

THE ITALIAN STYLE DOOR



YOUR HOME, YOUR LIFE

Company Profile

# Company Profile

THE ITALIAN STYLE DOOR

**Dierre**

YOUR HOME, YOUR LIFE



Security with style



Tradition and value



A door open to the future



Ambassadors of the Made in Italy

AS SEEN ON  
*The Pinnacle Live*

## Security with style

**“We have helped to turn  
the concept of security door:  
from functional item  
to a furnishing component,  
from a barrier to the outside world  
to a symbol of style and personality”**

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# A single partner for all projects



Choosing Dierre means entrusting one's projects to a global partner capable of providing industrially-produced closure systems but with an almost craftsmanship customization level, a unique quality, the highest standards in security tests and always the best that technology makes available.

An apartment, a building or a place opened to the public signed by Dierre from the entrance door to the garage, represent the best choice for those who are building, the perfect business card in the hands of those who sell and the brand of a superior quality, recognized by those who buy.



# Solutions



Security doors



Hotel doors



Internal doors



Multipurpose doors



Fire doors



Garage doors



Panelling for security doors



Safes and security cabinets



Structures for sliding doors



Grilles - Blinds  
Security windows



Locks

# Future comes from afar

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1975

**Alessandro and Vincenzo De Robertis** founded their first company: C.S.A S.a.s.

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1978

**Dierre was set-up**

The first industrialized security door was launched on the market

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1986

Dierre was the first to obtain the revolutionary patent of the lock with interchangeable **Mia** block

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1990

**Dierre became a joint stock company:** with a turnover of **24 million Euros**, 5 plants, 250 employees and a production of **70,000 security doors**.

Dierre merged with **Atra, Tredi, Wilab**

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1993

**Space** was conceived, the hide-away structure

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1997

Sole trade agreements with companies in France, Spain and Portugal with the use of the trade mark.

**Dierre started expanding abroad**

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1998

**Elettra** was conceived, the first of a family of security doors with motorised electronic lock

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2000

The turnover reached approximately **102 million euros**  
The target of 180,000 doors per year was exceeded and the employees were 750

The building of the seventh plant in Villanova d'Asti started

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2004

The marketing project and the **Dierre Partner** were born, with the aim of building ethical trade relationships improving the B2C ratio  
The **Dierre Technical Service** was born, aimed at improving the service and strengthen the assistance network in Italy

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2005

**Dierre holding was established**, wholly owned by the De Robertis family

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2006

**DSide** was introduced: the family of "flush to the wall" internal doors

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2007

The first products aimed at **energy saving** were conceived

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2008

**Wall Security:** the flush to the wall security door

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2009

Dierre Spa became a partner of **Casaclima**

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2010

**Dierre Deutschland** – a subsidiary of Dierre France – was added to the group

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2011

The **Silence**, internal security door for bedrooms and **Synergy In**, full featured security door in a minimum thickness, were conceived.

The Dierre spa Group acquired direct control of Dierre France and Dierre Iberica.

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2012

**Synergy Out** was the first condensation-proof security door

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2013

**Fiditalia project** to facilitate the purchase of Dierre products through the possibility of purchase by instalments

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2014

**Tablet**, the smart security door with great performance at a low cost and **Swing** with concealed hinges with a 110° opening were conceived

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2015

Dierre started the **Leed certification** for fire-rated products.



In the year of EXPO 2015 Dierre celebrated their **fortieth birthday**, with an extraordinary presence at the Made in Milan

