



Company Profile

DEVICE WITH SOUL – THE PLH WORLD

“Always look beyond”

Enrico Corelli, founder and ceo of PLH

Today PLH, the best Made in Italy expression, is a multifactorial company that has added to its core business, the electric control plates, other relevant activities and planning aspects to the lighting design and home automation, from interaction with electronic dialogue platforms to demotics. PLH achieves this by staying true to the values of beauty, research, experimentation and to conceptual and design independence, a “Think different” attitude. PLH’s ambitious motto is “Never say impossible”.

How was PLH born and why

PLH was born in 2000, founded by Enrico Corelli as a spin-off brand of EPIC, the well-established company operating in the electrical engineering, electronics and IT field. The idea behind this brand is very innovative: to make the electronic command plate, as well as a device in tune with the technological state of art, a real decor and design element, that stands out within the interior design environment and confers a great decor added value to it. Another important choice that Corelli, the company's CEO, has made is that of using solid metal- aluminium, stainless AISI 316L steel, brass, copper- wood and DuPont Corian instead of plastic, a non-quite disposable material, more appropriate for large scale series and less for niche series for the luxury world. A choice that challenges consolidated habits in the name of environmental sustainability.



The collections

As a premise, all the PLH plate collections are conceived under the principle of durability, functionally and aesthetically wise: a never fading glamour and appeal that connects to small interventions and taste fluctuations. Each collection is customisable with laser or plotter marking; moreover highly artisanal different finishing treatments are available depending on the chosen material (tumbling, satin, polish, micro sanding, oxidation, multi oxidation, anodizing, acid etching, chroming, starching, metallization, PVD and antibacterial PVD) and infinite chromatic nuances. Some of them are also available in a wireless installation solution, “the PLH way”.

After a long and necessary design and testing phase, started in 2000 thanks to some directional clients, in 2006 PLH enters the market with its first collection: **MakeUp**. This very versatile and customisable product wants to “emerge from the wall” and is available today in cable and wireless versions. It is geared in aluminium, brass, copper, also with a 24k gilding, DuPont Corian and in the most stainless of all, AISI 316L steel. It is available in square, rectangular and round formats with square or round buttons or with levers. Many possible nuances and finishes are available too: natural, PVD (Is-Pro®: Ion Shield Protection) and Abaco antibacterial PVD.

It has been a real success.

In 2011, the **Skin** button, mentioned by ADI, revolutionizes the very own concept of electric control plate, in terms of aesthetics. A metallic chassis carved on the front (aluminium in particular but available in all the MakeUp materials), allows to insert in the hollow part different materials developed in partnership with some of the most renowned interior design companies amongst which Jannelli & Volpi (wallpaper), DeCastelli (metals), Haute Material (wood), Antique Mirror (mirrors), Kvadrat (fabric and non-fabrics) Cimento by SAI Industry (cement composite), recently also Rubelli (fabrics), Foglizzo (leather) and Antolini (marble and natural precious stones).

