digital presence with the launch of a completely revamped online catalog. This smart, intuitive, and highly functional tool has been designed to provide a simple and personalized navigation experience that can guide both industry professionals and end customers through the process of selecting high-quality screws, bolts, and fastening systems. The new digital catalog is not simply a technical update: it is a true support tool for daily work, accessible from any device, loaded with informative content, and designed to meet the needs of an increasingly dynamic and complex market.

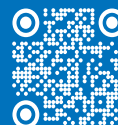
 **DASHBOARD**
FUNCTIONAL AND IMMERSIVE,
DESIGNED AROUND THE USER

 **PRODUCT SHEETS**
DETAILED AND SEAMLESS
FOR A NEW EXPERIENCE

 **MULTI-PLATFORM**
ANYTIME, ANYWHERE,
ON YOUR FAVORITE DEVICE

 **TOTAL CONTROL**
NO INFORMATION NEGLECTED,
BUT ENHANCED

www.catalog.ambrovit.it





In addition to the “GoEasy!” retail project, which marked a major breakthrough in product distribution, Ambrovit continues to invest in innovation to strengthen its leading position in Europe. The company is recognized for its ability to anticipate industry challenges and for its ongoing commitment to supporting customers by providing integrated solutions and dedicated consulting. In a context of rising operating costs, stricter environmental regulations, and increasingly fierce industrial competition, Ambrovit stands out as a reliable and strategic partner. Through personalized services, ongoing support and cutting-edge technology, the company helps its customers to improve operational efficiency, reduce waste, and adopt more sustainable practices.

Looking ahead, Ambrovit's vision for 2026 focuses on significantly evolving its brand and communication approach. The concept for the new ADV campaign is based on one key innovative idea: to lock in on social issues and informative visuals as levers to effectively communicate the company's services, activities, and products. This represents a clear departure from classic self-referential campaigns, to embrace communication that is more authentic, engaging, and relevant to the true dynamics of the market and society in general.

Through this new language, Ambrovit intends to emphasize its central role in the direct and indirect markets in which it operates, reinforcing its image as a brand that is attentive to and participates in social and industrial transformations. The 2026 campaign will therefore serve as a tool to not only share news about products and technical solutions, but also talk about human value, social commitment, and responsibility toward a more sustainable and innovative future. Because behind every product delivered is the careful and meticulous work of a team of “hidden heroes” who ensure quality, safety, and strict control: core values that maintain Ambrovit's impeccable reputation.



This new communication strategy perfectly complements the company's philosophy, which has always focused on excellent quality and reliability and constant care for people: customers, employees, and business partners. As such, Ambrovit aims to consolidate its positioning as a global benchmark in the industrial supply sector, anticipating new market needs and building value in a sustainable and lasting way.

In summary, Ambrovit closed 2025 with a clear and concrete vision: to continue to innovate in order to simplify processes, to grow with the determination to be closer to its customers, and to communicate with authenticity and responsibility. 2026 will be the year in which this vision will take shape through more direct and meaningful dialogue with the market, making Ambrovit not only a supplier of excellence, but also a key player in the challenges and opportunities of the future of industry and society as a whole. ■