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2016

**Sleek** was presented on the market, a double stop frame security door with free 180° rotation concealed hinges.

data as of 2015

# Numbers

100,000sqm

Extension of the Dierre Group

900

Employees worldwide,  
700 of which in Italy

Daily production capacity

350

Fire-rated doors

800

Security doors

200

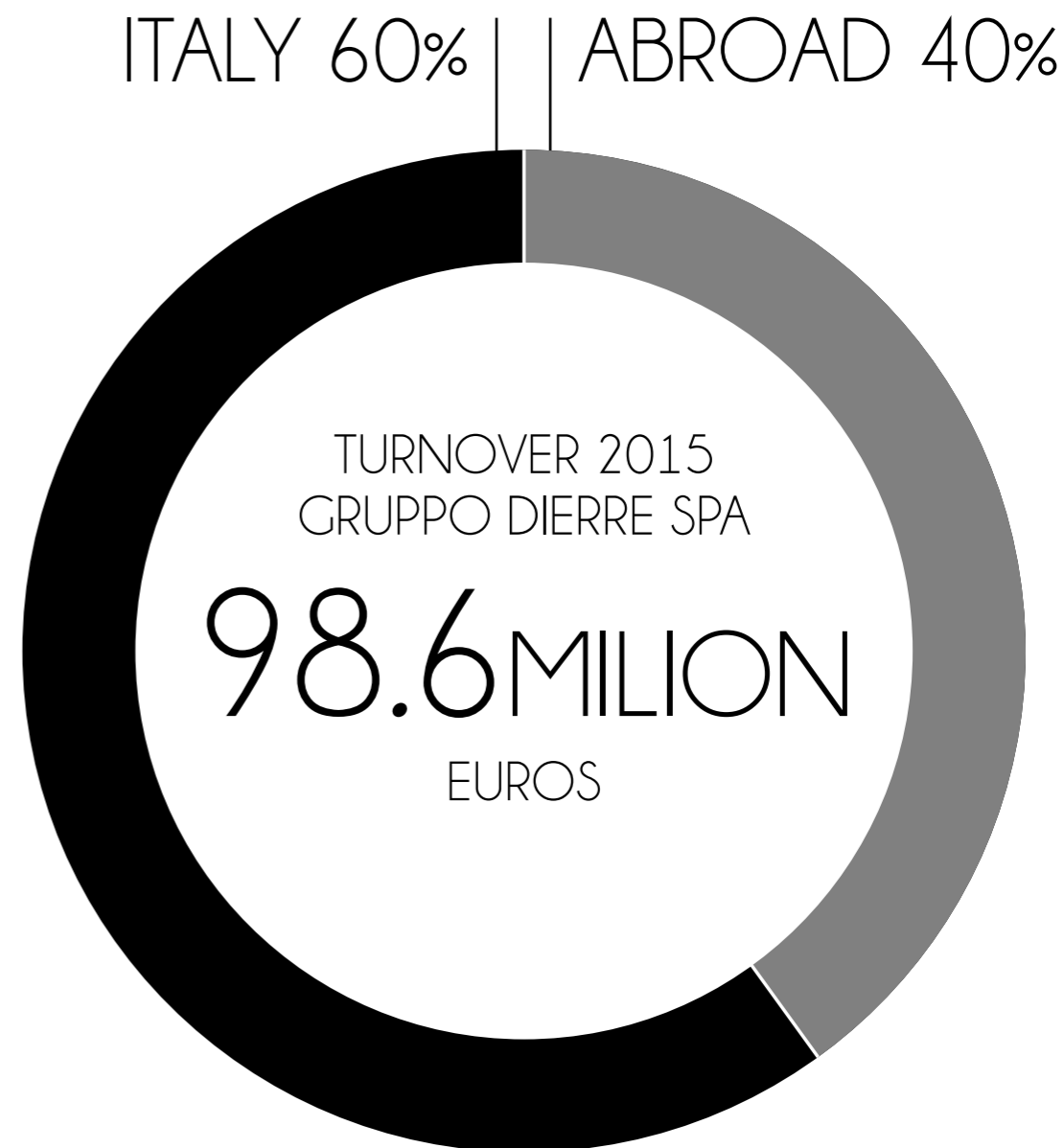
Internal doors

500

space

in 3.5MILION  
homes from 1982 to 2016

over 5,000  
retails in the world



# Business unit

DIERRE	security doors	
TREDI	fire doors	
SPACE	sliding doors	
ATRA	locks and external closure systems	
WILAB	panelling and wooden doors	
PORTEDI	lacquered and hollow interior doors	
PEREGO	garage doors	

# Subsidiaries in Europe

DIERRE **POLSKA**\*

DIERRE **DEUTSCHLAND**\*\*

DIERRE **FRANCE** established on 17/12/2012

DIERRE **HISPANICA**\*\*\*

DIERRE **IBERICA** established on 25/05/2011

\* indirectly controlled company

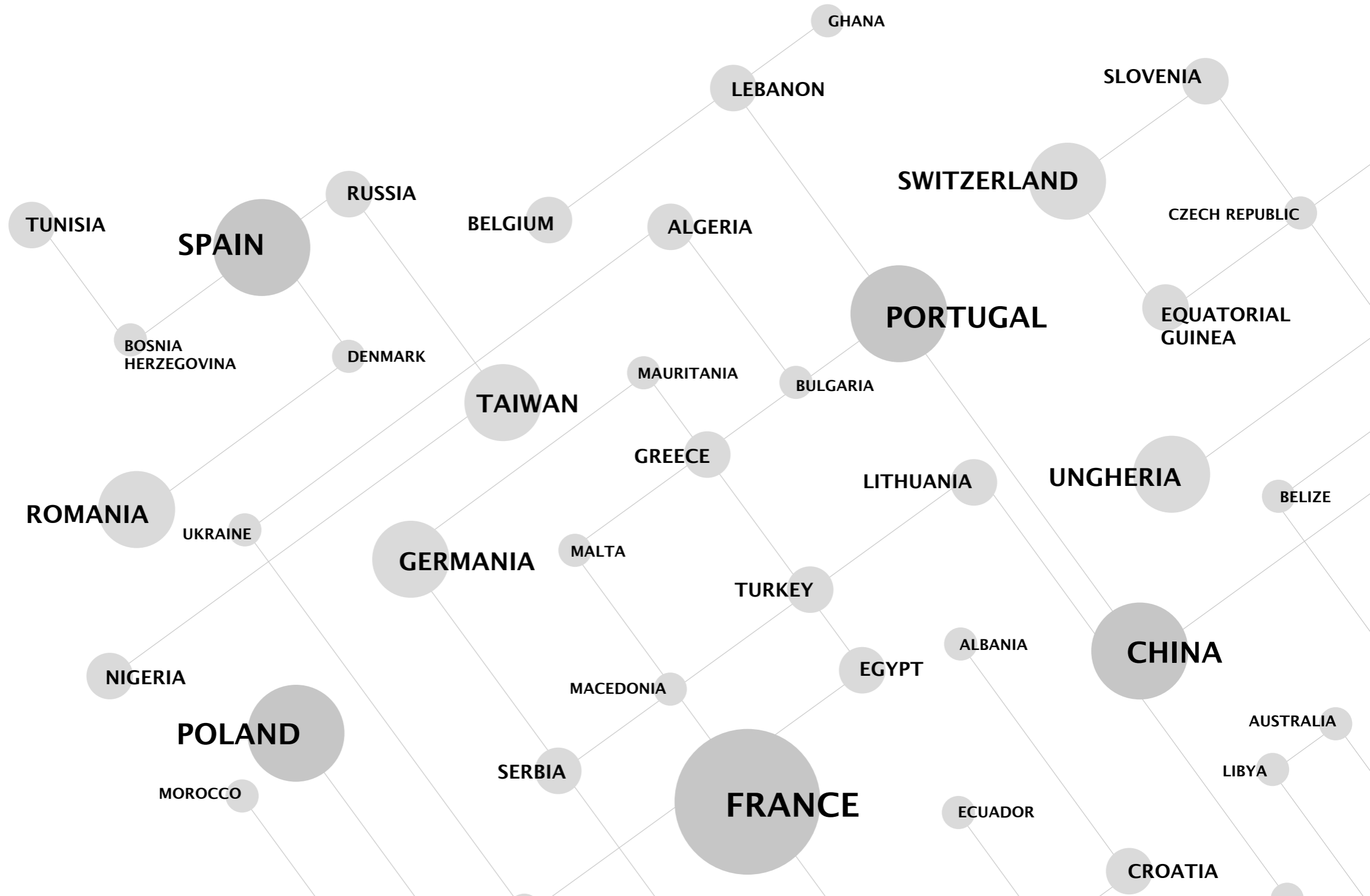
\*\* company controlled by Dierre France