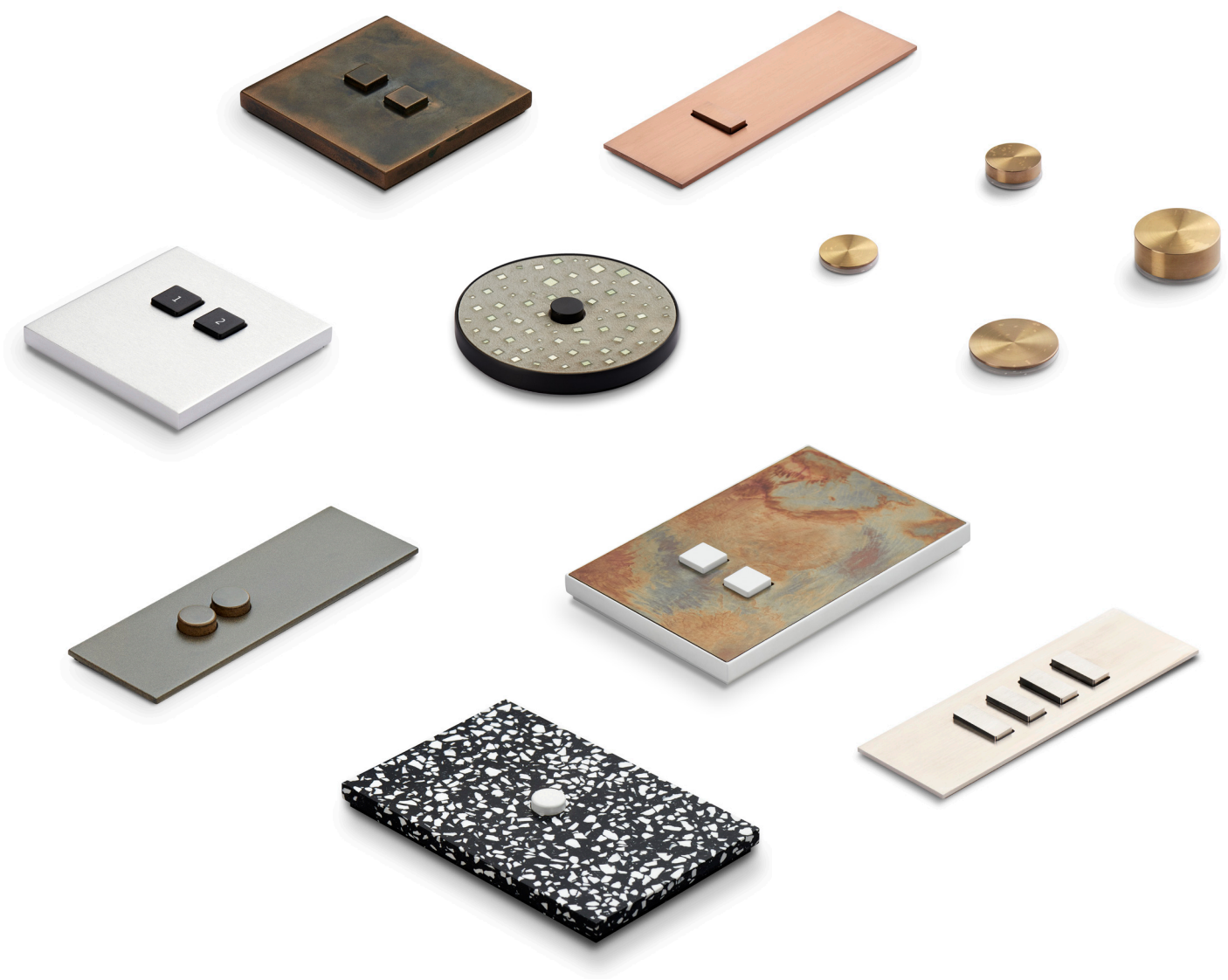
The next stage is **Slim** and it is characterized by a slim rectangular shape, a reduced thickness of 4 mm, rectangular or circular buttons or levers. The plate can be fitted vertically or horizontally, perfect where space is limited or to give a unique dash to the wall.

In 2013, a new style paradigm is launched by **Neo**, mentioned by ADI Index and winner of the Iconic Award 2016: a multifunctional cabled or wireless command in stainless steel, brass or aluminium, reduced to a dot on the wall, a very small round button (29mm or 20mm) that has three essential functions when pressed. In the steel version it's available with the natural, PVD (Is-Pro: Ion Shield

Protection) and PVD Abaco antibacterial surface treatments. **Neo Lighter** and Neo Q, two wireless portable devices, implement the PLH collection allowing manual remote control.

Recently **Keyboard** 2020 has been put into production, refreshing and updating the homonymous plate on the market since 2011, showcasing a combination of refined décor and advanced technology. Key point focus of this series is the design of the plate where the buttons look like the buttons of a keyboard: once installed this model confers a very contemporary playful allure to the wall.

