



PIACENZA  
1733

# PIACENZA GROUP



# A FAMILY BUSINESS

“Tradition is a key value for us as a company, having a long-standing tradition means having been able to innovate continuously, to evolve in step with the world, reshaping the business, turning ideas into reality”

Ettore Piacenza

Felice Piacenza, *Special Project & Heritage Manager*

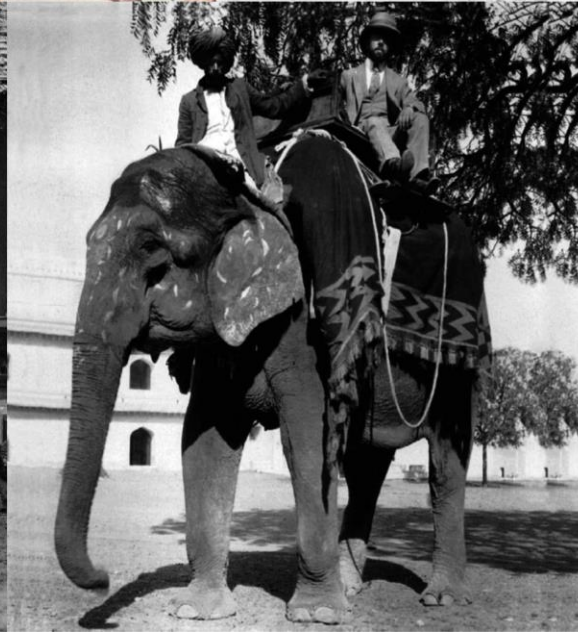
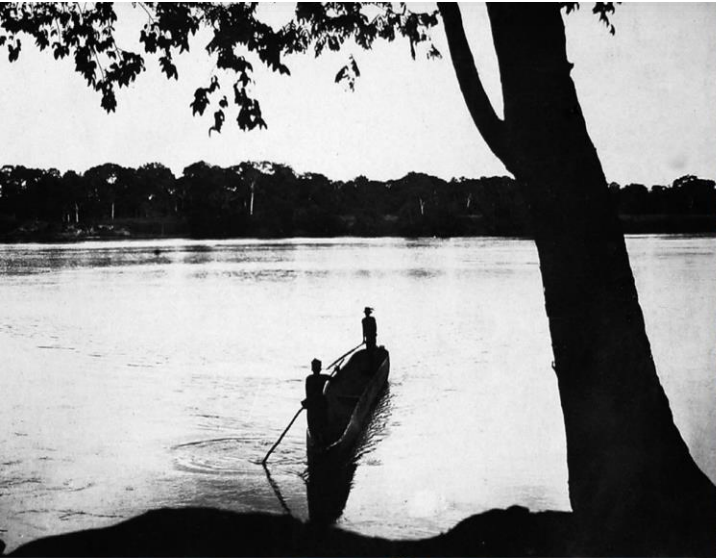
Carlo Piacenza, *CEO*

Ettore Piacenza, *General Director*

Vasiliy Piacenza, *Brand Manager Director*



# PIACENZA TRAVELS THROUGH TIME



---

## THE GROUP

The company performs a full cycle of fashion business, including design, modeling, procurement, as well as distribution, promotion of clothing and accessories, logistics, and sales.

The uniqueness of Piacenza Group is a diversified portfolio of four completely different and recognizable brands, covering a wide audience in terms of a variety of styles and price preferences.



PIACENZA  
1733



LANIFICIO  
F. LLI CERRUTI  
DAL 1881



LANIFICIO  
PIEMONTESE



Arte Tessile  
ITALIA



Fashion Magazine - MEN'...  
pocketmags.com · In stock

Fashion Magazine - Men's...  
pocketmags.com · In stock

Fashion Magazine - ME...  
pocketmags.com · In stock

MEN'S FASHION Magazin...  
pinterest.com

Fashion Magazine: Spe...  
amazon.it

Fashion Magazine - Men's...  
pocketmags.com · In stock



Fashion Magazine - ME...  
pocketmags.com · In stock

Mens fashion magazine ...  
pinterest.ph

Fashion Magazine - Men...  
pocketmags.com · In stock

Fashion magazine cover...  
pinterest.com

MONDO UOMO Italia Mens fa...  
elegantlypapered.com

Fashion Magazine - Me...  
pocketmags.com · In stock



PIACENZA PRESS

PIACENZA 1733 is present on the best editorials all over the world.