\*\*\* company controlled by Dierre Iberica





# A global market



# The door: one's life metaphore



Every morning  
we open the door  
to a new day,  
every evening  
we close it  
getting back  
to the warmth  
of our home...

## Tradition and value

**“We aim at improving the quality  
of the lives of our customers  
by creating products that combine  
functionality and aesthetics,  
technology and art”**

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**Vincenzo De Robertis**  
President Dierre S.p.A.

# The Dierre family

Two generations of the family are actively engaged in the company and lead the crucial sectors of the group by managing the administrative, commercial, quality, research and development, purchasing and production areas of activity. People are those who make the difference though.

Dierre with their 900 employees worldwide looks to the future exercising all the diligence of a good father of a family that aims to enhance the values and skills of all members of staff to continue to grow together.



Dierre believes  
and invests  
in training  
and the culture  
of security

# The brand as a value

**Sharon Stone**  
testimonial for Dierre  
in the 2005 campaign



When the De Robertis brothers founded Dierre, they were dreaming to give life to a trademark that would represent two fundamental values: **the family and the home**. In a world that is today characterized by mistrust and uncertainty Dierre, a company with 900 employees worldwide, is still able to renew itself through the commitment and passion of the second generation which up the values of those who, first in its sector, has been able to build a successful brand.

# Historical campaigns and logo evolution

1984



1999



2005



2010



# Research and development

In its forty-year history, the Dierre Group filed more than 70 patents.

Today 10 exclusive patents are active and represent the result of an ongoing research.



CONCEALED HINGE

## Macron 5.0

with double stop frame  
and 180° opening

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HIGH SECURITY CYLINDER

## New Power

with anti-bumping  
certificate

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## Lock trap system

double bitted lock  
locking system in case  
of manipulation

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## Synergy Out

the first condensation-proof  
door with high performance  
for thermal insulation,  
security and soundproofing

# Certifications

## Dierre security doors

are anti-intrusion certified according to the EN 1627 European standard. They are also classified for permeability to air and water tightness according to the EN 12207 and EN 12208 European standards.

## Dierre fire products

are classified and tested according to the EN 1634-1 European standard and are achieving the CE marking according to the new EN 16034.

## Dierre locks

are certified according to the most recent European and national legislation.

## CERTIFICATIONS

- CE marking on most products.
- Over 200 test certificates according to the various European and national product standards carried out in the most important national and international laboratories: burglar-proof tests – fire resistance – smoke tightness – acoustic tests – air permeability – water sealing – resistance to wind load – U value calculations – durability – bulletproof – etc.
- Burglar-proof certificate according to EN 1627 at the IFT Rosenheim (Germany) laboratory with over 450 entries
- Bloc Porte burglar-proof certificates from the CNPP French laboratory
- Certificates for A2P cylinder locks from the CNPP French laboratory
- Over 200 fire-rating accreditations amongst Italy, Switzerland, France, Germany, Slovenia, Slovakia, Russia, UK, Bulgaria, Croatia, Lithuania, Poland, Czech Republic, Serbia, Romania, Australia, etc.
- Product certificates for locks, panic handles, hinges, closure selectors, doors on escape routes, etc.
- “Quality door” certificate from the CasaClima Agency on the first security door with PVC frame with thermal barrier.





# Green Thinking

Dierre have been widening their commitment to the environment through a series of concrete initiatives and productive choices that lead toward an increasingly green future.

## LEED

Mapping of fire-rated metal products according to the LEED protocol (Leadership in Energy and Environmental Design).

## Photovoltaics

Fitting of photovoltaic panels on the headquarters of the group in Villanova d'Asti.

