

# Company Profile



# The idea

## Franco Antonelli

A.R.E Srl was founded in 2009 thanks to Franco Antonelli's futuristic vision. His experience in the lift sector dates back to 1953 and his remarkable insights have helped revolutionise the elevator world.

In 1995, when faced with the challenge of providing accessibility to a disabled person in a location where a traditional lift could not be installed for regulatory reasons, Franco began developing ground-breaking home lift technology.

Thanks to his out-of-the-box thinking, home lifts were able to exceed their traditional 4-metre limit. An innovation that transformed these products with their limited installation opportunities and reputation for being unsafe into highly reliable solutions that are considerably more versatile than traditional lifts.

In 2003, Franco further revolutionised the sector with another key innovation: the use of batteries as the main power source for lifts. Up until then, in fact, batteries had been used rarely and only for stair lifts

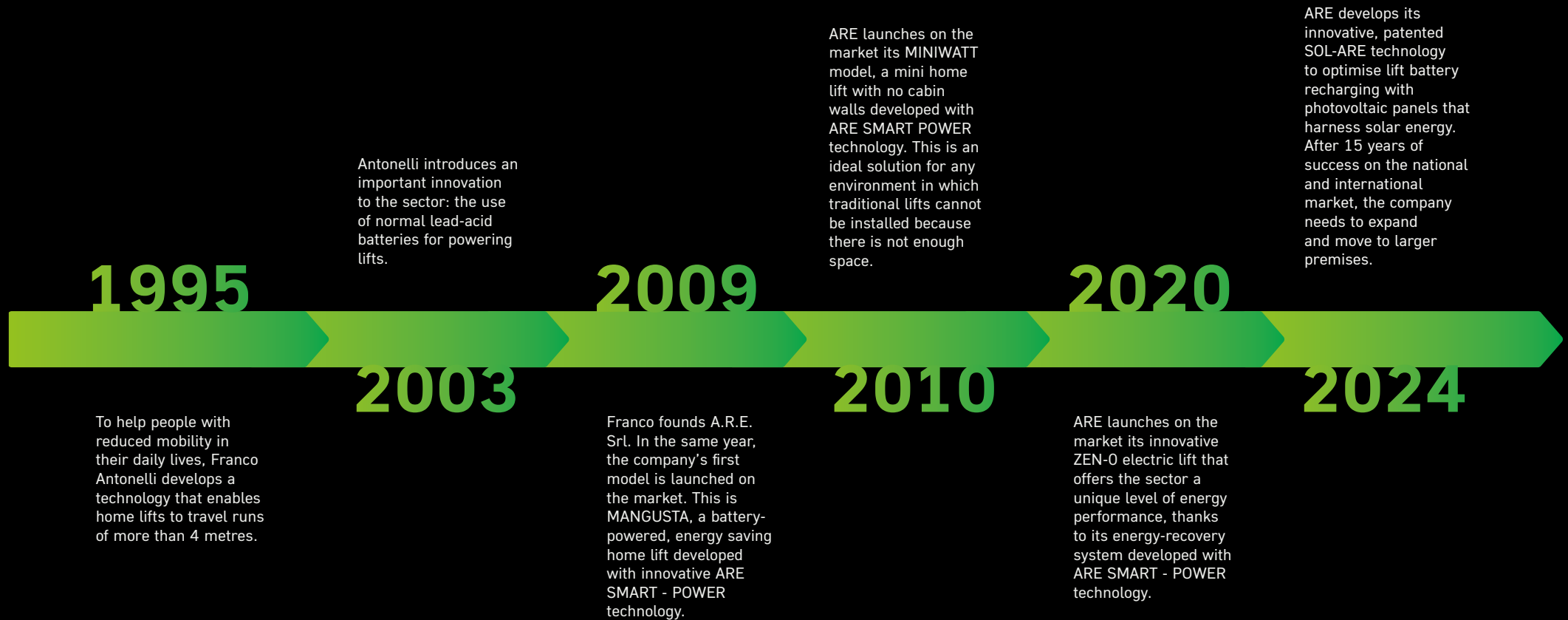
In 2009, Franco Antonelli's entrepreneurial vision became a successful enterprise: A.R.E., an acronym for Ascensori a Risparmio Energetico - Energy Saving Lifts. A.R.E. is now a dynamic company, under the leadership of Franco's son, Filippo Antonelli, that continues to invest in technological research for developing increasingly efficient, cutting-edge solutions.

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# Timeline

## Our history



# Cutting-edge production of high efficiency, energy-saving lifts

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## Our statements



### Vision

To simplify access to vertical spaces while optimising and saving energy.