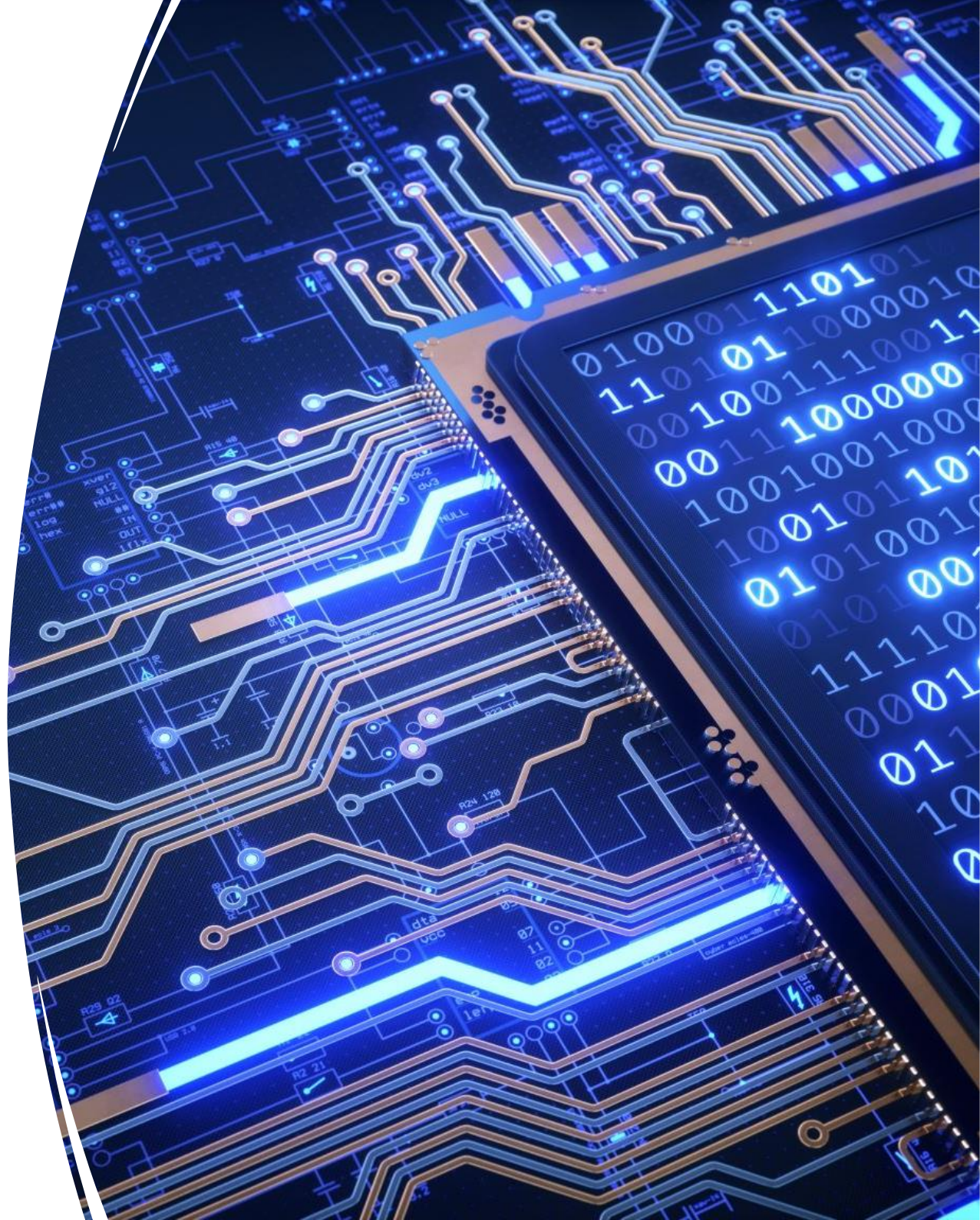


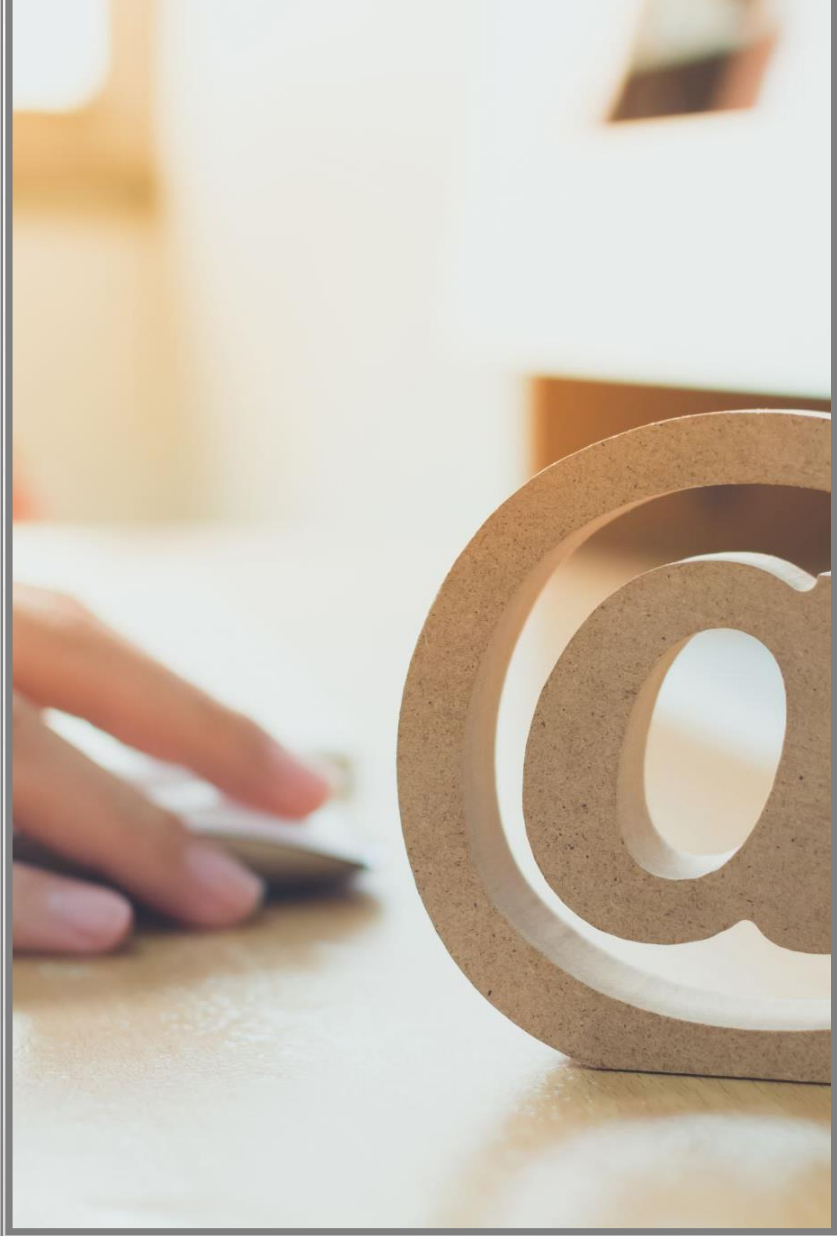
OBIETTIVI 2024

# OBIETTIVI 2024

---

1. COMUNICAZIONE
2. TRICK
3. AR & AI  
(Realtà aumentata e  
Intelligenza artificiale)





# LA COMUNICAZIONE OGGI

- **E-MAIL AZIENDALI**
- **E-MAIL PRIVATE**
- **BACHECA**



# **COSA NON FUNZIONA?**

- **UNIDIREZIONALE**
- **NESSUN TIPO DI COINVOLGIMENTO**
- **NON OMOGENEA SUI VARI CANALI**
- **SOLO CORPORATE**

# **COME POTER MIGLIORARE?**

- **COMUNICAZIONE BIDIREZIONALE**
- **NON SOLO DI TIPO “CORPORATE”**
- **ACCESSIBILE A TUTTI**
- **SU SMARTPHONE E PC**

# OGGI

+ Crea nuovo

< Community

Cerca

Le mie community

COMUNICAZIONE

- Social Life
- Gruppo Piacenza
- Fondazione Famiglia Piacenza

TICKET

- Segnalazioni

RISORSE UMANE

- Richiesta Assunzione
- Onboarding IT

DOCUMENTALE

- Presentazioni Aziendali
- HR - Info & Documenti
- HR - Benvenuto nel Gruppo
- Sicurezza - Info & Documenti