## Reduction of polluting fumes

Riduzione e parziale eliminazione delle saldature sulle porte tagliafuoco con eliminazione dei fumi inquinanti. Avvio di un processo per la progressiva riduzione delle saldature su tutte le porte blindate.

## Biomasses

Use of wood scraps as biomass for energy production.

## Casaclima

Partnership with CasaClima aimed at making the commitment to *“live healthy places and respectful towards the environment”* more and more concrete.



# For a better market

## BIM

### BUILDING INFORMATION MODELLING FOR FIRE-RATED PRODUCTS

BIM is a software platform dedicated to the world of construction, a technology designed to share 3D elements and technical characteristics of the objects. It applies to buildings, buildings in general and infrastructure. Dierre has planned for 2017 the sharing of BIM format fire-rated products usable by designers, a first fundamental step for a leading company in the sector. The conversion of the whole Dierre range in BIM objects has been planned for the future.



## LEED

### BUILDING LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN

Developed by the U.S. Green Building Council (USGBC), it contains a series of indicators for buildings sustainability both from the energy point of view and from the consumption of all environmental resources involved in the manufacturing process point of view. Dierre metal fire-rated products can contribute to the acquisition of points aimed at the LEED certification.



## CasaClima

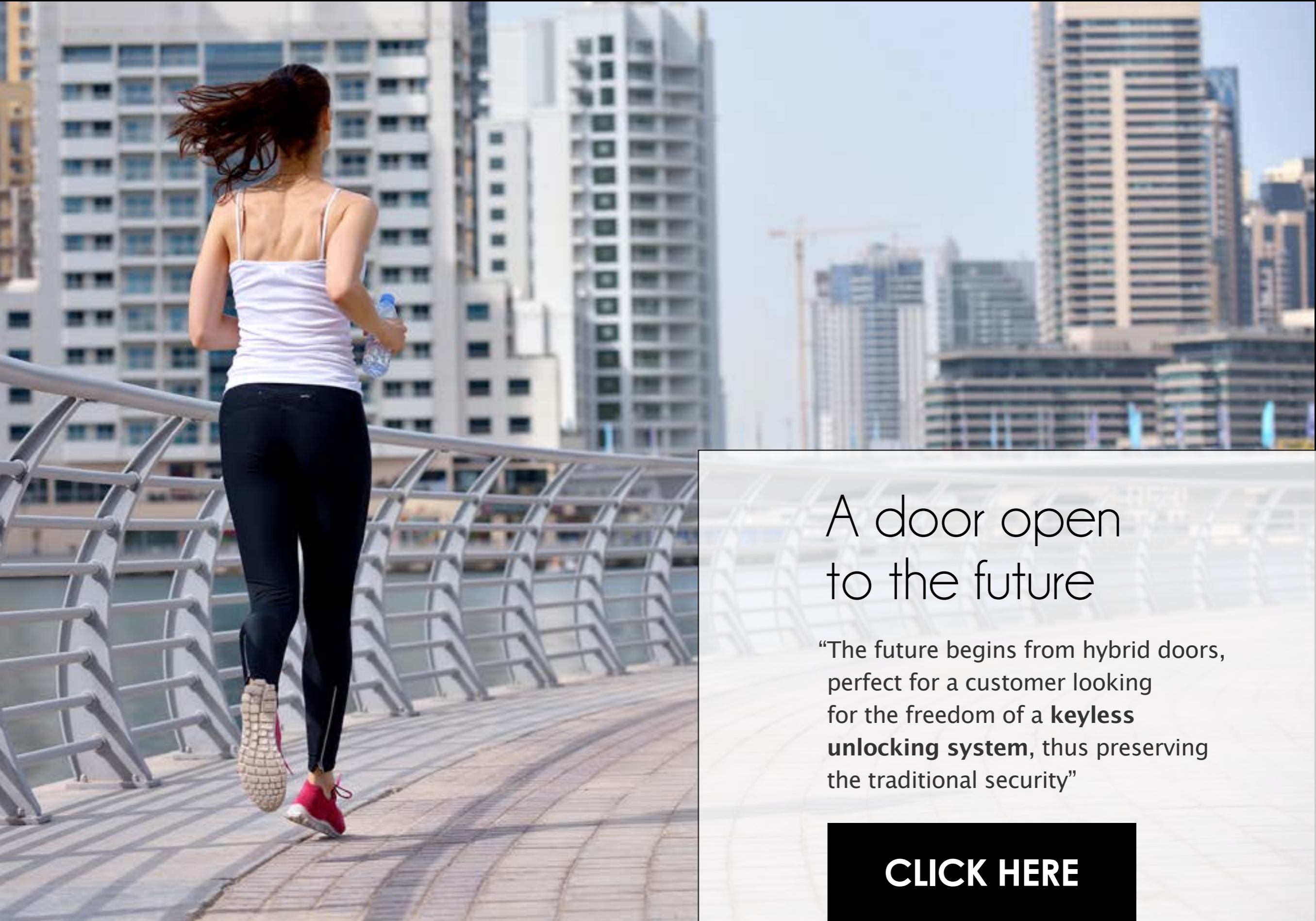
This partnership has inspired a continuous innovation process for entrance doors leading to results such as the Synergy-Out Green and Green Plus doors, the first anti-condensation door with PVC frame. With these projects Dierre, who has always had as mission the improvement of quality of people's lives, has demonstrated the fundamental contribution that a door can guarantee towards the health, energy saving and reduction of maintenance costs of houses in general.