### Mission

To build sustainable energy lifts with a high technical and technological impact.



### Values

Innovation  
Unconventionality  
Transparency

## Our numbers

**+70**

years' experience

**+300**

loyal dealers

**+8000**

installed systems



“Energy efficiency has always been our goal. We invest constantly in the development of technologies that offer innovative, high energy performance solutions.”

*Filippo Antonelli, Owner*

# WeAre

## Our people-focused culture

Human beings are fundamental for our growth and success, as people are the force that drives our progress.

Our corporate culture is people-oriented and based on values such as respect, trust and collaboration. We recognise and value the unique contribution of each member of our team and we foster an inclusive work environment where ideas are applauded and the potential for personal growth is cultivated every day.

The professionalism of our team enables us to develop innovative technological solutions that meet the market's changing needs.



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# Development & innovation

Energy efficiency has always been our goal.



We have been building the world we imagine with real commitment every day since 2009.

We work with passion to renew the lift and home lift industry by constantly investing in the development of technologies that guarantee increasingly innovative, energy-efficient, low running cost solutions.

We believe in inclusive mobility, so every person, regardless of their age or physical ability, can move safely and comfortably within a building. This is why we create tailored, 100% Made in Italy solutions with customisable finishes that blend perfectly with their surrounding environment.

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# Research-guided work

## Proprietary technology: ARE SMART POWER®

ARE SMART-POWER is the name given to the innovative, patented technology with numerous energy efficiency benefits we use to power our lifts.



### Anti-blackout system

Always working, always safe.

Batteries are the main power supply system used on our lifts. This allows our lift to continue to operate even in the event of a sudden power failure, so accessibility and safety are guaranteed at all times.



### Recharging from SOL-ARE photovoltaic panels

Renewable energy Zero consumption

SOL-ARE® is ARE's new patented technological innovation that is designed to optimise Lift battery recharging using solar energy produced by photovoltaic panels.



### Energy recovery

The more you use it, the more energy you store

The energy produced during the normal use of our lifts is not wasted as heat, but stored in batteries for use in subsequent runs. This reduces national power grid consumption costs.



### Low energy consumption, maximum power

Consumes less than an everyday electrical appliance

Thanks to ARE SMART POWER technology, the maximum power used by our lifts is comparable to, if not lower than, many household appliances. For example, the power used by the MANGUSTA and MINIWATT home lifts is only 130W, less than that of an electric or microwave oven. The comparison also applies to the unique ZEN-0 electric lift, which uses only 300W.

# Our standard

## Tailor-made projects

We design completely customised lifts.

Each system is a unique “bespoke” project, specifically designed to satisfy our customers’ installation requirements in terms of both space and design.



### Collaborating with partners of excellence

For specialised work, we rely on partners of excellence. This teamwork allows us to use the best available technologies and adapt them to the specific needs of each project.



### Design and production excellence

Every component is designed by a highly qualified technical team that guarantees top quality levels and advanced production standards.



### In-house testing: maximum quality

The final inspection of all the mechanical and electrical parts is conducted in-house, to ensure that every component meets the customer’s specific requirements. This process guarantees maximum quality and complete customer satisfaction.



# Our organisation

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## Personalised customer assistance

Our sales department offers our customers comprehensive assistance, including helping them define the details of each individual project. We also keep our customers constantly updated on all the design and production phases, ensuring transparent communication and effective teamwork.



## International presence

Thanks to an extensive network of qualified dealers covering Italy and a constantly expanding system of foreign sales partners, we have become an important international company.

# Our lifts

## Our home lifts

### Mangusta

Energy-saving electric home lift



#### Specifications

**0,15 m/s**  
Speed of movement  
for EU countries

**0,30 m/s**  
Speed of movement  
for non-EU countries

**130W**  
Power used

### Miniwatt

Mini electric home lift



#### Specifications

**0,15 m/s**  
Speed of movement

**130W**  
Power used

# Our lift

## Zen-0

Electric lift



### Specifications

**0,8 m/s**  
Speed of movement

**300W**  
Power used

# Corporate ethics

## Our vision remains consistent over time

Ever since Franco Antonelli's visionary creation of a battery-powered lifting system, numerous low-quality manufacturers and assemblers have emerged on the market. We have always remained true to our original vision of offering only advanced solutions that integrate our proprietary technology and are focused on energy saving and energy recovery. We believe this is the only way to effectively create cutting-edge lifting systems that meet the challenges of the XXIst century.



“ Our customers choose us because they share our philosophy and values, and we are proud to demonstrate, every day, that selecting A.R.E. products was the best decision. ”

*Rosario Rosone, Sales Director*



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