GESTIONE MATERIALE

- Toner



## Comunicazioni Gruppo Piacenza



Nuovo controllo accessi nello stabilimento Cerruti  
294



Nuova gestione TONER in Piacenza  
218



Banca ore 2024  
146



Piacenza 1733, intervista su Pambianco  
121



NUOVO TESSERAMENTO ALLA SOCIETA' OPERAI...  
165



Piacenza 1733 a Pitti Uomo Firenze  
103



REGOLAMENTO AZIENDALE DI GRUPPO  
332



VESTI IL NATALE IN AZIENDA  
190

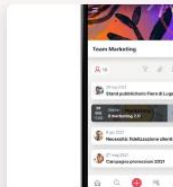


Insieme per le ferrovie biellesi  
114



AVERSACE - AUDIT IN AZIENDA  
84

## News da Social Life



Siete riusciti a fare l'accesso in Interacta?  
145 31



Thanks God it's Friday!  
102 16



Piacenza 1733 live a Milano!!  
63 15



pubblicità FW24 Piacenza 1733  
57 13



collegi sulla neve  
138 18



Pitti  
67 13



magazzino filati  
123 17

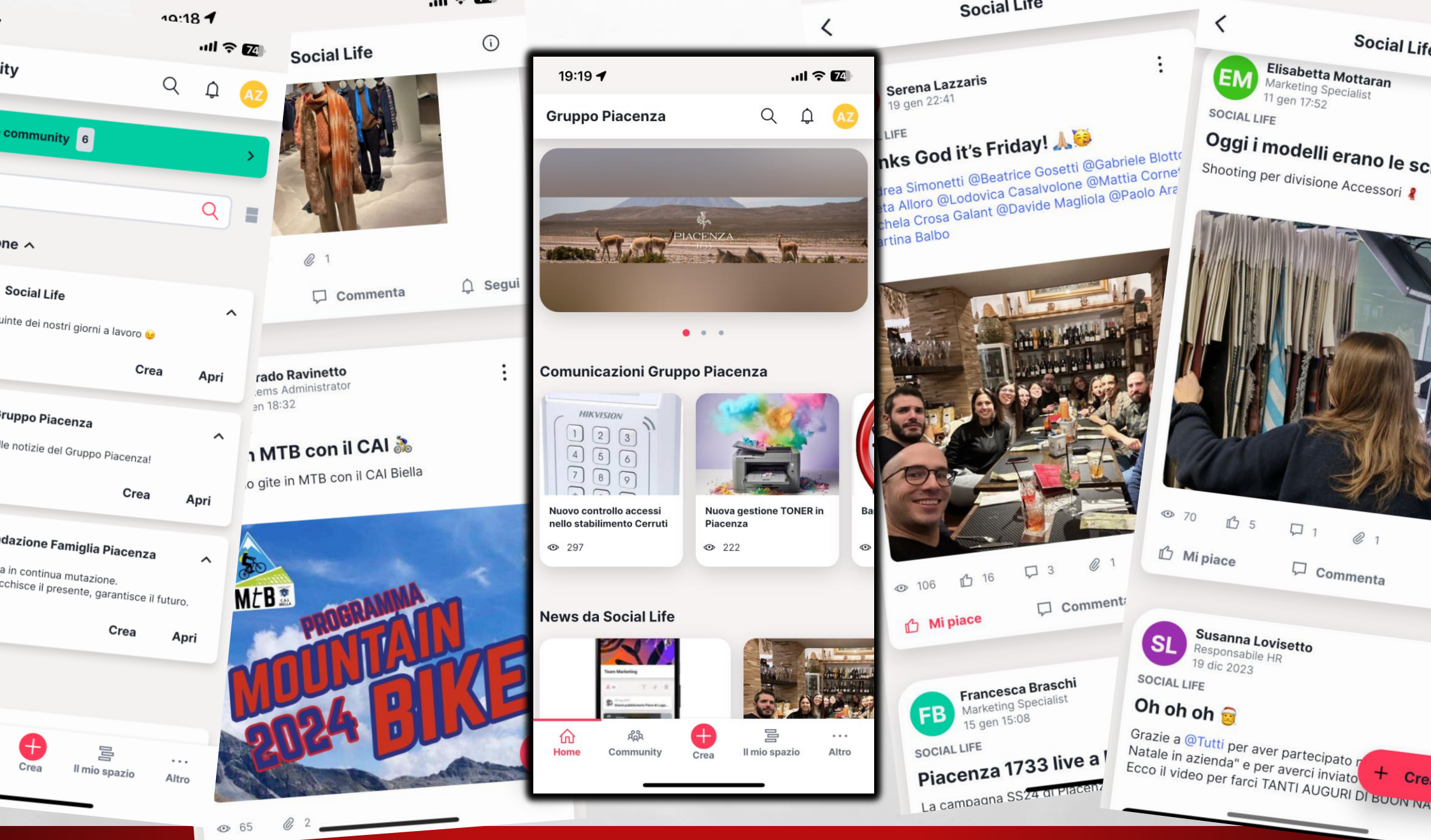
# OGGI

The screenshot displays the 'Gruppo Piacenza' internal communication app interface. At the top, there's a search bar and navigation icons. The main content area is titled 'Gruppo Piacenza' and features several news posts:

- Post 1:** 'Nuovo controllo accessi nello stabilimento Cerruti' by Andrea Zin, dated 22 ore. It includes a photo of a Hikvision access control device.
- Post 2:** 'Nuova gestione TONER in Piacenza' by Andrea Zin, dated 10 gen 11:54. It features a photo of a printer with colorful toner powder.
- Post 3:** 'Banca ore 2024' by Marta Augusti, dated 16 gen 11:37. It includes a logo for 'BANCA ORE'.
- Post 4:** 'Piacenza 1733, intervista su Pambianco' by Francesca Braschi, dated 15 gen 14:52. It features a video thumbnail of an interview.
- Post 5:** 'NUOVO TESSERAMENTO ALLA SOCIETA' OPERAIA DI MUTUO SOCCORSO' by Susanna Lovisetto, dated 11 gen 12:49. It includes a photo of workers in hard hats.


