



Up and up  
for 50 years





Up and up  
for 50 years



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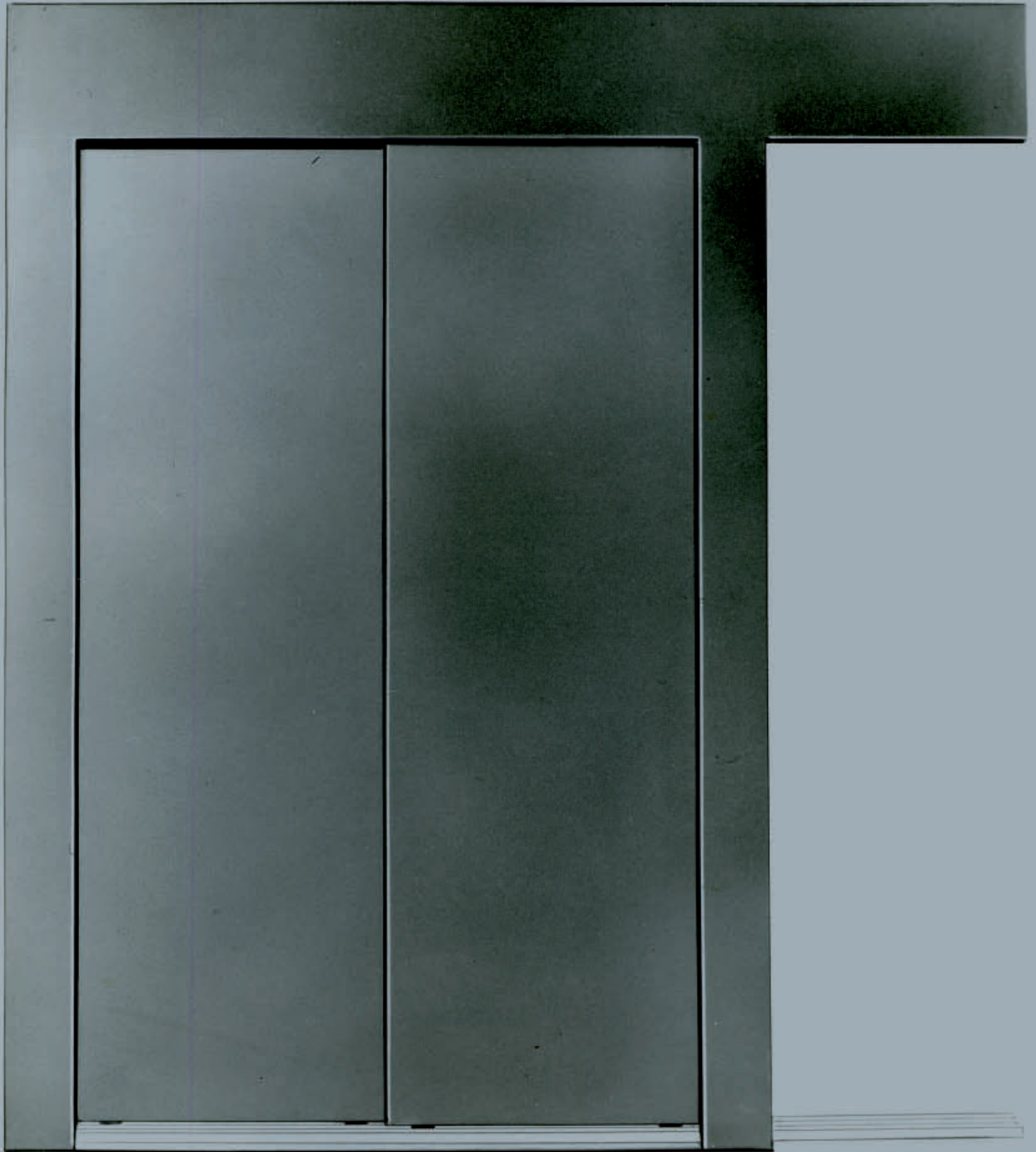
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## We, Sematic



Sematic is not just a product, not just an invention, not just a single person. Sematic is a “unique blend”, the sum of the distinctive elements that have led to our growth and the success we have achieved thus far. Together, all of these elements have laid the groundwork for our future expansion. Our attitude to problem solving, our commitment to innovation, our team spirit and our vision of the market have come together to form a one-off combination, which has enabled us to produce lift doors, lift cars, mechanical components for lifts and complete lift solutions, all with unrivalled standards of quality. Today, our products are appreciated right around the world and Sematic has developed into a highly integrated network. We are now a fully synchronised industrial group that is geared towards reaching increasingly ambitious milestones. Over the past 50 years, we have become a leading name in the lift industry, but we are not done yet...because aiming high is part of our DNA.

