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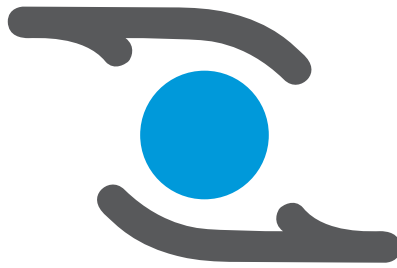
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# Comestergroup

Competitive Through Innovation



## OUR NEW CORPORATE IMAGE

The logo is the symbol of every company: it identifies the company both from the commercial aspect and represents it abroad. The visual impact is fundamental, so, like all big companies we have chosen a decisive image that our customers can easily remember.

The new brand name has to bring to mind the traditional values of Comestergroup and at the same time follow the evolution of the company, which has now a growing international vision in facing new challenges and aims to consolidate its own identity as leader in payment systems.

For us it is essential to be recognised as an international presence which has not forgotten its traditional principles. The new graphics of our brand derive from the necessity to “tell everyone” about the growing cohesion of Comestergroup, where the European branches have become an integrated part of the group and no longer just

commercial offices in a separate country. The image that we have chosen represents two hands joined together around a coin as a symbol of how we pay particular attention in designing reliable and safe solutions in money handling. The rounded form gives the idea of a human touch, an essential value for our company.

The new, dynamic logo, with a refined design, is easy to remember and is the outcome of the union of two distinctive aspects of the group: experience and innovation.

Now we are in continual evolution working in a lot of countries and operating on the International market. We have chosen to adopt a new image due to our desire to communicate the modified relationship between the Italian Headquarters and the European branches and, furthermore, it represents a new start to support the growth of the whole group.

Our aim is to continue the development of our foreign branches and make them more competitive on the International markets by means of high quality products and a distinguishing and prestigious element: our brand.

With the new business name, Comestergroup France, Comestergroup España and Comestergroup Polska, will now have the possibility to show that they belong to a multi-national group, yet at the same time maintaining their own local identity. The choice of a new business name for all branches was a logical consequence of their evolution: each branch is still an active part of the growing and expansion process of Comestergroup.

The new brand name seals this new era and spreads the values of our tradition with the message of a new face, a renewed spirit: the spirit with which to face the group’s international future.



Comestergroup's Italian customers have recently been proposed a new financing formula to spread their supply payments over a year. In an interview with Tito Alescio, our Sicilian agent and owner of Sicil Vending, one of the most important retailers on the island, Vending People wanted to verify the success and satisfaction of this initiative.

## OUR NEW AND EXCLUSIVE FINANCING FORMULA



### **What do you think about the new financing formula introduced by Comestergroup for its payment systems?**

I think that it is an excellent idea. Payment systems give a good business opportunity so the possibility to use specific financing is very important in our type of activity as a retailer. By spreading payments over 12 months specific needs are fulfilled and it gives us the possibility to keep more products in the warehouse.

### **Is it difficult to start the financing procedure?**

It is very easy to start the proceedings: only two signatures are required and no business documents. Comestergroup supported us in carrying out all the formal proceedings and the financing was granted very quickly. .

### **Do you think that this financing formula will only be for retailers and strategic customers or will there be the possibility to extend it to other managers?**

This type of financing gives the customer more spending power so, without doubt, it would also be interesting for customers of medium size companies. I think that Comestergroup would also like to give other operators the possibility to make the most of this opportunity, obviously for significant orders.

At the moment it is necessary to place a minimum order of 10,000 euro to be able to use the financing and I think that there are a lot of companies on the market who would seriously consider investing this amount.

# COMESTERO VENDING TEAM

## INTERVIEW WITH LUCA OLGATI COMESTEROGROUP'S EXPORT SALES MANAGER

Luca Olgiati entered Comestergroup on 16th February 2009. He has worked in the commercial sector for ten years even if his education is humanity based (he has a degree in Literature – Art history). As soon as he finished studying he started his career working as a salesman acquiring experience in various sectors. He chose this particular sector due to his personal predisposition: he feels at ease in relationships with other people and likes having contact with the public. He has already had experience as an export sales manager working in China for six months even though he has a wife and three children in Italy: an indescribable personal and professional experience.