PLH Aria System completes the developing catalogue and marks PLH's entry in home demotic. Powered by a Bluetooth technology, it interacts with different platforms, its system reduces energy consumption and field radiofrequencies, it is designed bearing in mind both the needs of those users who like touch and gesture interaction with the electronic command and those who prefer remote control interaction through smartphone or tablet.



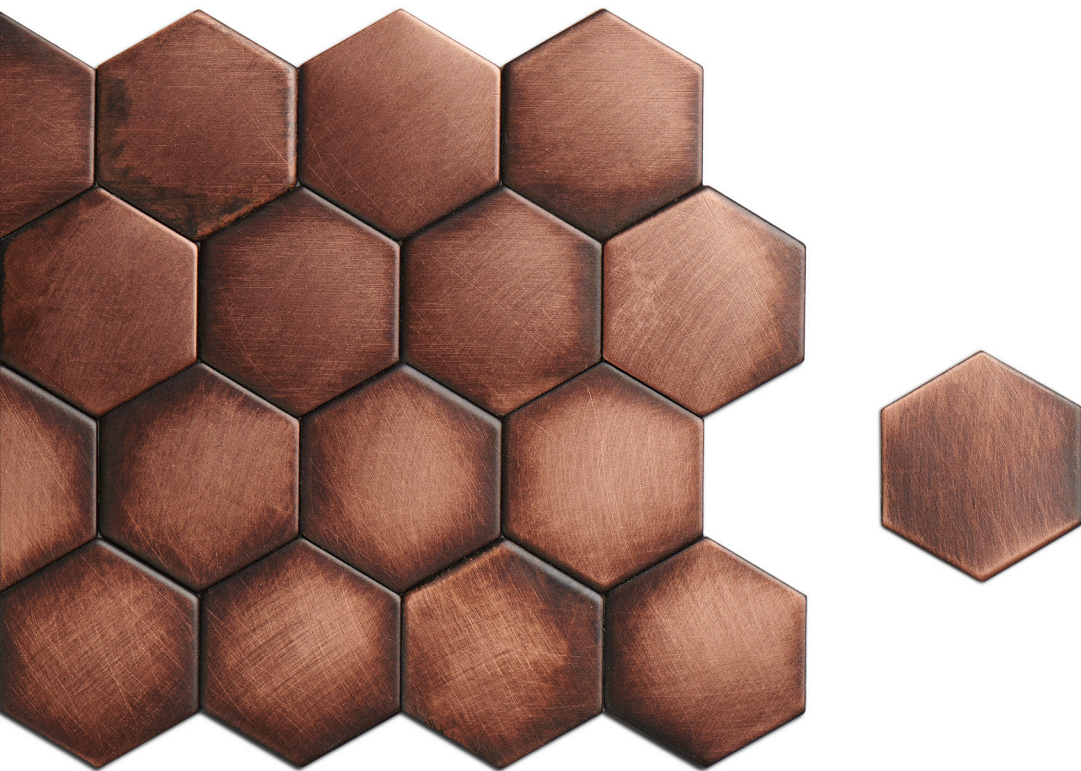
The custom factor

Over time PLH has improved and has accurately identified its objectives. PLH's audience is a niche of potential users that consider luxury as a cultured interpretation of beauty and place the aesthetic satisfaction and the durability of their investment before considering the (also important) price. In this perspective the company's activity revolves around the idea of tailoring and customizing, already present in conceiving plates that are extremely versatile in the shape, materials, textures and chromatic finishing.

Enrico Corelli observes, "Usually companies believe that producing a unique piece is absurd, for us instead it has become normal. This choice has two visible outcomes, the first is that people recognize us as those who make custom made plates, the second is that this customized ordinariness allows us to enrich our knowledge and to be always one step ahead others. The Custom factor is more and more our strategic compass, the challenge to create exactly what architects and clients ask for is what makes us winners and unique, what makes us grow and distinguish on the market. On the other hand, research and development are the core of customization, not only technologically but also aesthetically, psychologically and emotionally. Without research and development no richness exists."

PLH applies this "custom made" approach to each product, to "dress" and redesign plugs, junction boxes and electronic devices such as thermostats, bus system elements, displays, demotic devices and more.