Roberto Zappa *Sematic Group Chairman and CEO*



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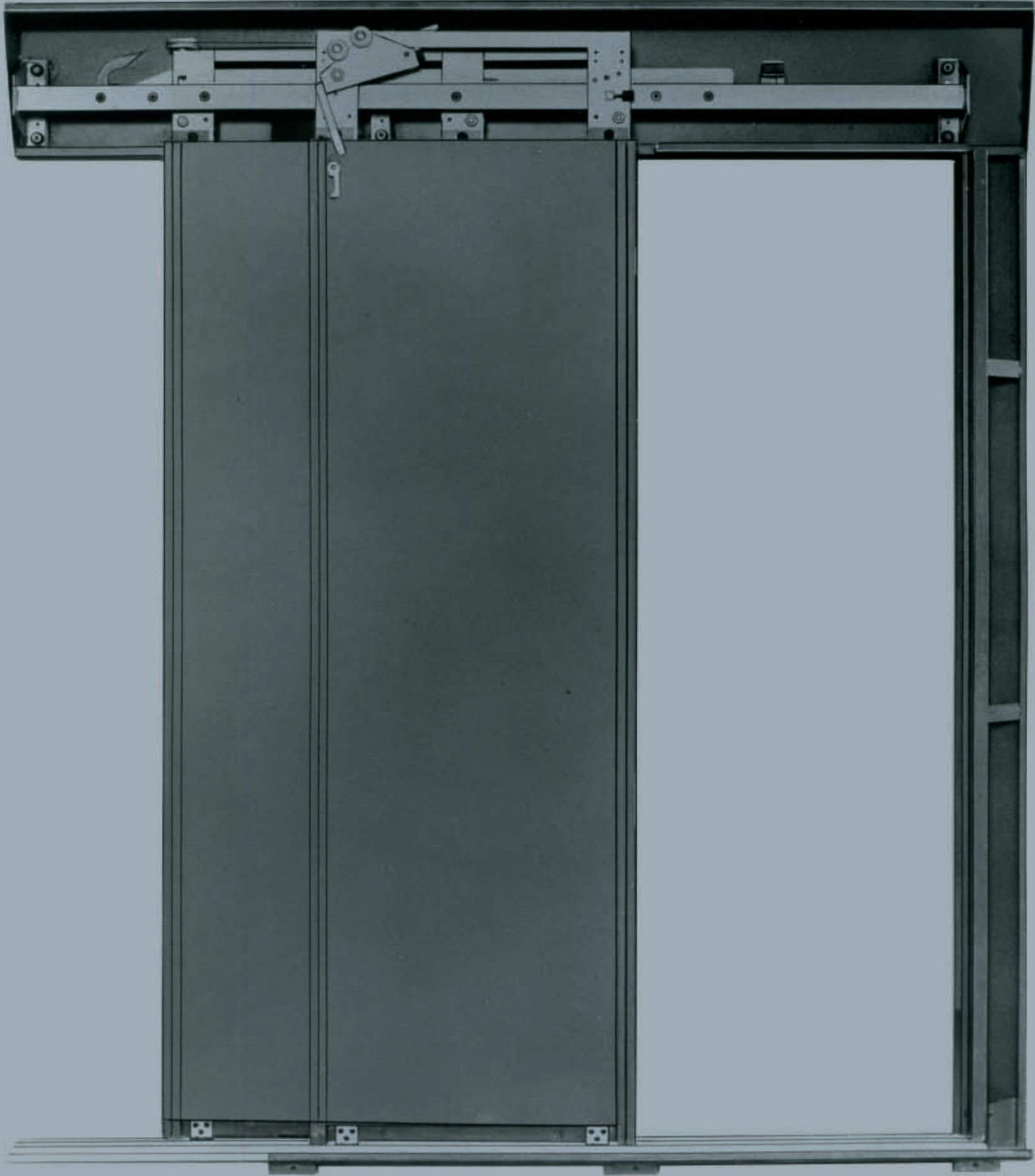


## Doors open

Our story begins in Italy in the 1950s. This was a period of great economic development, a boom time, when – with sufficient talent and passion – it was not difficult to set up businesses that were destined to last.

It was against this backdrop that Francesco Zappa, operating from a base on the outskirts of Milan, decided to apply his can-do attitude and technical expertise in order to create doors for garages. These were to be his tentative first steps into the world of modern mechanics. While Francesco Zappa may have honed his skills through experiences accumulated outside Italy (in Switzerland, to be precise), his originality and innovative spirit were very much Italian. He never liked to copy what others had already done; rather, he preferred to include elements in the product or production process that would make it possible to stand out from the rest. This hi-tech approach has characterised Sematic products from the outset.





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[1959] **Vertical development**

In 1959, Francesco Zappa's desire to take on new challenges and reach new goals led him to set up his own business, specialising in the production of components for lifts.

In those days, lifts were a relatively new phenomenon. They became increasingly commonplace in new buildings, which – due to the lack of space in ever more crowded cities – were being designed with more and more stories. The traditional limit on the height of buildings was a barrier overcome by technology.

The Zappa company – the forerunner of Sematic – was established in Cinisello Balsamo, in the province of Milan. The growth of the company mirrored the expansion of the metropolis and of

the other cities in northern Italy, as Francesco Zappa worked hard to come up with cutting-edge lift doors, slings and cars to meet demand. The secret of his success was an innovative technique, which was allied to a constant desire to boost the efficiency and safety of a product that, up until then, had been viewed as a sort of status symbol. Lifts were considered a luxury feature, and were often made individually, one at a time.

Zappa's earliest doors were manually operated, but were made with painstaking attention to detail. The company's commitment to research and innovation soon became its trademark.





During the years of Italy's economic boom, Francesco Zappa's company consolidated its reputation as a leading manufacturer of lift doors, slings and cars. Zappa looked closely at the possibility of producing complete lifts but elected to concentrate on the components, since these provided the most effective outlet for his creativity and his dedication to getting even the smallest details perfect. Zappa was very much a product-oriented entrepreneur, yet his product was market-oriented. He knew how to satisfy market demand in terms of quality, reliability and adaptability to a wide range of technical/design/construction contexts. Even if it was true that, as he himself liked to tell his children, in 1960s Italy "you could even sell bent nails", it was also very much the case that the products leaving the workshop in Cinisello Balsamo "worked perfectly".

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[1960s] **The components  
of success**



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## [1963] Towards Europe

Zappa's lifts started to arouse the interest of the European markets. It was during this period that German lift-industry representatives started to visit the company and propose partnership agreements: Zappa would produce the doors and the Germans would sell them throughout northern Europe. The partner Zappa chose to work with was LM Liftmaterial – a company that would go on to have an important role to play in Sematic's history. LM Liftmaterial was owned by Messrs. Diemand and Neumann, whose focus on sales gave Zappa the impetus to become a worldwide player. Zappa decided to specialise in lift components, delegating the production of lift cars to a partner company called Verri. From that point on, Zappa's products started to achieve remarkable international success thanks to their high quality, soon transforming the company into a leading name in the industry.







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[1960s] **The  
worldwide  
market**



The signing of the partnership agreement with LM Liftmaterial came at a time when the Italian market was beginning to realise that problems lay ahead. From the end of the 1960s, student uprisings, trade union battles and the energy crisis all combined to make the subsequent decade a difficult one, but Francesco Zappa pressed on.

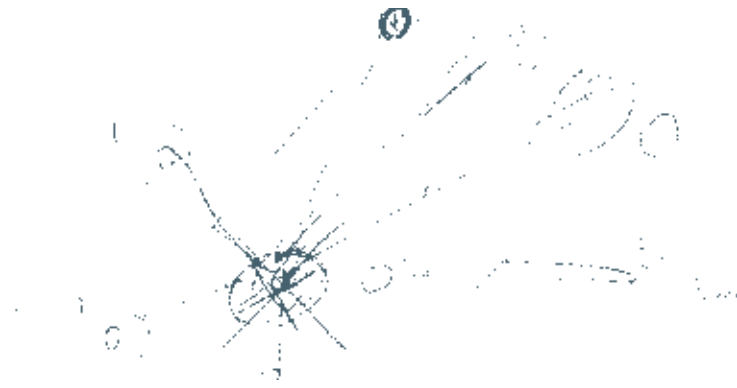
The commercial partnership with LM Liftmaterial continued apace: the German company became the exclusive distributor of Zappa's products in Germany. Moreover, in collaboration with other Italian partners, a new business, called Semag, was set up to specialise in distribution across Italy and all of the other national markets.