### **You arrived in Comestergroup a few months ago. What did your predecessors leave you?**

I know my predecessors and believe that they are valid professional people. They started working in this sector when Comestergroup Vending wasn't a principle activity and they developed new and interesting opportunities in up and coming markets. A lot of what we have achieved up till now is due to their work.

### **What has been your main job in this period?**

I entered the company to take over the position left by two export salesmen who had decided to face another professional challenge. I haven't even had time to sit down in my office yet. I picked up my bags straight away and went to meet our foreign contacts abroad, in order to maintain and consolidate the good relationships that Comestergroup had established in the past. I also took the opportunity to get in touch with old friends from Vending abroad who Comestergroup hadn't had contact with yet.

### **Are you also following the Italian market?**

Riccardo Chionna is personally in charge of the Italian market. He has employed two valid salesmen Dario

Boselli and Robert Tarenzi to make a co-ordinated team. When I am in the office I take part in the group's meetings and express my opinions, as a colleague, from the Vending team with a sharing spirit.

### **Will anyone be working with you as export sales manager?**

Probably in the future. I entered the group in a delicate period. At the moment it is particularly important to keep in contact and prepare the ground ready to receive new commercial opportunities when the market picks up.

### **What did you think of Comestergroup from the outside and what is it like now that you are part of the company?**

I have always appreciated Comestergroup's approach and their commercial capability in managing articles not produced in their factory, for example banknote readers. The name itself, Comestero: "commercial" and "estero" (abroad), evokes an International approach and mentality that represents one of the strongest points of the Group. From the inside, I am now becoming acquainted with an increasingly competitive company compared to a few years ago, which I'm sure will evolve even further.

# COMESTEROGROUP: HUMAN RESOURCES

INTERVIEW WITH FABIO DE PILLA  
PERSONNEL MANAGER



Fabio De Pilla started his professional career in '78 working in school-professional orientation, as one of the pioneers in this area. Then from '81 he started working in the Human Resources field for a number of large companies and following that he decided to work freelance offering his skills as a company consultant. Our group has always paid particular attention to its staff and an important step in the process of bettering the company was to create a figure within the company in charge of Human Resources and Organisation. Fabio has worked with us since 20th November 2008

## What is your job as Human Resources manager?

I could also be defined as an “interim manager”, that is, a professional person whose job is to plan and make the development of an organisation or an enterprise easier and controlling it until completion. Comestergroup has grown a lot over the past years and at present has a staff of one hundred and fifty people, now it is evolving and aims to give the company continuity in development. The growth has been rapid, making the management and organisation of personnel more difficult. I willingly accepted this new challenge as it is coherent with my professional growth.

## What changes will Comestergroup have to face in the near future?

Comestergroup has started a complex process of change which will take from three to five years to be completed. I believe it is necessary to introduce and apply new rules maintaining working flexibility, a winning feature of this company. To be competitive it is necessary to be quick and efficient towards customers and be able to overcome critical moments. We have to bear in mind that in a company's life span there is always a time when change is physiological in order to be able to survive and it's not possible to carry on thinking in the same way as in the previous phase. At that moment it is necessary to set new rules, a new organisational structure so that efficient methods and instruments of management are used, a new way of thinking and existing.

## Are you always able to be objective in valuing a person's professional qualities leaving apart your personal preferences?

During my professional life I have seen whole careers, friendships, conflicts and hates flourish and die. Whoever does my job can observe people from a privileged point of view but has an extremely difficult and unsatisfying task: sometimes we are forced to take decisions that we are not convinced about but which are inevitable.

## Is there equality between men and women or are they still predisposed for specific functions?

Apart from physically demanding jobs, for example a warehouse worker, I have always chosen women when I have to create a new function or to employ people to work with because I think they have uncommon dedication to their work as well as being able to see what is essential and know how to deal with problems thoroughly. In my experience women have always guaranteed this particularity “job quality”, on the other hand, women staff are more difficult to manage due to this characteristic which makes them more competitive than men. Men reach agreements more easily. One thing is certain: when women are united they reach their objective. Of course this is a positive thing if the objective is in the company's interest.