## Maia Association

Dierre's international experience in the fire-rated sector has turned Dierre into the privileged partner of worldwide known large construction companies and in particular of France. The objective is currently that of transferring these high professional roles also in Italy, where there is a strong demand for maintenance of the building heritage and where training of competent operators is required. Here is where the partnership with Maia (Italian Association specializing in the training of maintainers, assemblers, fitters for fire safety) which is achieved with the organization of training seminars at Dierre's and throughout Italy and with the free supply of Dierre fire-rated products.





## A door open to the future

“The future begins from hybrid doors,  
perfect for a customer looking  
for the freedom of a **keyless  
unlocking system**, thus preserving  
the traditional security”

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# Innovation

The door of the future is a synergy of several elements that must necessarily converge to meet an increasingly demanding market: **maximum performance in minimum thickness.**

## INNOVATING MEANS

### Security

CYLINDER LOCK

Lock blocking system

DOUBLE BITTED LOCK

Lock trap System

**UP TO CLASS 5 BURGLAR-PROOF**

### Basic Domotics

HIBRY and BIELETTRA

Keyless security doors with electronic control and key/electronic opening hybrid systems

### Green

SYNERGY OUT

First anti-condensation door

U-value

**UP TO 0.6 W/M<sup>2</sup>K**

Soundproofing

**UP TO 46 dB**

### Design

SLEEK

Double stop-frame security door, with 180° free rotation hidden hinges



# Innovation and communication

Communicating innovation through the innovative media,

**30,000 views on the official Youtube channel:**

another challenge won by Dierre



Free without thoughts  
Why having to reply on others  
when we can manage alone?



# Full Dierre expertise for a bespoke product

Dierre controls the whole production cycle  
from design to manufacturing

DOOR LOCK HINGES FRAME GRIPS DEVIATORS

Starting from the control of security, Dierre has developed a process of constant and limitless innovation that, in addition to ensuring a class 5 burglar-proof, pushes forward the idea of a security door toward the concept of a performance sandwich which ensures high thermal, acoustic and design performance.



# Industrialization

A complete process that ensures high efficiency

THANKS TO THE OWNERSHIP OF THE ENTIRE EXPERTISE OF THE SECURITY DOOR, DIERRE CONTROLS THE *TIME TO MARKET* AT THE HIGHEST LEVELS::

- **capability of adapting to the market**
- **product customization**

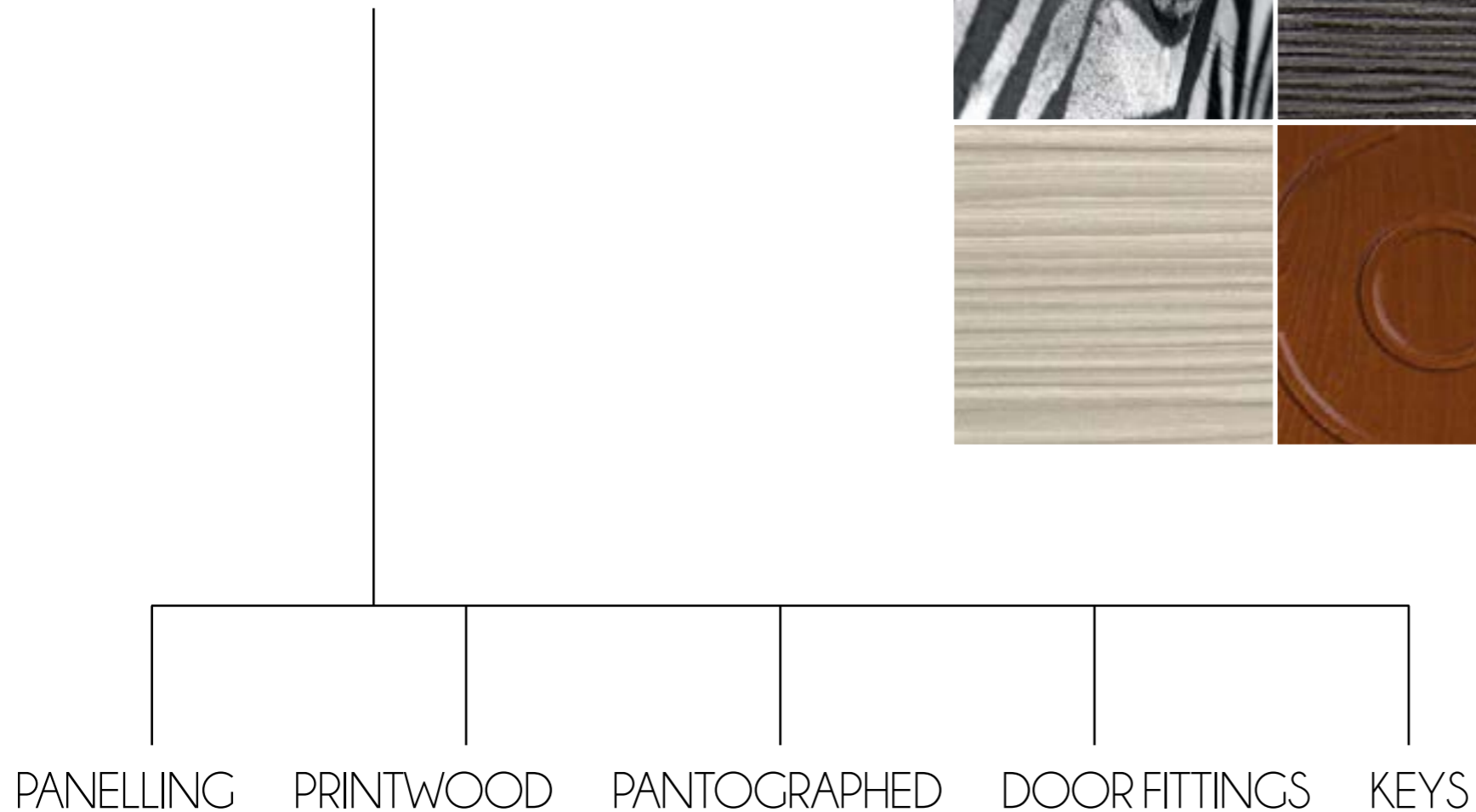
Holding the complete know-how and the control of the manufacturing process of many products in the range, Dierre is able to analyse a new market and translate possible structural, cultural and regulatory requirements in specific products.