With a view to exploiting both the complementarities of its business and the role it played for Zappa and for other clients, LM Liftmaterial started to produce complete lifts, assembling the components that it was already distributing.



Francesco Zappa's doors open to the world.



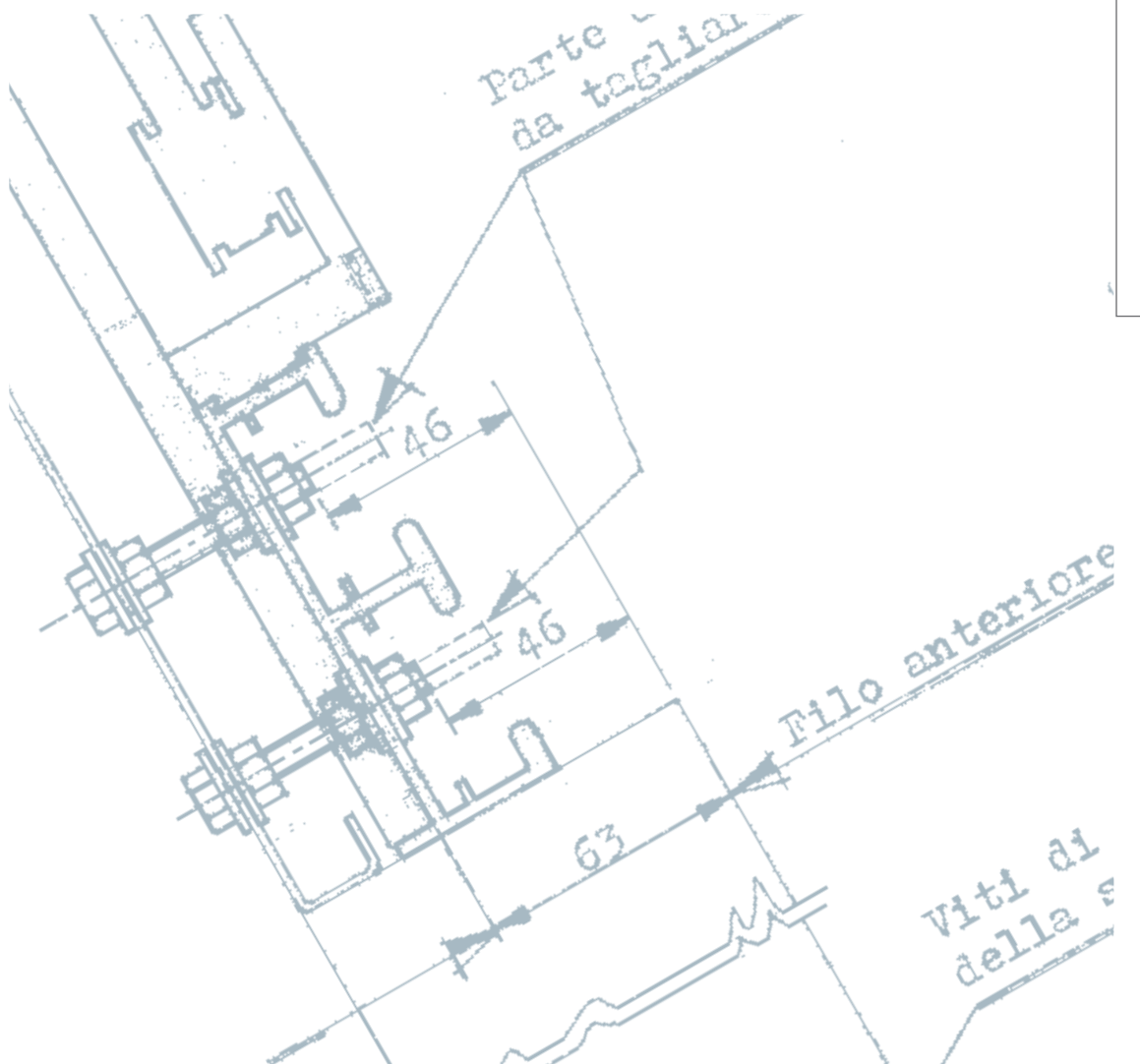
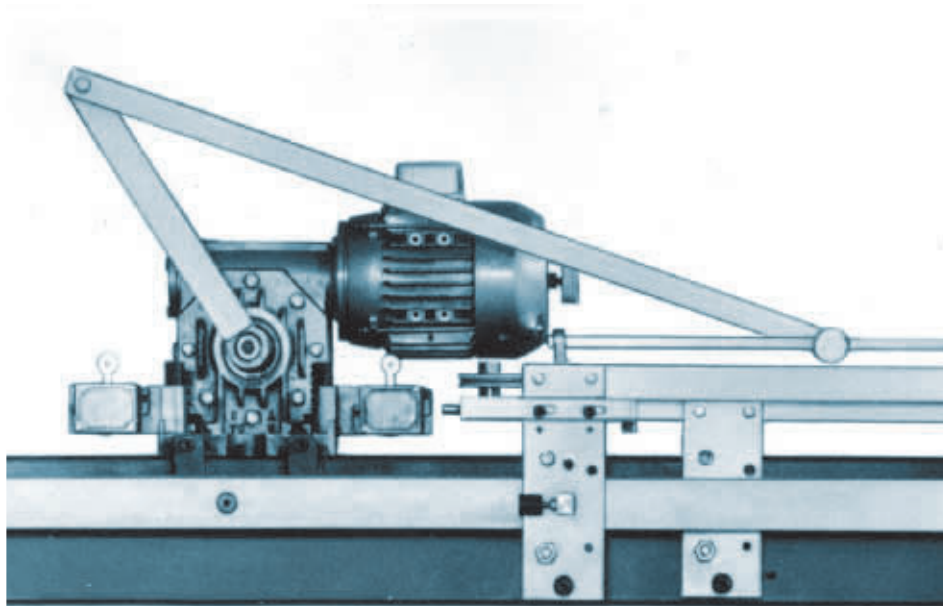
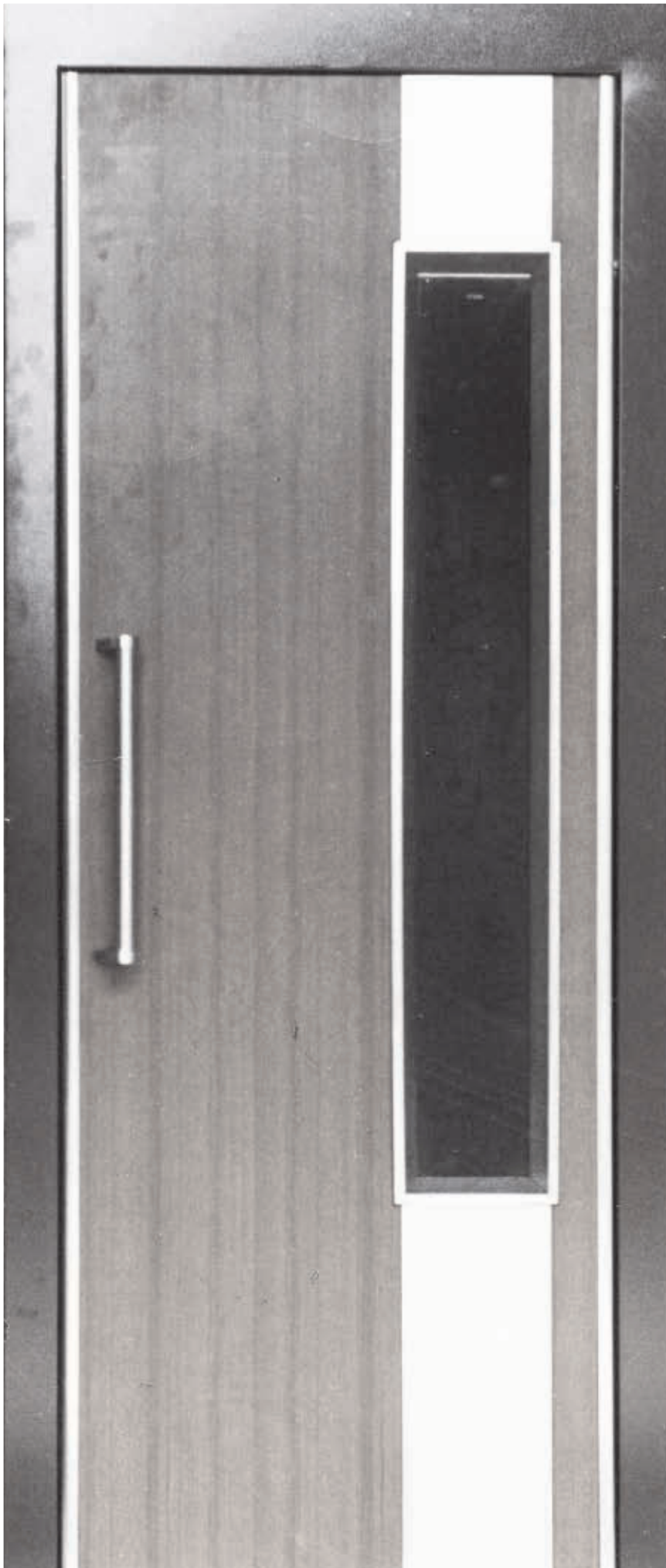