## COMESTEROGROUP QUALIFIES FOR THE FINAL PHASE OF THE D.A. ITALY 7CUP FOOTBALL



In this period the D.A. Italy 7Cup is taking place, a 7-a-side football tournament between 8 teams, especially for vending companies. Our boys have played honourably and have reached the final phase of the tournament arriving second in round B thanks to two victories against Selecta Italia (8-7) and Liomatic Genova (8-3) and one loss against Perfetti (4-6).

They arrived in the semi-finals due to the effort made by the whole team, which is made up of 16 players: Belloni Claudio, Cipriani Domenico, Cipriani Fabrizio, Di Cosmo Alessandro, Domaneschi Marco, Finotto Carlo, Fraccaro Federico, Giussani Daniele, Mandelli Massimo, Mandelli Stefano,

Marfone Daniele, Monaco Michele, Moriggi Luca, Neri Gaetano, Picinelli Matteo and Sanfilippo Roberto.

There are only two matches left to finish the tournament and

the aim is to reach the final which will be played in Milan on 12th June, after which there will be a special event with a dinner for everyone who took part in this competition with an award presentation for the best players.

In every match the players showed team spirit and passion demonstrating that they desire to stay together and accept challenges both on the field as well as at work.

The group has been of crucial importance and has been stronger than individual performances. Of course we don't want to forget personal merit, in particular, our top goal-scorer Marco Domaneschi, who has already scored 5 goals in only 3 matches.



# The first competition for Automatic Servis Racing Team and Comestergroup

## The Croatian hill climbing championship starts on the Istrian peninsular



As announced in the previous issue, Comestergroup has decided to participate, with its brand name, in the Croatian Hill Climbing championship as sponsor of Automatic Servis, our official distributor in Croatia and the Baltic area.

The new speed car season has started and the Automatic Servis team took part in the first race which was held on 18th and 19th April in the beautiful setting of Rabac – Labin, cities on the Istrian coast.

The driver Vilijan Prodan, who competes in N group with his Honda Civic Type-R, came first in his group during the trials. The rain was predominant during the race and didn't help Prodan and the Automatic Servis team. In the first race Prodan achieved the second best time in his category, during the second heat, however, in an attempt to overtake the driver in first position, he lost control of the car in a bend and was forced to withdraw from the competition.

Our driver was not injured but the car was badly damaged in the crash and Automatic Servis Racing Team announced that they wouldn't be able to take part in the FIA European Hill Climbing Championship on 25th and 26th April at Rechberg in Austria.

Prodan will be ready for the next hill climbing race in the Croatian championship which takes place in Split (Spalato) from 22nd to 24th May.

## RECIPES FROM THE COMESTEROGROUP CANTEEN

Our cooks Grazia and Laura propose us another tasty recipe



### SEAFOOD RISOTTO

#### SEAFOOD RISOTTO

*Ingredients and quantities for 4 people*

300 g of riso  
1000 g of seafood (mussels, clams, prawns, squids)  
2 cloves of garlic  
1 shallot  
2 sprigs of origano  
A few leaves of fresh basil  
1/2 glass of dry white wine  
5 tbsp of olive oil  
Salt  
Pepper

#### Preparation

Brush the seafood well, then put them all in a large pan with 2 tablespoons of oil with a squashed clove of garlic to open them. As soon as they open take them out of their shells (leaving a few for garnishing) and put them aside; keep the filtered cooking liquid too. For the risotto: fry the chopped shallot and a clove of garlic together in 2 tablespoons of oil then add the rice, toast the rice on a high heat, add salt and white wine. When the wine has evaporated carry on cooking the rice by gradually adding vegetable stock and a few ladles of the seafood liquid (a couple of ladlefuls will be enough as it will be quite salty). When the rice has finished cooking add the shelled seafood and a tablespoon of olive oil, pepper and some chopped origano and basil. Put the rice into individual plates and garnish each one with the remaining seafood in shells and a few leaves of basil and serve straight away.

Study and work : want a break : relax  
recharge : coffee or snack : something good : access  
vending machine : cash or cashless  
safe and useful : cheap



**For desires that grow every day**

## Comesterogroup payment systems

- EuroKey Plus cashless system: New functions for the MDB and the EXECUTIVE versions.
- AuditKey: New cashless trasponder system to download the EuroKey Plus accounting data.
- Sanden Dual-B change-giver validator: New IR interface to download accounting data on to a palm.
- RM5 coin validator: The ideal solution to manage credit on the compact Table-Top.