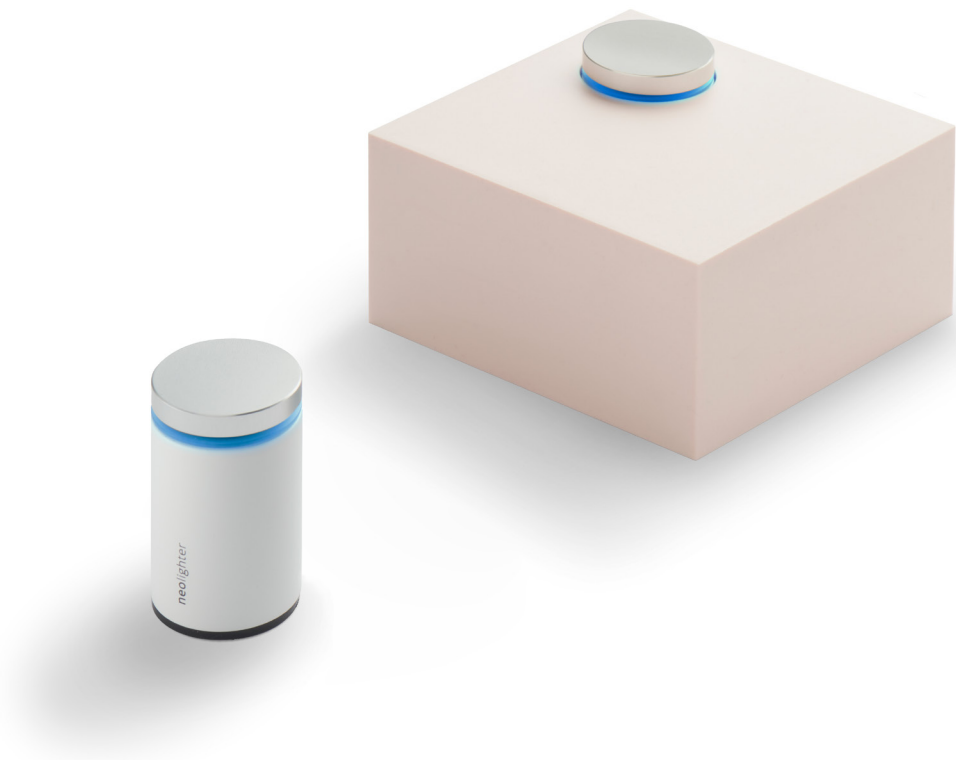
Everything in PLH is designed around the person.



Multiple controls

Today, thanks to the growing product knowledge and engineering, each button becomes multitasking and makes a plurality of actions happen. **Neo 29.3** is, for example, a single function or multiple functions (sceneries) button: it can be pressed to regulate the light of a specific light or set of spotlights, it can be rotated towards right and left to turn up or lower the curtains or the roller shutters. Or it can control other lights, to start sceneries or RGB luminous moods or play music, the possibilities are many. This applies also to the Slim and MakeUp plates.

Also buttons and levers are engineered to roll out different tasks. A metallic elliptical buttonhole has been designed to guide the movement of the lever from top to low and from right to left and viceversa so that it operates safely and precisely. Thanks to wireless systems and home automation, much more can be done. Over and above the customization of the plate, also “what” a command does can be customized, shortly PLH devices will be able to interact with big IT brand platforms, particularly with Amazon and its artificial intelligence application Alexa, with Home by Google and Smart Thing by Samsung. Furthermore, with special proprietary interfaces they will be able to interact with other demotic systems such as, for example, standard KNX, DALI and MyHome by BiTicino.



Not only plates

Each plate collection is supplied with equipment and accessories that tune with the aesthetic of each series. Particularly, the decorative frames are designed ad hoc and studied to be compatible with the junction boxes of the most renowned worldwide manufacturers of electronic materials and with the standard of use of each country. For Neo electric proprietary boxes are provided. On the whole, this branch of production has a significant impact on the company's revenue.