1968 was the year in which the Sematic name came into being. The flagship product – a door unit that made the most of new technologies – was christened Sematic, which was a fusion of the name of the distributor, Semag, and the word “automatic”. This was the first automatic door that Francesco Zappa developed and refined, and it was the first product that allowed him to raise his company’s profile in the international markets.

This automatic door unit was governed by an AC motor and regulated by an arm that generated a harmonic motion to control opening and closing. The added value of this door unit lay in its quality and reliability, which proved to be essential characteristics both for the end users and for those responsible for inserting the unit into lift frames.

The Sematic door was also Zappa’s response to an emerging market requirement: this was a time in which safety regulations had yet to be standardised, and there were marked differences between the various countries, but the northern European markets in particular were ahead of the game in imposing strict safety rules. In order to penetrate these markets, it was essential to come up with a product that would meet their stringent standards, and the Sematic III – the latest expression of Francesco Zappa’s creativity – was endowed with a design that was sufficiently solid, reliable and functional to ensure its commercial success. Indeed, the success of this model was such that it became necessary for the company to expand its production facilities.

[1960s] **A new  
name for new  
technologies**



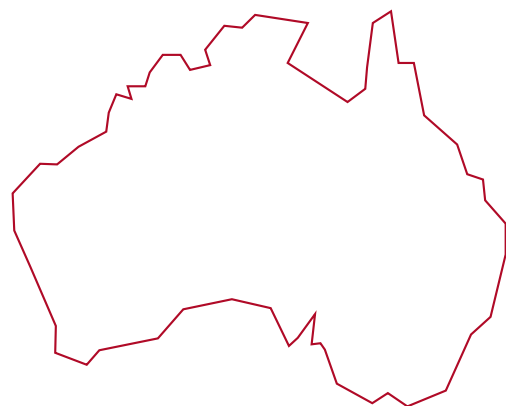
[1973] **A direct interface  
with the market**

Francesco Zappa decided it was essential to seek out a new industrial area where his company could design and manufacture products in the sort of quantities demanded by the market. In 1973, the company's headquarters were transferred to Osio Sotto, in the province of Bergamo, and construction began on the manufacturing facilities that the company still uses to this day.





During this period, even though the Italian market was in crisis, the company's expansion was relentless, thanks in great part to the increasingly important role played by the more solid and stable export markets in generating turnover and defining the development strategies. Indeed, it was at this time that Sematic made its first forays into the Australian market. In parallel, the company continued to explore new sales channels. The combination of a winning product, a manufacturing infrastructure that made it possible to deliver exceptionally competitive solutions offering unrivalled value for money, and – last but by no means least – the desire to take on new challenges convinced Francesco Zappa of the importance of bolstering his company's presence within international markets – a presence that over time would become increasingly direct.





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Osio Sotto, 70s.  
Sematic lays foundation  
for future growth with  
the new operational  
headquarters and  
manufacturing facilities.