The strong international experience gained over the last 30 years and the relationships with the subsidiaries have contributed to generate a fast and constantly improving “time to market”.

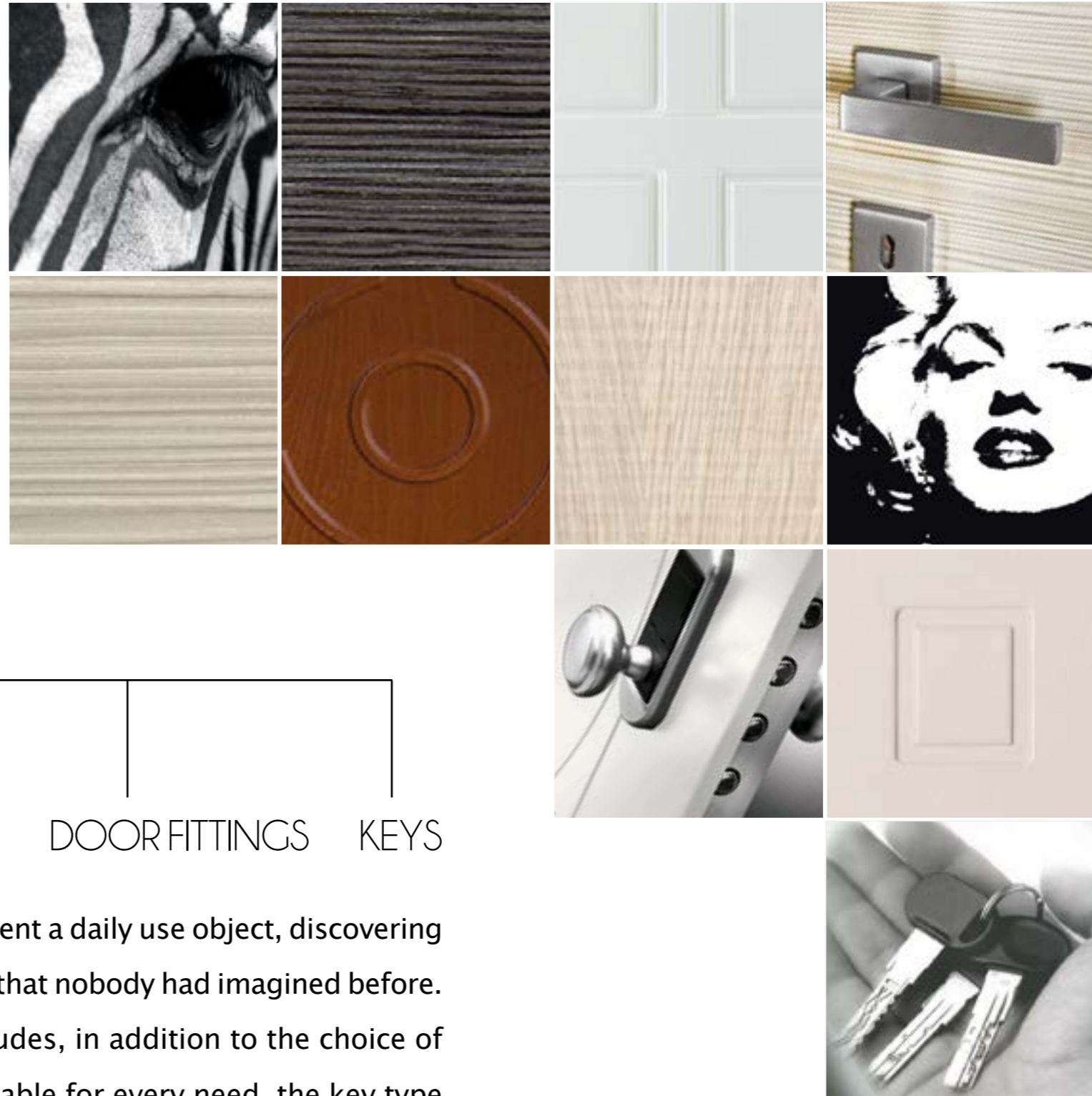
Dierre is therefore able to have all the raw materials and semi-finished products to customize the finished product in a very short lead-time, placing very few limits to requests for customization which can be usually managed within a complex industrial process.