Communication

Although this is a concise presentation, the description of the PLH world is very accurate, we cannot fail to mention the fundamentals of the company's success: the communication strategy aims to give visibility and identity to the brand and positioning it within the electric control devices market's luxury field. "Since the beginning", Corelli explains, "my will has been to create an all-round entirely Made in Italy branding around PLH, a global corporate image on the model of Apple and even before on the one of Adriano Olivetti. Colours, fonts, the photographic cut of images, business cards and packaging had to be in harmony and stay true to themselves; this means to be recognizable in time to convey a sense of order, coherence and passion for detail to architects, clients and users. Attention to detail and surprise are the key concepts that characterize the advertising campaigns to launch the collections. In particular, the lucky diptych series that appeared through the years on the main design and décor magazines, from AD to Elle Décor, from Living to Home. The idea to match an emotional product image to an artistic photo, that only apparently seems to be unrelated to it, but in fact has a hidden sensorial affinity, a colour, a shape, a mood that enriches it and confers sense to it. A cultured and unusual way to communicate that, unlike the industrial electric plates, the PLH collections really have a soul, an identity, a substratum of aesthetic taste and culture.

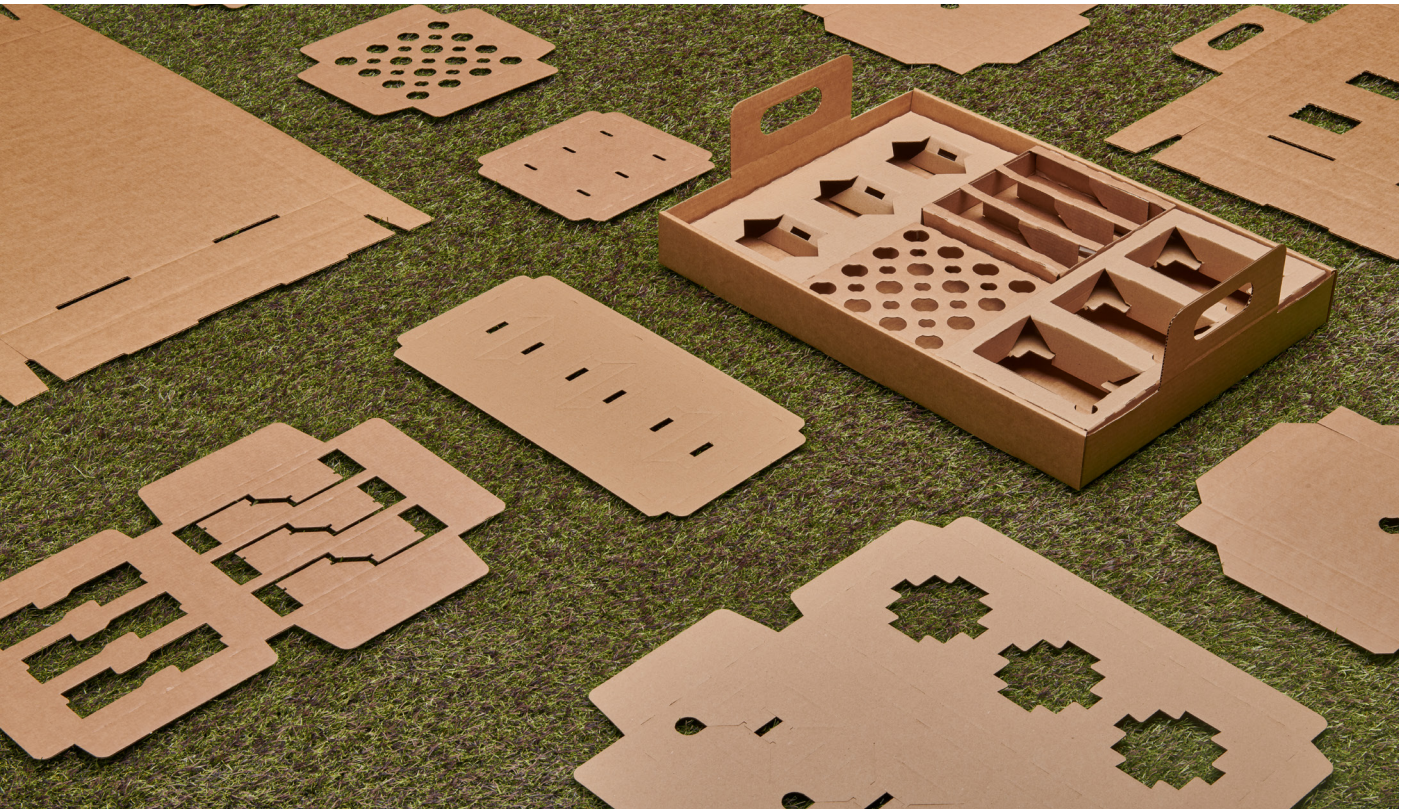
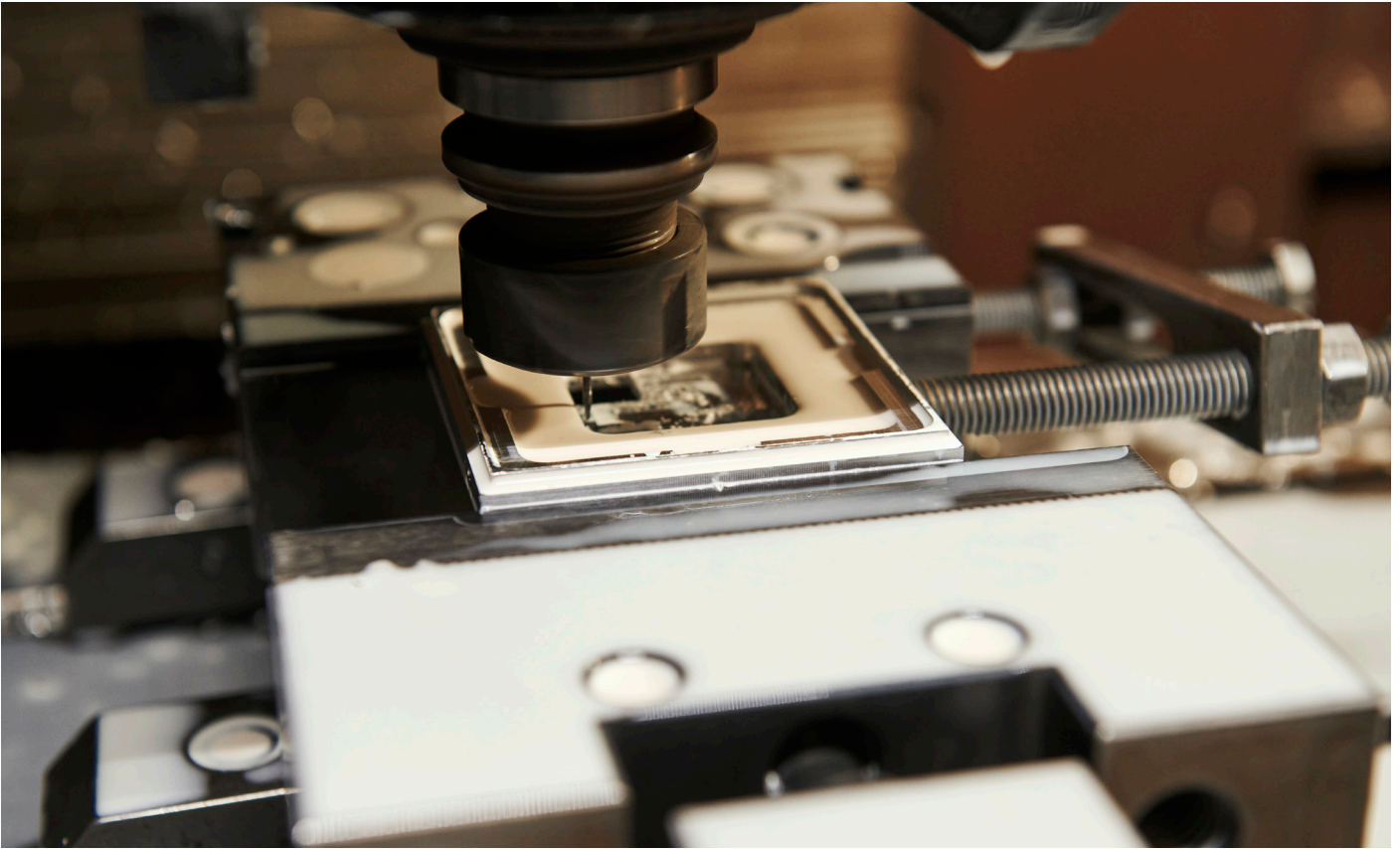
Another important medium PLH successfully used are sector reviews, from Salone del Mobile to Fuorisalone, to events in Turin, Rome, Madrid, Barcelona and Istanbul and the famous Mets Trade of Amsterdam. Here also, we tried to set original identity strategies. Since the beginning we chose not to show the PLH product in a merely expositive way, but make it an experience, putting it at the centre of a show, a scenic illusion, almost a dramaturgy capable of uncovering the many facets and emotional power of the product."