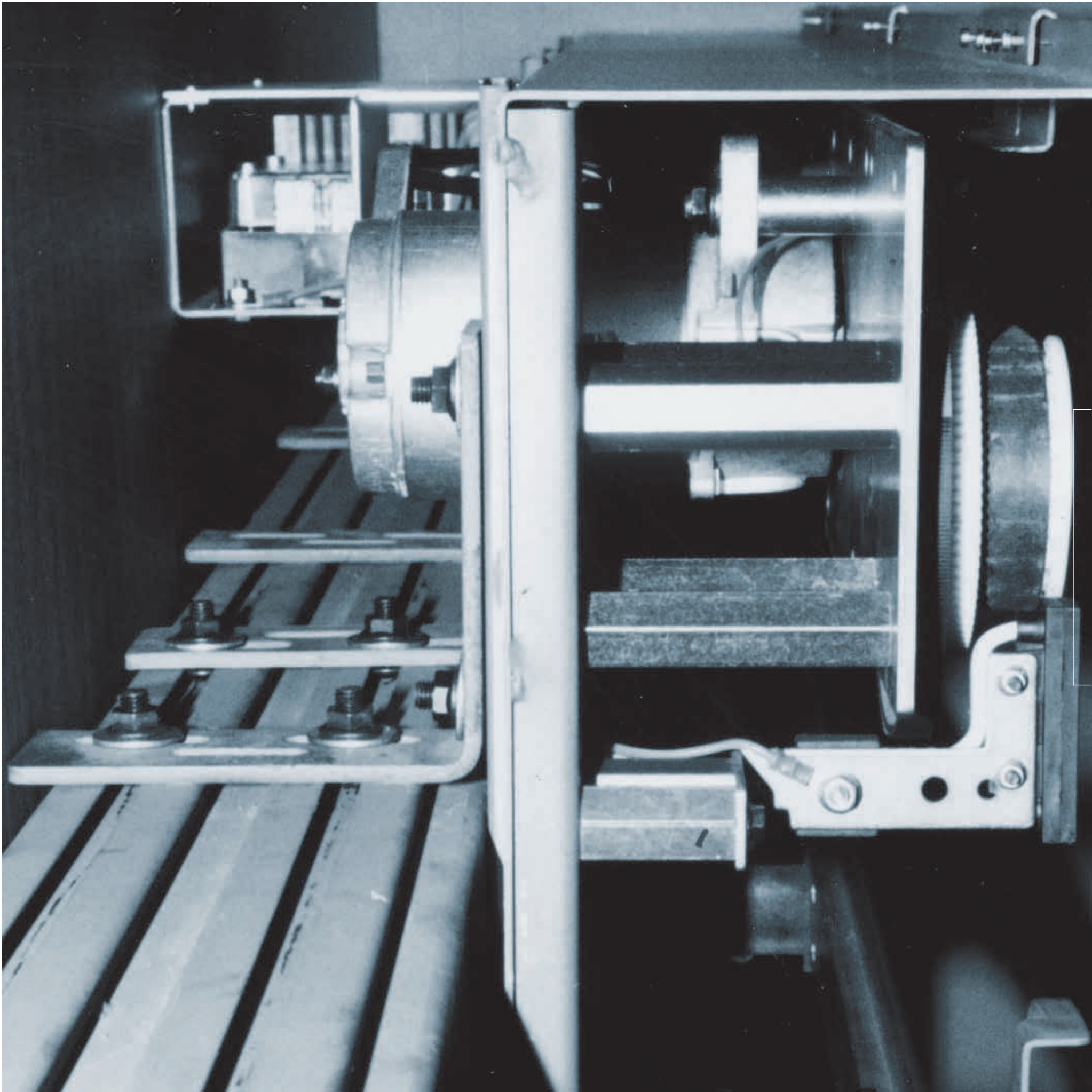
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## [1982] **Electronic pioneers**

The company's expansion into overseas markets moved forward in parallel with the enhancement of its products. The Sematic III underwent ongoing improvements, both in terms of its functionality and in terms of its capacity to integrate with other components of the lift. This door proved to be the launch pad for the consolidation of the international reputation of the Sematic brand.

The 1980s saw the entry of electronics into lift design. This was a key moment, because the market realised that electronics would revolutionise functionality and safety and, accordingly, customers started to request more complex doors that were able to deliver higher levels of performance. 1982 saw the unveiling of the Sematic 2000, the automatic door with built-in electronic controls.