The interface also shows a left sidebar with navigation options like 'Community', 'COMUNICAZIONE', 'TICKET', 'RISORSE UMANE', and 'DOCUMENTALE'. At the bottom, there's a red banner with the text 'TUTTI POSSONO ACCEDERE ALLE NEWS AZIENDALI'.

## TUTTI POSSONO ACCEDERE ALLE NEWS AZIENDALI



**LA COMUNICAZIONE È BIDIREZIONALE**

# OGGI

← 

**EM** Elisabetta Mottaran  
Marketing Specialist

24 ott 2023

Conferma chiusura

ALLEGATI (3)

COMMENTI (5)

VISIBILITÀ

PROCESSO

TASK (2)

Mostra tutti

## Processo

Mostra processo

### 24 ottobre 2023

Aperto

Elisabetta Mottaran ha pubblicato il post e ha portato il processo nello stato **Aperto** 11:45

### 30 ottobre 2023

Preso in carico

Gabriele Ferretti ha eseguito l'azione *Prendi in carico* e ha portato il processo nello stato **Preso in carico** 17:09

Chiuso

Gabriele Ferretti ha eseguito l'azione *Chiudi*, ha portato il processo nello stato **Chiuso** e ha compilato un campo 17:09

Descrizione  
Logo aggiornato !

### 3 novembre 2023

Conferma chiusura

Elisabetta Mottaran ha eseguito l'azione *Conferma chiusura* e ha portato il processo nello stato **Conferma chiusura** 17:35

## Attenzione colore corporate!

Logo corretto di Piacenza 1733 - lanificio è **ROSSO**, non blu!

Il blu rappresenta il mondo abbigliamento 😊

Qui, pdf logo corretto.

@Michela Taverna Gusmin

Priorità Media

Tipologia di segnalazione IT

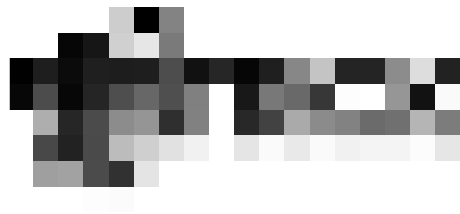
Informazioni di processo

Descrizione  
Logo aggiornato !

👁 5 🗨 1 💬 5 ✉ 2

Commenta Segui

# POSSIAMO GESTIRE PROCESSI



PIACENZA  
1733



LANIFICIO  
F. LLI CERRUTI  
DAL 1881



LANIFICIO  
PIEMONTESE



Arte Tessile  
ITALIA



PIACENZA  
1733



European Community of Practice for a Sustainable Textile Ecosystem

# Who is Piacenza

## PIACENZA IN NUMBERS



YEAR	EMPLOYEES
2022/23	284
2021	260
2019	257

  
166 MALE EMPLOYEES > 58,4%

  
118 FEMALE EMPLOYEES > 41,6%

AVERAGE EMPLOYEE AGE 46,3

### ELECTRIC ENERGY FROM RENEWABLE SOURCES



3.018.728 kWh  
From cogeneration: 100%

A photovoltaic system was installed in 2021 in order to cover 100% renewable energy.

### CHEMICAL PRODUCTS USED



80% Products approved by MRSL ZDHC

20% Products to be substituted

### WATER CONSUMPTION

100% of the surface and ground water used during the production process is treated and reinstated in nature as part of a recirculation process.





# Piacenza Group



**Lanificio Fratelli Cerruti dal 1881**  
23 marzo 2018 · 🌐

Theme: **#lanificiocerruti #fabrics at cinema**

Remembering #28 years ago when the film **PRETTY WOMAN** opened

Richard Gere and Julia Roberts wardrobe by **#ninocerruti** in **Pretty Woman - 1990**

Photo credits : from film scene

**#ninocerruti #naturalbornelegance #cinema #fashion #fashionstyle #fashionshow #menswear #actor #adercrispi #menfashion #menstyle #lanificiocerruti #style #stylist #gentleman #femme #elegant #madeinitaly #italianstyle #ninocerruti #juliaroberts #richardgere #prettywoman** Mostra meno

👍👏 37      Condivisioni: 4

👍 Mi piace    💬 Commenta    ➦ Condividi

👤 Scrivi un commen...    🗨️ 📷 📺 📹

**PIACENZA**  
1733

**LANIFICIO**  
**F. LLI CERRUTI**  
DAL 1881

**LANIFICIO**  
**PIEMONTESE**

**Arte Tessile**  
ITALIA



# Group Group

## Lanificio Fratelli Cerruti Has a New Owner

Fellow Biella, Italy-based Gruppo Piacenza has bought out the storied mill, 10 months after Nino Cerruti's death.