Added to this is a recently conceived tabloid printed on recycled paper, named *NumeroZero* dedicated to illustration, consisting of photographs and didactic texts, what inspires PLH, why it is eclectic, the curiosity and research that lead the experimentation approach towards the market and changing society challenges. The title is not a coincidence, it alludes to the pursuit of constant innovation". Corelli comments: "the title *NumeroZero* aims to make you think that every time is a new beginning".

Attention to environment: between sustainability and circular economy

Since the beginning, eco-sustainability and circular economy characterize the design approach of the PLH collections and of their custom interpretations. The choice of materials already goes in this direction: giving up on plastic and its printing in favour of solid metal or wood that are both machined by tool and numeric control machines, the company has undertaken the road to minimizing waste, reuse and recycle. The metallic scraps are immediately sent to the foundry to be re-melted and reused. Non treated wood scraps too are recovered and recycled into chipboard panels. Ecological considerations underlie the choice of materials such as Lapitec, an innovative mix of natural mineral powders with no resins or petrol derivatives ingredients, for very eco-friendly customized solutions. The same approach involves packaging which is made by recycled and recyclable cardboard and natural fibre and corn compost corn tapes. Zero waste and zero plastic.

Another basic parameter within this framework is the durability of PLH products. Enrico Corelli says: "Our collections are thought to never retire." The raw material, the metals from which the plates are machined from is in itself long lasting. The software that allows the machining keeps in great account the importance of efficiency during the process, it is necessary to waste the least possible. Also surface treatments and finishes, that confer identity and soul to our creations, are made according to this criterion. Our design research aims to create shapes, textures and ergonomics that resist to trends and are implementable in order to adapt to new lifestyles and new behaviour paradigms. This is the critical point of circular economy: what happens when a product becomes obsolete, doesn't work anymore and needs to be discharged? The answer lies in the predisposition of the product to be disassembled in regenerable parts. PLH collections are actually all disassemblable and recyclable. All except for the Skin plate that requires glue to join metal and decorative material together. But we are working on it, nothing is impossible for a good cause."



On the top: the CNC milling from an aluminium solid. Above: decomposition recycled cardboard packaging.

Projects and references

The PLH manufacturing is a niche one, almost for connoisseurs, this is a fact and it is testified by the company's pursue of uniqueness values. No big numbers but specific supplies proposed to potential clients picking from the many possibilities offered in the catalogue or designed specifically on their needs. The fields of intervention are mainly three: 5 stars and more hotels, high class restaurants, luxury yachting, maxi and mega yachts and the high profile residential sector.