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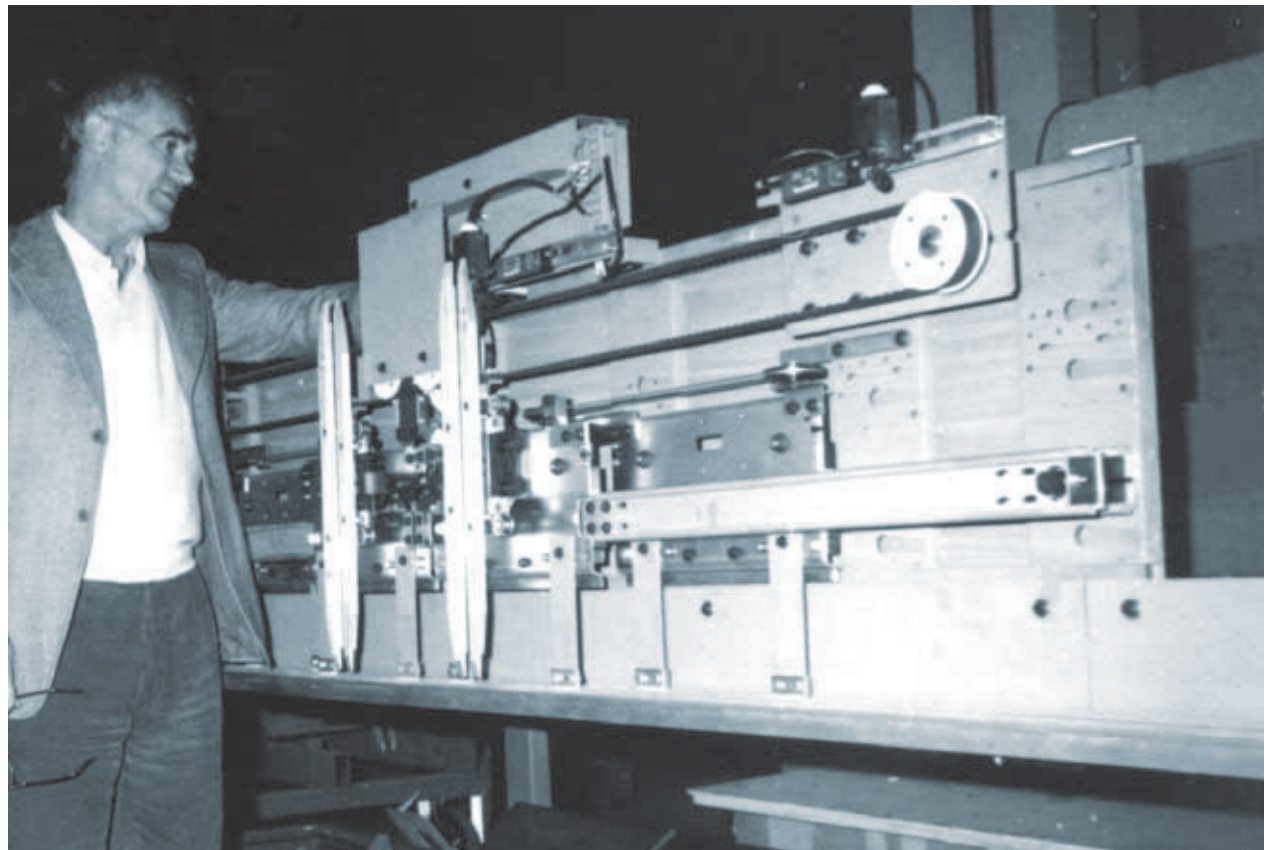
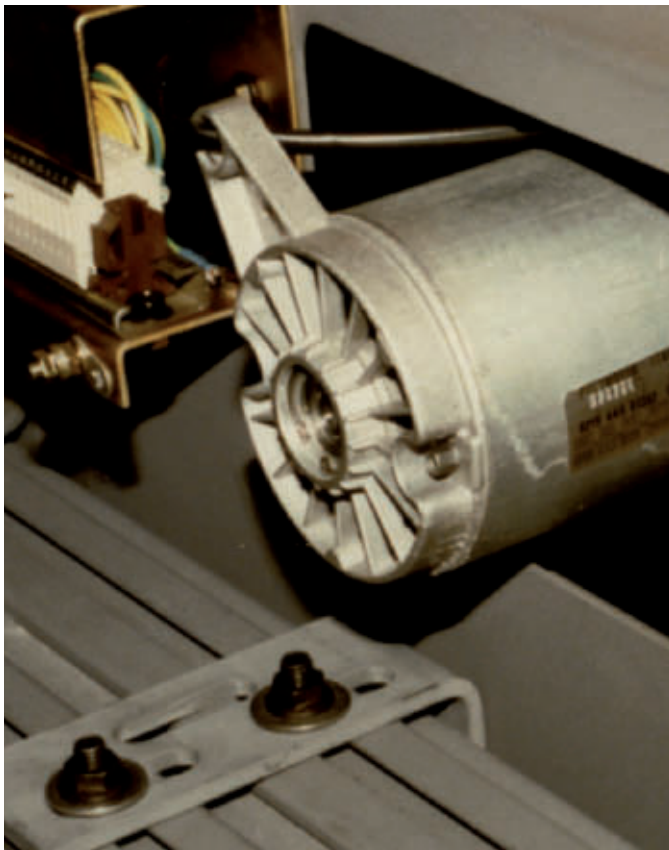


[1982] **Electronic  
pioneers**

However, the Sematic 2000 boasted more than just electronics. This door was not governed by the traditional arm-based motor, but rather by a linear traction belt, and this innovative solution enabled the Sematic 2000 to make a clean break from older door units.

The movement of the door was generated by a DC motor: its introduction into the door-control system was the result of an inspired adaptation of a motor used in washing machines, which was modified to manage the movement of the linear-traction operator.

The Sematic 2000 was the innovative product that sealed Sematic's reputation as a true pioneer in the industry. It offered customers cutting-edge technology a full 15 years before its features would become universally standard.



[1980s] **Direct control  
across the  
generations**

The introduction of electronics into the door marked a major step forward for the company, which worked hard to develop its capacity to interpret and integrate new technologies. The electronic expertise required to manage the new product was initially sought out with the company, but over time a number of specialists were recruited directly.

In the meantime, Francesco Zappa's children joined the company: Roberto focused on product development, Marco managed the industrial aspects and Paolo dealt with sales and administration.

With a view to exploiting as effectively as possible the deployment of electronic components within its doors, Sematic elected once again to set up a dedicated offshoot, this time specialising in the design, development and manufacture of (at first analogue, and then digital) controllers. The purpose of the offshoot was to implement new electronic functions and to enhance yet further the mechanical components of the doors, as well as to maintain direct, exclusive control over the quality and reliability of the controllers, which had by now become the crucially important "brains" of the doors.



[1980s] **From the international market to the multinationals**

While it was the Sematic III that opened up the export markets, it was the Sematic 2000 that brought the company into contact with the multinational players, which were responsible for ushering in a new era within the industry. Having previously been a highly fragmented market, constituted by small and medium-sized lift manufacturers and by a very large number of installation and maintenance specialists, the market then became extremely concentrated, with just a few major names dealing with the sale, installation and maintenance of lift systems. As a result, the component manufacturers were constrained to modify their solutions to meet the safety, quality and standardisation requirements imposed by the multinationals.

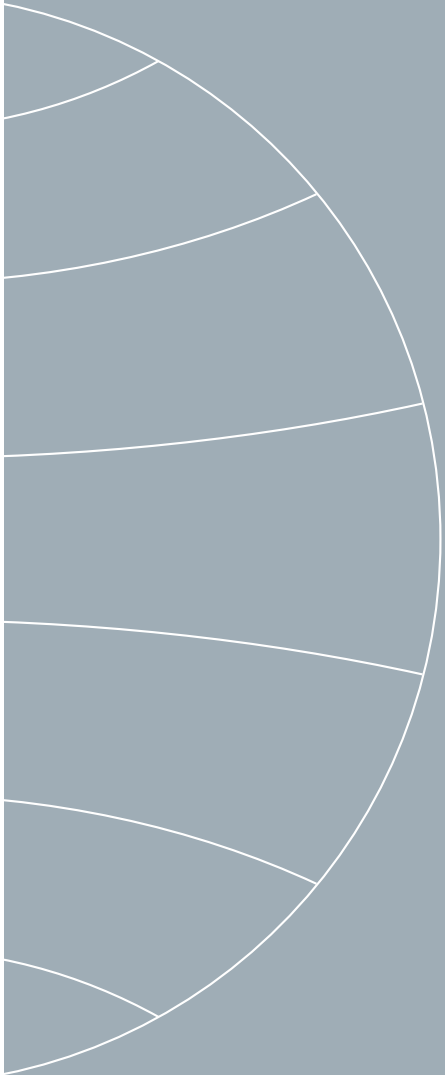
With its innovative design and rock-solid reliability, the Sematic 2000 allowed Zappa's company to become the supplier of choice for the multinationals. It was during this period that the company

started to collaborate with Otis, Schindler, Thyssen and Kone – companies that are synonymous with lifts the world over