# Customization



Innovation also goes through the ability to continually reinvent a daily use object, discovering new shades and experimenting with materials and finishes that nobody had imagined before. For this reason the customization of Dierre products includes, in addition to the choice of finishes and panelling, the different opening systems suitable for every need, the key type and the door fittings. The door turns into a tailored suit following the trends of aesthetics and functionality.





## Ambassadors of the Made in Italy

“We are present in large projects as well as in small renovations, alongside celebrity architects and smallbusinessmen, **offering to all solutions that combine technology, reliability and design**”

[CLICK HERE](#)

# Sales network

140  
Sales Managers

# Points of sale

over  
5,000  
retails in the world



**Dierre partner**  
Selected  
retailers



**Dierre Key Point**  
Specialized  
hardware stores

# Go-to-Market

Dierre was also a pioneer in the distribution and communication fields, thanks to a commercial network active already from the early eighties that contributed to the diffusion of the brand on the whole national territory. Today Diere is a multinational company with a lean and communicative structure, a large family of 1000 people capable of maintaining a direct relationship with the private customer and with the retailer, from the choice of the product to the after-sale service.



# Assistance

Dierre can count on a team of 45 technicians and 24 fitters specialised, trained and authorized directly by the company. The commercial structure is also supported by the Dierre Technical Service organisation, a network of technicians for the after-sale support and product installation. The presence of on-site assistance is required to give immediate answers to product or fitting issues and is the result of over 30 years of work.



45  
Technicians

24  
Specialised fitters

# In-company training

At regular intervals throughout the year, at the Villanova d'Asti headquarters, the Dierre Day is held, a special event for dealers and fitters: a day dedicated to update on new products and training on fitting techniques. In-company training is part of a process that for several years now has been aiming at enhancing and rewarding merit and the results achieved by the dealers, to always provide new sales and service strongpoints to distinguish Dierre for their competitors.

The Dierre Day is also an extraordinary opportunity of sharing and comparing throughout the whole Dierre family and between the inside and the outside of the company.



In the near future this experience will be consolidated through a proper school, with periodic courses that will be held in a dedicated training room, because training and professional skills are the key that will enable the Dierre to make once again the difference in tomorrow's market.

