



Company Profile

DEVICE WITH SOUL – THE PLH WORLD

“Always look beyond”

Enrico Corelli, founder and CEO of PLH

The beginning and evolution

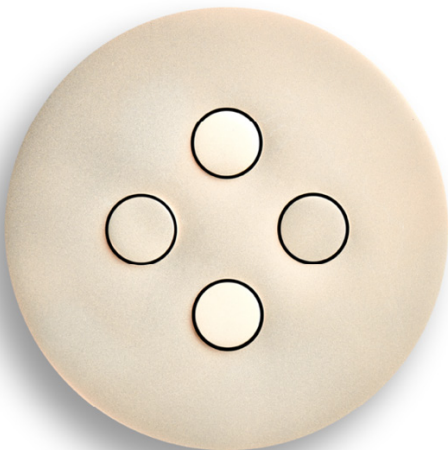
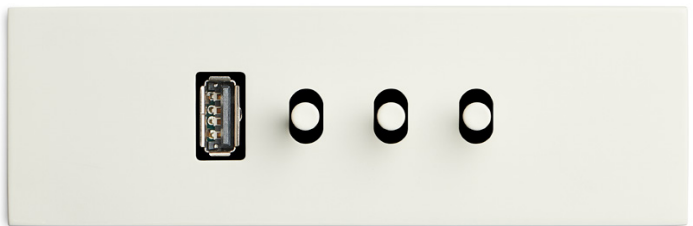
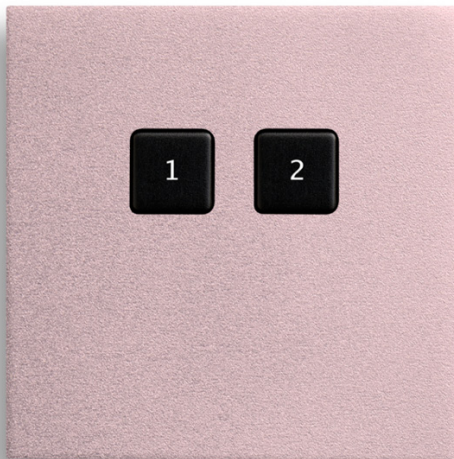
PLH® was born in 2000 from a challenge of **Enrico Corelli**, owner of Epic, leading company in the plant engineering sector, to give an aesthetic, luxurious, identity and customizable vest to the electric control plate, until now ignored by designers being considered a minor factor in décor and interior design. The process to confer beauty, in addition to technological functionality, to the electric plate has been in progress for a long time, substantiated by a curious and passionate research, that involved many design and productive aspects: from the thorough **experiments on materials** and their reactions to a meticulous **selection of suppliers** ready to make the company's principles their own, from the realization of the first prototypes to the engineering and production with CNC machines. Not to mention the attention to **ergonomics** to make installation easy and the use of the plate safe, as well as the aim to be **creative** and confer an aesthetic plus and a **sartorial** decorative touch to the object in terms of shapes, dimensions and finishes, making it the perfect response to the needs of clients and users. As Corelli explains: "The **PLH plate** doesn't hide, it wants to be seen and perceived as an **added value in interior design**, a quality that makes it unique".

The plate is interpreted following the **core values of the brand**: qualitative excellence, formal beauty, durability, robustness, attention to detail, sustainability of the life cycle of products and customization. A series of challenges has led PLH to collaborate with young Italian professionals that have put their specific know-how at disposal and count on the genius and experience of PLH's founder. Trained as an industrial engineer and great passionate of art and decorative arts, Corelli continues to carry out the electrical engineering in general and building automation thanks to which he has had the opportunity to meet internationally renowned Archi stars and has contributed to amplify and deepen his vision on design, instilling in him the desire to engage into product design, first dealing with lighting systems, then with electric control plates. He says: "As an engineer, working hand in hand with world-class professionals as Michael Gabellini and Antonio Citterio, I became passionate about art and architecture, and I understood that **technique is an end in itself if it doesn't manage to express harmony and beauty**. And to do this, design is necessary, this applies to everything, even electric plants and their visible elements, the control plates".