By **MARTINO CARRERA**  NOVEMBER 4, 2022, 2:24PM



The premises of Lanificio Fratelli Cerruti in Biella, Italy. COURTESY OF LANIFICIO FRATELLI CERRUTI



# TRICK Initiative

## Traceability as a key enabler of sustainability

“Key actors in the industry have identified **interoperable** and **scalable traceability** and **transparency** of the value chain, as **crucial enablers** of more responsible production and consumption patterns, in support of Sustainable Development.”

– United Nations – Economic and Social Council

### New rules & legislation

EU Strategy for Sustainable Textiles – European Commission



## TRICK Initiative

### Traceability as a key enabler of sustainability

“An assessment of **232 active ecolabels** in the EU also examined their verification and certification aspects and concluded that almost **half of the labels**’ verification was either **weak or not carried out**.

Moreover, **consumers are not aware** of the **distinction** between **labels governed by third party** certification schemes and those based on **“self-certifications”**, i.e. **not verified by any third party**. “

– DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on substantiation and communication of explicit environmental claims (Green Claims Directive) – 03 2023



# TRICK Initiative

## Traceability as a key enabler of sustainability

“The **proliferation of sustainability labels and logos** was also identified as an important and **persistent problem** across the EU by stakeholders from most stakeholder groups.

Similarly, in the open **public consultation, over a quarter (27%)** of participants selected "the proliferation and/or lack of transparency/ understanding/reliability of sustainability logos/labels on products and services" as a relevant obstacle to empowering consumers for the green transition”.

– DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on substantiation and communication of explicit environmental claims (Green Claims Directive) – 03 2023





# Do you know...

how many EU legislations on sustainability will impact the textile and clothing companies?

# 16

 <b>Ecodesign and Digital Product Passport</b>	 <b>National Tax on Waste (EPR)</b>	 <b>Waste Shipment</b>	 <b>Green Claims and Textile Labelling</b>
 <b>Green Public Procurement (GPP)</b>	 <b>Waste Legislation</b>	 <b>Corporate Sustainability Due Diligence</b>	 <b>Corporate Sustainability Reporting Directive</b>
 <b>Industrial Emissions</b>	 <b>Sustainable Finance (Taxonomy)</b>	 <b>Microplastic</b>	 <b>PFAS Restriction</b>
 <b>Skin Sensitisers</b>	 <b>Bisphenol</b>	 <b>REACH Revision</b>	 <b>PFHxA Restriction</b>

icons @ Eucalyp, Kiranshastry, Vitaly Gorbachev, Good Ware, FreePik and flaticon on Freepik.



**PIACENZA**  
1733

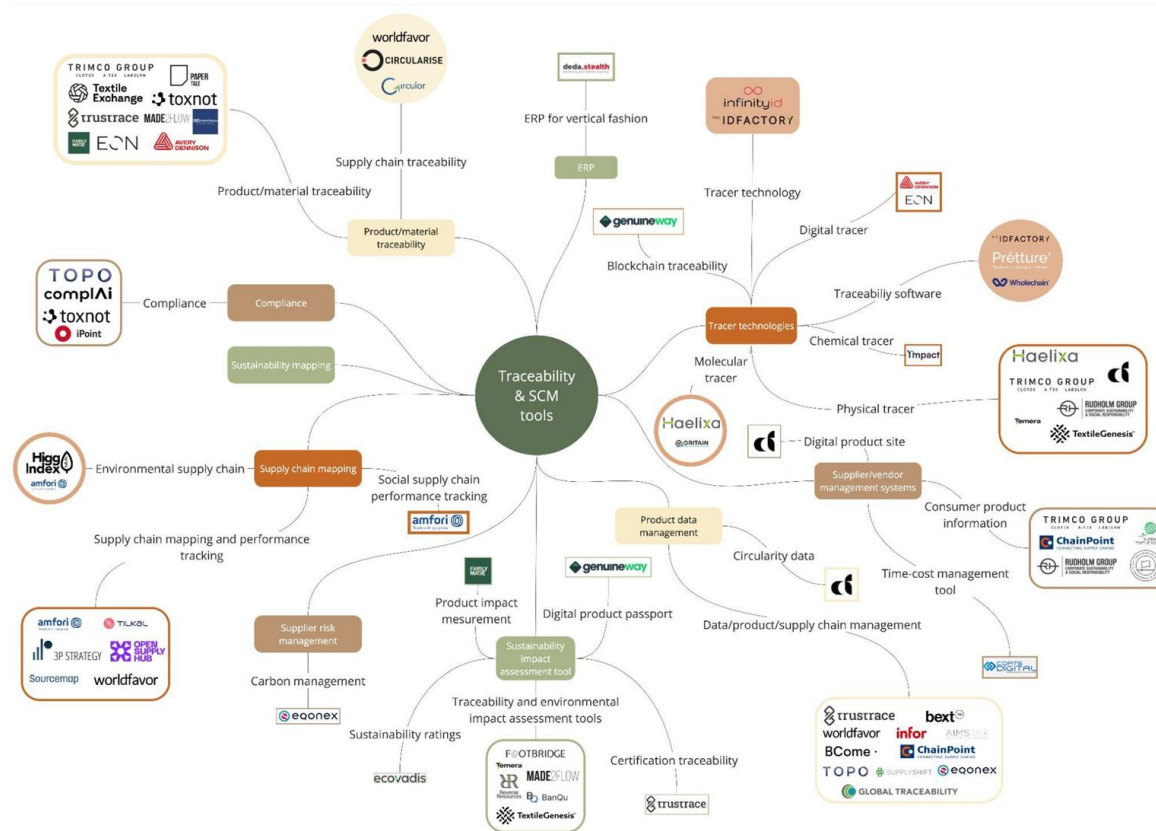
Source: Dirk Vantyghem, Euratex: Opening Speeches, ITECHSTYLE SUMMIT & ETP ANNUAL CONFERENCE, Porto, 10-12/05/2023



