

# Specialcavi Baldassari becomes **Specialcavi**

## WHAT'S CHANGING

### 1 Brand

The brand will be fully renewed and will replace the previous one across all key elements of the organization's communication.

### 2 Website Domain

The website domain will change from specialcavibaldassari.it to specialcavi.it. All existing links have been mapped and redirected. Should you encounter any issues, we kindly ask you to report them.

### 3 Email addresses

Our email addresses will adopt the new domain @specialcavi.it.

No action is required on your part: emails sent to the previous addresses will continue to be received correctly thanks to an alias system.

### 4 Packaging

Product packaging will be progressively updated to reflect the new brand identity.

### 5 Digital Catalogue – ETIM Classification

The catalogue will be reorganized according to ETIM 9.0 classification, with new methods of consultation and usage.

## WHAT'S NOT CHANGING

### 1 Ownership

The Baldassari family remains the sole shareholder. Significant investments are planned in continuity with our industrial strategy.

### 2 Company name, Headquarters and Invoicing

The company name and both legal and operational headquarters remain unchanged. There will be no changes to deliveries, invoicing or official documentation, including certifications.

### 3 Bank details

Our bank details remain the same. Any communication suggesting otherwise does not originate from our organization and should be disregarded and reported.

### 4 Cable Marking

To ensure continuity of our historic product lines, cable markings will continue to bear the name SPECIALCAVI BALDASSARI.