The first result of this approach that mixes technology and design has resulted, in 2006, in the **MakeUp** collection, a long seller still in production and in constant upgrading. Thereafter, the PLH catalogue has been enriched by other five collections, each one bearer of an aesthetic specificity. First of all, **Skin** (2010 and still in phase of implementation), the revolutionary mutating plate that, thanks to a 2mm depression on the front, allows the adoption of different decors in design and material: an ultra-sartorial series whose realization activated successful "artistic" partnerships with

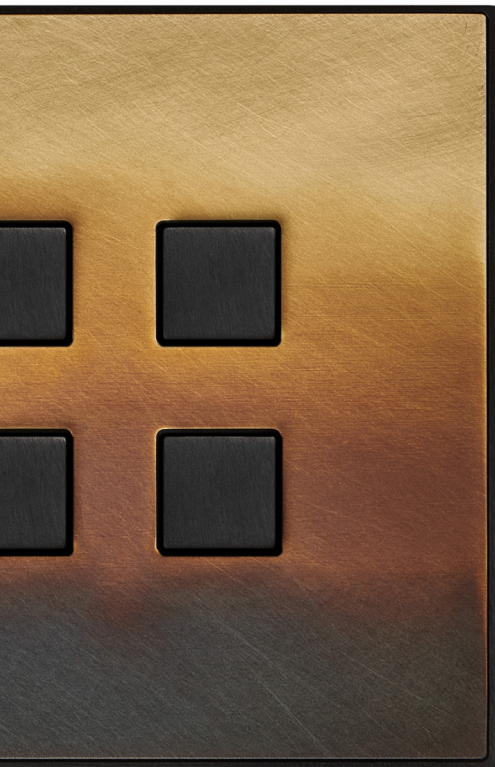
prestigious world known brands amongst which Kvadrat (fabric-non-fabric), De Castelli (metals), Cimento by SAI Industry (cement composite), Rubelli (high end textile) and Foglizzo (precious leather). Furthermore, the **Slim** line (2011), exceptionally slim, and **Keyboard**, keyboard style born in 2011 and deeply renovated in 2020, **Neo** (2012), a manifesto of essentiality, a simple dot on the wall, and lastly **Mono** (2022), inspired by the timeless principles of Bauhaus and by the new technological frontiers (the body is printed in 3D).

Moreover, in 2017 wireless versions have been introduced to the manual of control plates, the PLH Aria domotic system, devices that can also be managed manually to support a physical gesture that the user still loves and of which PLH has made its flag. About this Corelli says: "I believe that in our field, either for switches or domotic systems, the right road to follow is that of concreteness more than virtuality. For this reason, devices like **NeoLighter** and **NeoQ** refer to the PUI design logic, that is Physical User Interface, that implies a direct relation, not mediated by apps, between user and device".