European Community of Practice for a Sustainable Textile Ecosystem

# Mapping of Traceability & SCM tools

MIRO

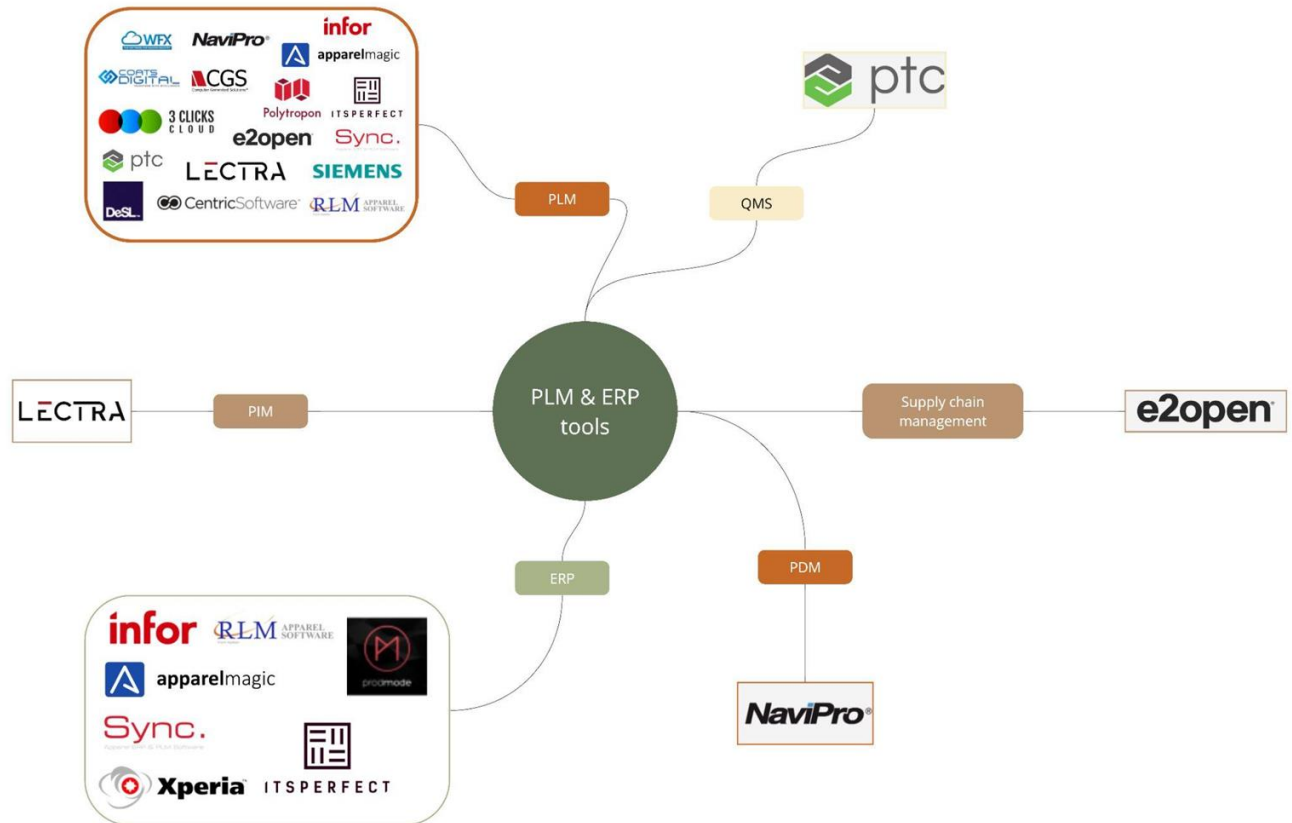


Svedlund, J. (2023, July). Traceability tools for textile supply chains. Textile&Fashion2023.  
[https://issuu.com/hogskolaniboras/docs/guidence\\_report\\_traceability\\_tools\\_for\\_textile\\_sup?fr=xKAE9\\_zU1NQ](https://issuu.com/hogskolaniboras/docs/guidence_report_traceability_tools_for_textile_sup?fr=xKAE9_zU1NQ)