> Otis > Schindler > Thyssen > Kone > Otis > Schindler > Thyssen > Kone > Otis > Schind

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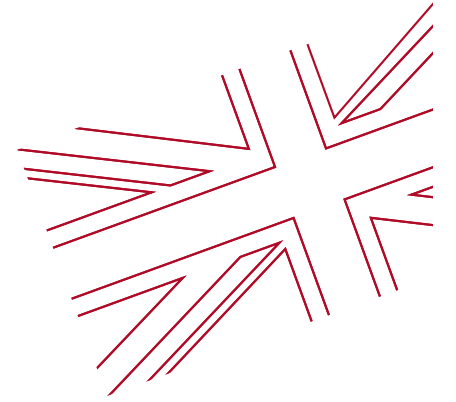


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[1988] **Sematic reaches the UK**



One characteristic that has defined Sematic throughout its history has been its dedication to resolving problems. The word “impossible” is anathema to the company, and this can-do approach was very much in evidence when Sematic decided to embark upon a new phase of expansion and growth.

In the late 1980s, the company’s partnership with Semag and LM Liftmaterial was complemented by the creation of a network of direct commercial relationships, which gave rise to a plethora of new development opportunities – one salient example being the company’s entry into the UK market.

Sematic focused on supplying a highly efficient and functional product to the UK market, taking full advantage of the relative lack of local know how. Sematic set up an assembly plant in England and started to deal directly with the sale and technical support of its own products in the UK.

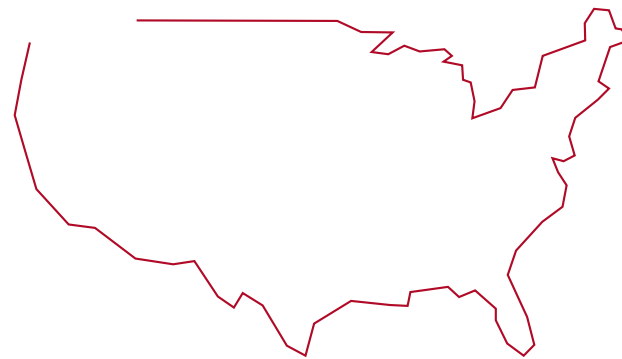
1988 saw the establishment of the British-based international company, Sematic UK. This subsidiary met with immediate success thanks to the market-leading safety of its products, and has since gone on to consolidate its reputation by in 2009 achieving the Queen's Award to Industry.

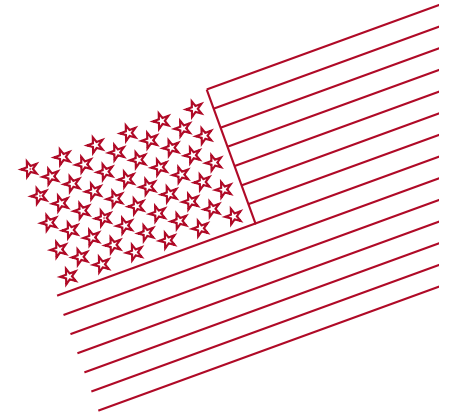


[1993] **The opening up of  
the US market**

Sematic implemented a similar approach in relation to its entry into the North American market. In 1993, following the successful sale of Sematic products to a number of US companies, the Zappa family started to evaluate the possibility of a direct investment in the States through either an acquisition or the setting up of a manufacturing facility.

This period represented a definitive turning point for Sematic's distribution network. Structural changes in the market resulting from the policies adopted by the multinationals altered the nature of the markets in Europe and around the world. Ahead of the curve as always, Sematic overhauled its sales strategy and modified its organisational infrastructure, moving from a partially mediated presence to a far more direct one.





[1997] **Interlift, a global strategy for a global brand**

This change revolutionised the company's approach. No longer merely a product specialist, Sematic became an integrated provider whose services encompassed everything from design, through manufacturing, all the way to marketing.

The organisational transformation was no small matter: the company developed an international sales and marketing strategy, achieved its first quality certifications, started participating in technical regulatory committees and also appeared, for the first time, at an industry expo – naturally, Sematic chose to make its debut at the leading trade fair (1997's Interlift in Augsburg).

The roles played by Roberto, Marco and Paolo Zappa became fundamental following the death of their father. Francesco had laid down very solid foundations, and now it was up to them to take the business higher still.



[2000] **Horizontal  
integration for  
vertical ascent**



Sematic's expansion in the market met with a similar level of success to that achieved by its renowned products. In the run-up to the new millennium, the company transformed itself into a major industrial group.

Sematic's growth in the UK led to the ramping up of its British facility from a simple assembly plant to a fully fledged manufacturing site, while the company's excellent sales figures in the Central European and Asian markets resulted in the creation, in 2000, of the Sematic Hungária and Sematic Singapore sales subsidiaries. In particular, the Singapore office has contributed a great deal to the opening up of commercial links with Asian multinationals.

The longstanding partnership with Verri – a specialist manufacturer of high-quality lift cars, with which Sematic had always enjoyed strong commercial and industrial synergies – continued to evolve. Sematic actually decided to acquire Verri, with a view to achieving horizontal integration, in order to be in a position to offer integrated modern “car package” solutions to assembly specialists.





The year 2000 also saw the company involved in a host of negotiations concerning its entry into the US market. Sematic acquired Tyler, a well-established name in the industry with a rich, prestigious portfolio of completed projects that were highly sophisticated both in technical and design terms. This acquisition marked a turning point in Sematic's strategy – the strength of the Tyler brand being indicative of Sematic's high-level commitment to the US market.