# References

ITALY



Tre Torri - Milano



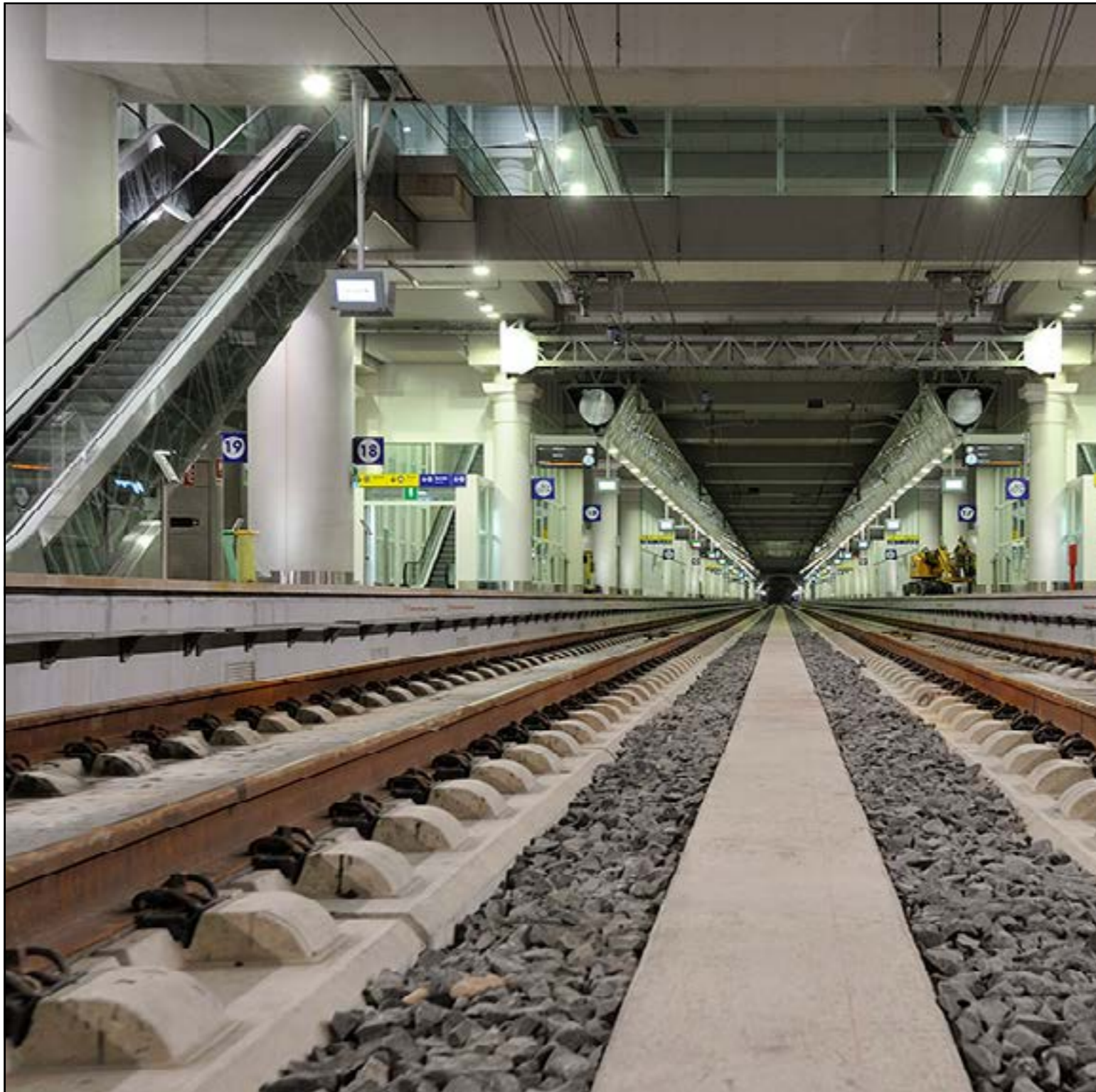
Unicredit - Milano



Portello - Milano

# References

ITALY



Alta Velocità - Bologna



Zero Cinque - Torino

# References

ABROAD



Fundação Social do Quadro Bancário - Lisboa



Laboratório Crioestaminal Biocant - Coimbra



Sacyr Tower - Madrid

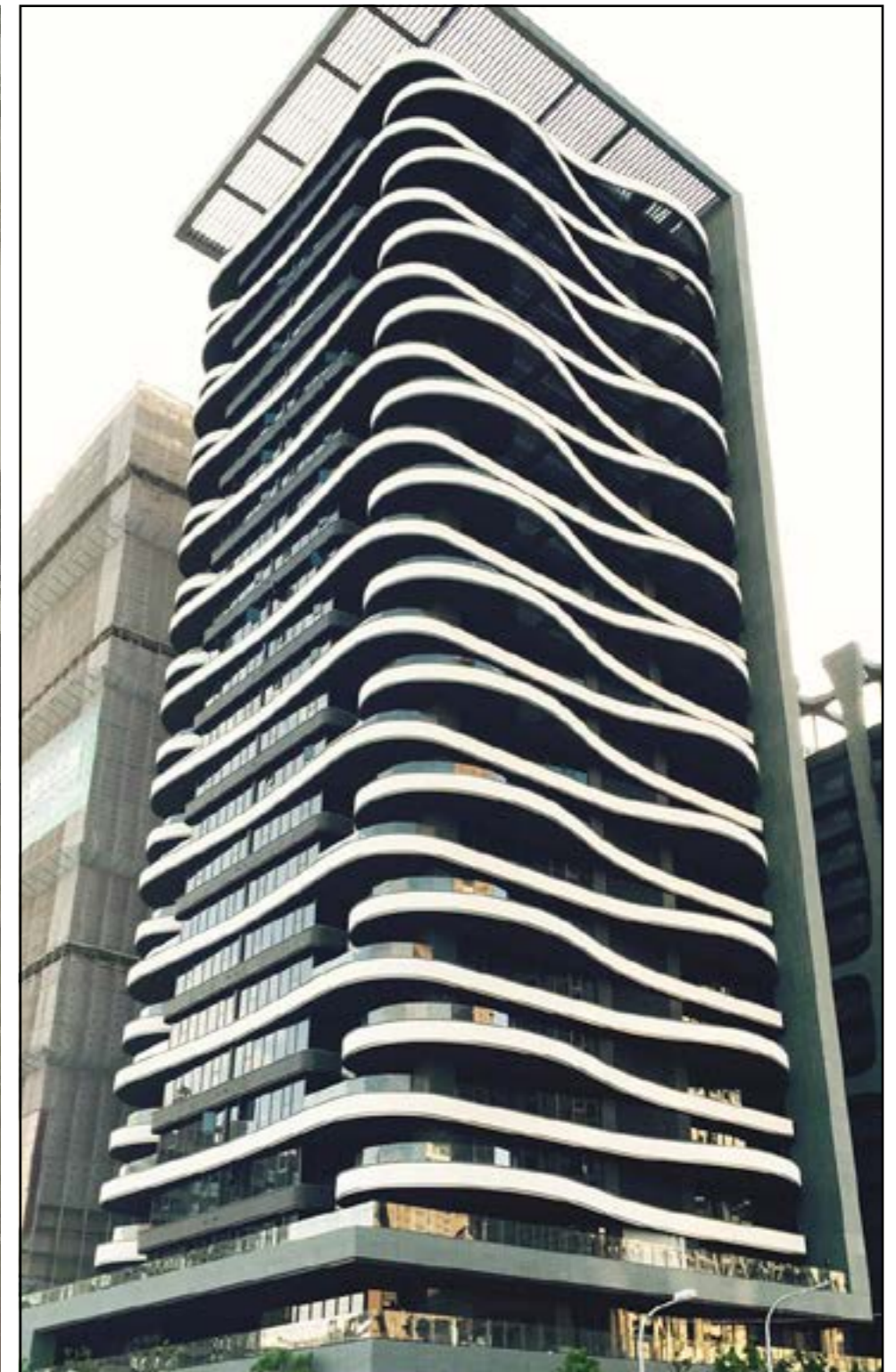


# References

ABROAD



Zenith Towers - Talatona



Taoyuan

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[www.dierre.com](http://www.dierre.com)

Strada Statale per Chieri, 66/15

14019 Villanova d'Asti (AT)

Tel: +39 0141 94.94.11

Fax: +39 0141 94.64.27

[info@dierre.it](mailto:info@dierre.it)