HOTELLERIE

Every day, approximately one seventh of the world population is far from home, for work or for pleasure, or study. If we consider this data, it is not surprising that the hotel and hospitality world covers a basic role in contemporary societies, globalised and local ones. Hotels, resorts, B&Bs and restaurants that put the focus on luxury and well-being, offer the guest the experience of "being at home far from home" and create settings where every detail has a meaning and tells a story are the ones that have the most success. These are the structures that more and more turn to PLH to confer a unique touch and décor personality to their facilities even through the detail of an electric control cable or wireless plate. We have numerous examples of our collaborations from the Hotel Palazzo Montemartini in Rome (Riccardo Roselli), to the Grand Park Hotel of Rovigno in Croatia, from the historical Lutetia in Paris (Jean-Michel Wilmotte) to, from some of thePark Hyatt Hotels chain to the Soneva resorts in Maldives and Thailand (Eva Malmström), the Venice Venice Hotel in Venice, the Aristide Hotel in Hermopili on the Greek island of Siros. The La Langosteria restaurant in Milan furnished by DimoreStudio in a fascinating retrò contemporary spirit.

RESIDENTIAL SECTOR

Beauty and luxury within the contemporary architectural production have a great role today. The great residential projects of urban or holiday villas, or old buildings renewed and restored all aim to showcase exclusive details that make them unique. Interior designers, architects and clients direct their research and decisions towards solutions that communicate a refined taste and established understated status attentively choosing décor materials, covering fabrics, colours, textures and technical-decorative details. PLH is of great help in supplying and offering to the client plates that bear favourite colours, engraved initials, marking the home landscape with extremely aesthetically impactful details (and demotic ones). A Skin plate finished with a metallic DeCastelli leather or a wooden one by Haute Material, an esagona Neo plate or a MakUp one are home jewels that draw the attention as a jewel on a lady's décolleté or a gentleman's cufflinks. This is how décor transforms

itself into refined decoration. Some examples are the Dubrovnik Sherazade Villa, its interiors reveal the elegant and cultured taste of DimoreStudio, the AP House, the rural house on the Montefeltro hills, designed on the ancient settlement by GGA Studio, the cinema-house designed by Filippo Bombace for a young film-lover roman couple and the incredible La Querola d'Ordino compound, in the Andorra mountains, designed by the archi- star Jean Nouvel as an articulated sequence of inhabitable rocks.

YACHTING

Today, contemporary yachts, actually maxi yachts, are often villas, sumptuous floating palaces, capable of long navigations. These yachts are more and more distinguished by richness and fineness of decoration, which is usually inspired by the summer holidays of the Jet set, and by the pleasant and elegant style of the Mid-century style and the Neo Deco. The usable spaces are generous, but still have to take into account the immense hull size and this forces engineers to use every surface inch, in plan and in height, to maximise functionality and aesthetics. Since every yacht has a shipowner, it is also important to give it a personal and unique identity. This is when the PLH control plate enters the scene meeting the owners need and the interior designers, that today correspond to incredibly talented professionals of extremely creative calibre. With its well-established knowhow both in the technical and aesthetic field, PLH comes aboard as a protagonist, revealing itself an ideal partner day after day, extremely inventive in ad hoc solutions and very reliable for the shipyard management and production times. PLH is an attentive consultant in the technical and aesthetic choice of the plates, with the Slim collection in the front line with only 4mm thickness, for the optimal configuration of the plant and always attentive to the value for money aspect in respect of the client's expectations. Also Neo and MakeUp have been largely used in this sector, being customized and harmonically blended in the context.

Some excellent and prestigious examples of how PLH's plates have been installed on pleasure yachts can be found in the SD96 designed by Patricia Urquiola for the Sanlorenzo shipyard, and for the same one, the SX112 whose interior design is signed by Piero Lissoni; the Navetta 30 by Antonio Citterio and Patricia Viel and the Planante Linea 120 by Francesco Paszkowsky design for Custom Line; the Corsaro and the Folgore by Riva shipyard and the beautiful Canova 142 Canova designed by Lucio Micheletti for Baltic Yachts.



On the top: Navetta 30, hall and semi-covered cockpit of the superior bridge. Above: interior of the Grand Park Hotel in Rovinj designed by Piero Lissoni.

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