## [2000] Garnering international prestige

Another important aspect was constituted by the acquisition of LM Liftmaterial. As part of a multi-faceted financial operation, this long-time partner was freed from the control of a multinational and acquired by Sematic, thereby completing Sematic's strategic plan, which envisaged the creation of a full systems division. This was deemed essential in order to maintain, within the group, a high level of expertise in relation to the complex applications that LM had always been able to deliver.

Sematic Group came into being on November 9th, 2000, when all of the Directors attended the first board meeting and laid the foundations for a globally integrated strategy – the strategy for the new millennium.



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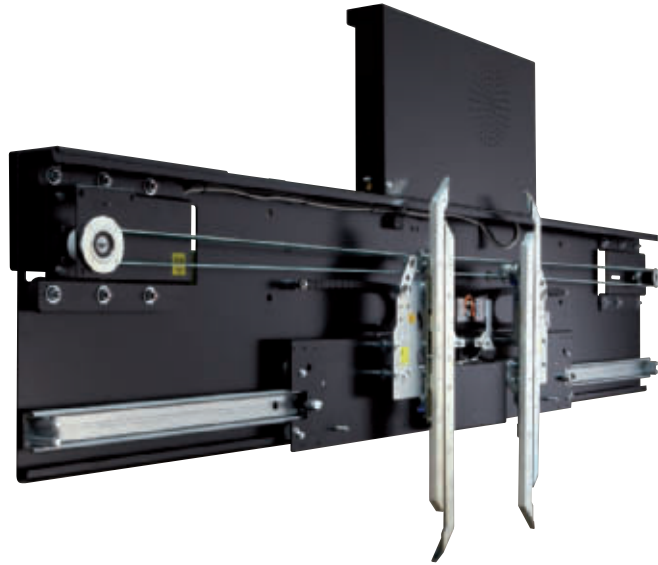
**sematic**<sup>®</sup>  
LIFT DOORS

**VERRI**



**LM**  
LIFTMATERIAL

**sematic**<sup>®</sup>



[since 2000]

**A complete range to meet the needs of the new millennium**

By the early 2000s, Sematic's range had become truly comprehensive: alongside the Sematic 2000 (available in various versions and frequently refreshed over the years), the company also offered Verri lift cars, Tyler cars and doors, LM Liftmaterial lifts, and slings (initially produced by a specialist company called Elesteel and subsequently produced in-house at the new Verri facilities).

But Sematic's innovation did not end there, as two new products – the 2000 R and the 2000 SWS – highlighted the company's market-oriented approach. The former, a semi-circular door, was intended to meet the modern, sophisticated design requirements of buildings with ambitious geometrical shapes, whereas the latter, which governs the opening and closing of the floor and car doors without recourse to a mechanical coupling, made it possible to use Sematic doors on non-traditional systems (such as those located on sloping sites), thereby resolving some of the most complex architectural and engineering challenges.

The increasing trend towards the regeneration of urban spaces and historic buildings led the company to design a door specifically intended for modernisation projects. The door in question, the C-MOD, constitutes one of the jewels in the crown of Sematic's European manufacturing.



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As always, the expansion of the Sematic range is moving forward in parallel with the widening of the company's commercial horizons. 2006 saw the establishment of Sematic Elevator Products in Suzhou, China.

[2006-2007] **Always aiming higher – all around the world**

思迈特电梯设备(苏州)有限公司



This is proof positive of the company's commitment to emerging markets, particularly those in which there is a focus on the use of modern technologies. In China, the production plant is complemented by a sales and support infrastructure that has what it takes to serve the Chinese market efficiently and effectively. By opening a dedicated site in China, Sematic has given itself an immediate competitive advantage.



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The latest jewel in Sematic's crown, the plant in Nyíregyháza, Hungary, was inaugurated in 2007. Located close to the border with Ukraine, the new facility encapsulates once again the management's dedication to the requirements of emerging markets. In this instance, the aim is to manufacture competitively priced products for Eastern Europe.

[2006] An integrated know-how and a global corporate governance.



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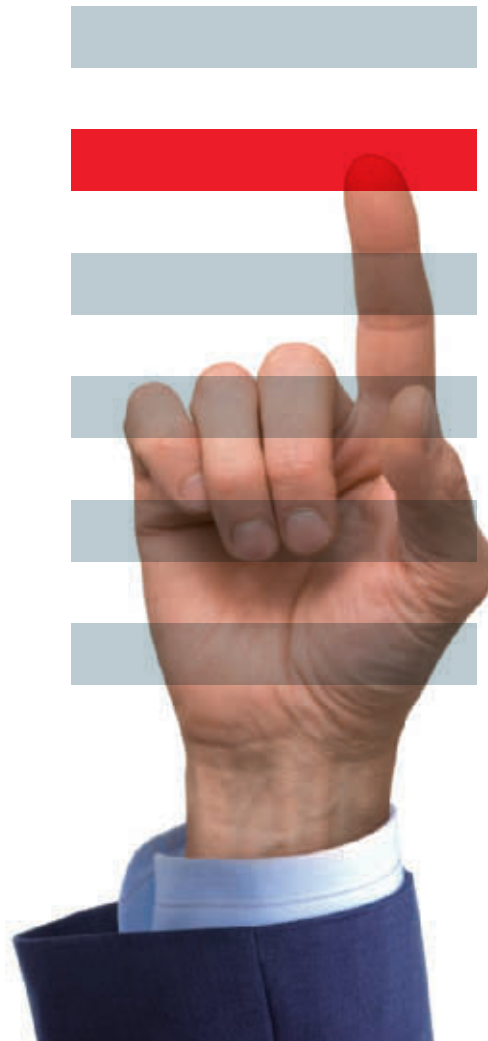
Also in 2006, Sematic Group's expertise was bolstered by the setting up of the Sematic R&D Engineering department, located at the headquarters in Osio Sotto. This facility reinforces one of the company's key values – the importance of intellectual capital and human resources.





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[2009] **Next floor  
the future**



The growth of Sematic, which has always been about continuous improvement and the sharing of resources, has now taken on a new dimension, thanks to the placing of Sematic Group Engineering at the heart of the company's future development. The intention is to build upon the work done by Francesco Zappa and consolidated through the creation of pioneering products such as the Sematic 2000...all with a view to achieving new goals and reaching higher than ever before.



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1959 : 2009  
UP AND UP  
FOR 50 YEARS





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