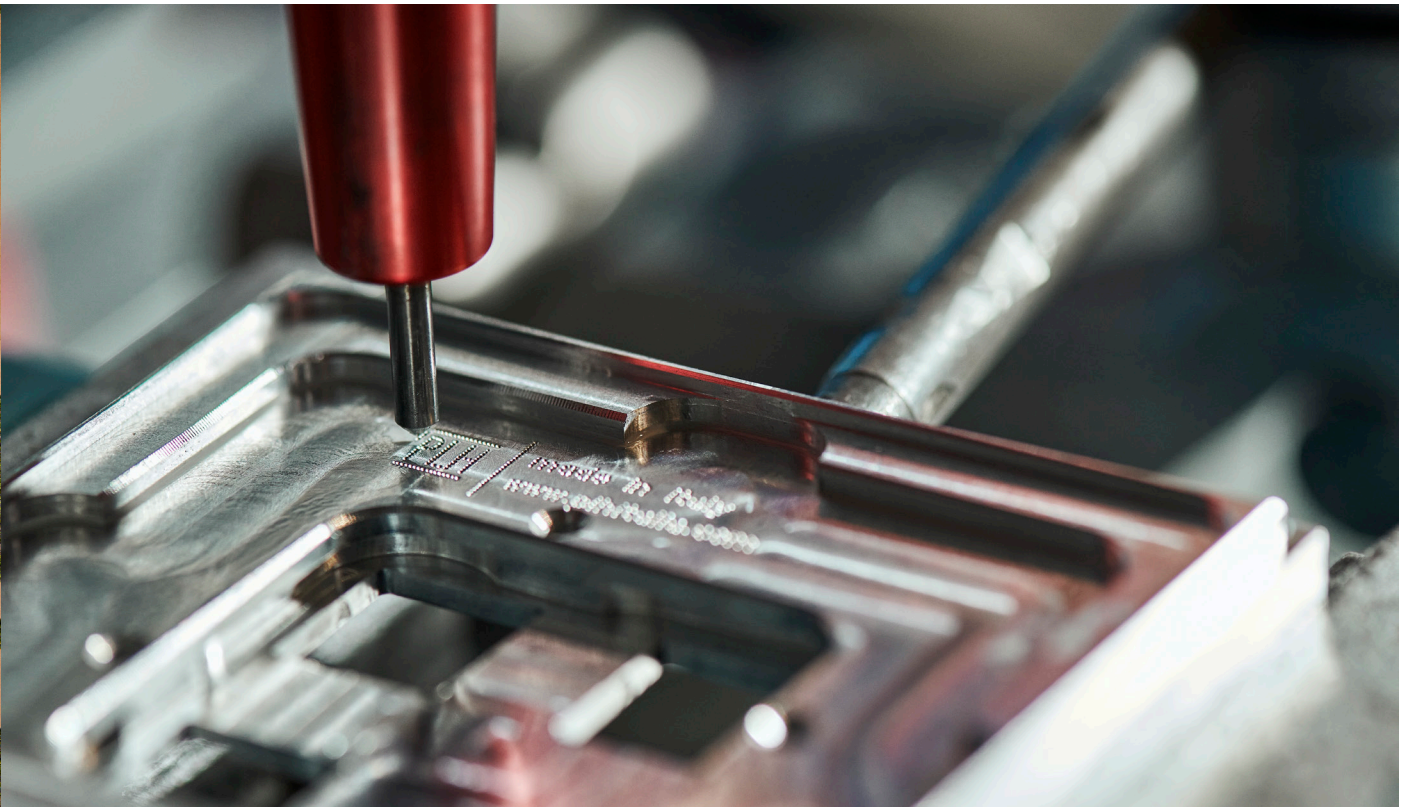
A constant challenge

Contemporarily, PLH, during the years, thanks to research and experiments also beyond their project and productive field, has built an almost infinite repertoire of textures and finishes that reveals itself to be more and more ideal to create electric control plates “ad personam” that confer a distinctive, luxurious and personal touch, both in residential buildings and to hotels and resorts, yachts and public architectures. It is an “in progress” offer, unique on the market, that addresses especially a high-end clientele but finds important commercial feedback also in Europe and in the Middle East.



Thinking lab

Under the technical-productive profile, the characterizing element of all these productions is the **machining from sheets** of 316L stainless steel, brass, 6082 aluminium, copper and DuPont TMCorian, through a single mechanical operation executed with CNC machines. The preparation of the products follows a **certified, traceable**, rigorously **Made in Italy** and highly **flexible** production chain, tuned after an accurate selection of its players. To guarantee the best result in terms of quality and finish, for each phase and machining typology PLH and its young and brilliant team of professionals, rely on internal specialists and on highly skilled companies specialized in the various product sectors. A dynamic and flexible entrepreneurial path that also takes care of **minimizing the impacting aspects on the environment** and as an outcome offers a range of highly customizable collections, intended for a niche of clients who like beauty and well cultivated luxury. "In my vision", Corelli concludes, "the PLH world must be **a world of absolute excellency and no compromise**, always capable of offering to the client the exact product they desire".



On the top: polishing for plate surface finish. Above: logo punching operation.

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