# Mapping of PLM & ERP tools

MIRO



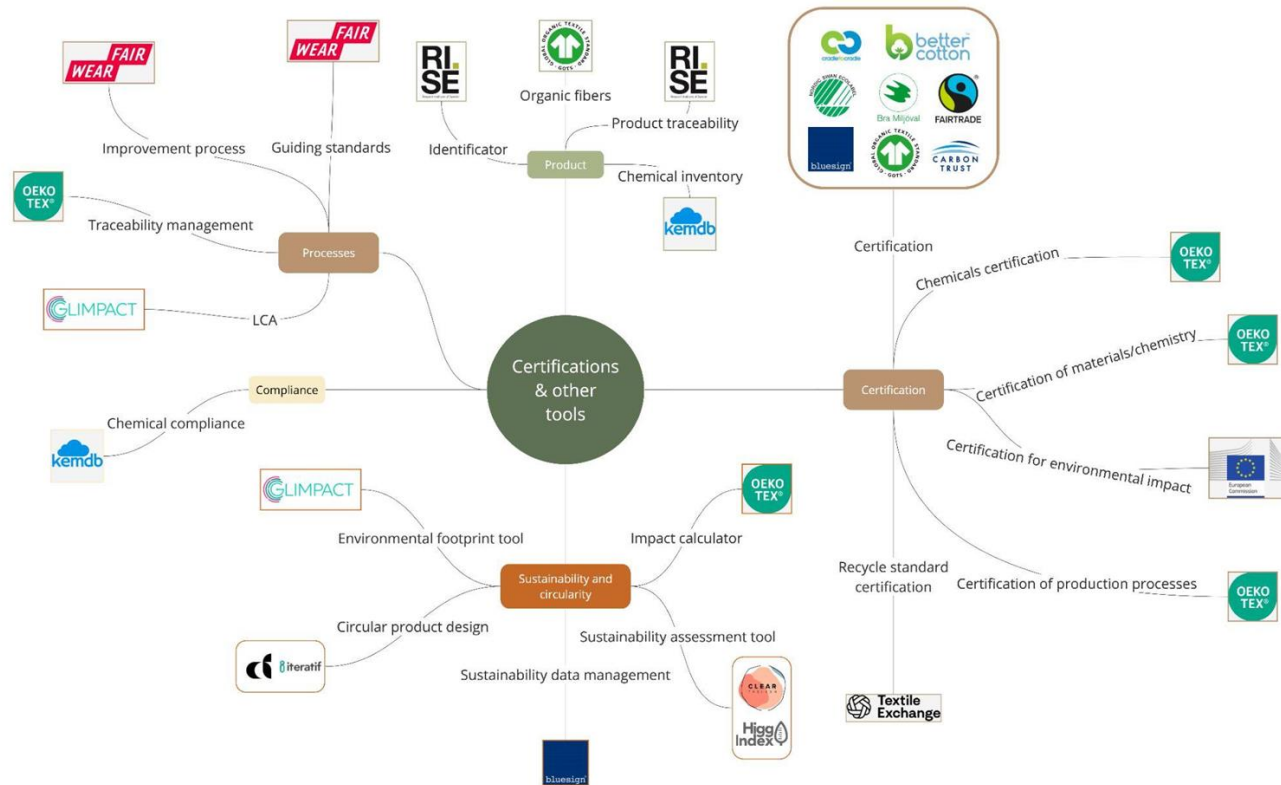
Svedlund, J. (2023, July). Traceability tools for textile supply chains. Textile&Fashion2023.  
[https://issuu.com/hogskolaniboras/docs/guidence\\_report\\_traceability\\_tools\\_for\\_textile\\_sup?fr=xKAE9\\_zU1NQ](https://issuu.com/hogskolaniboras/docs/guidence_report_traceability_tools_for_textile_sup?fr=xKAE9_zU1NQ)





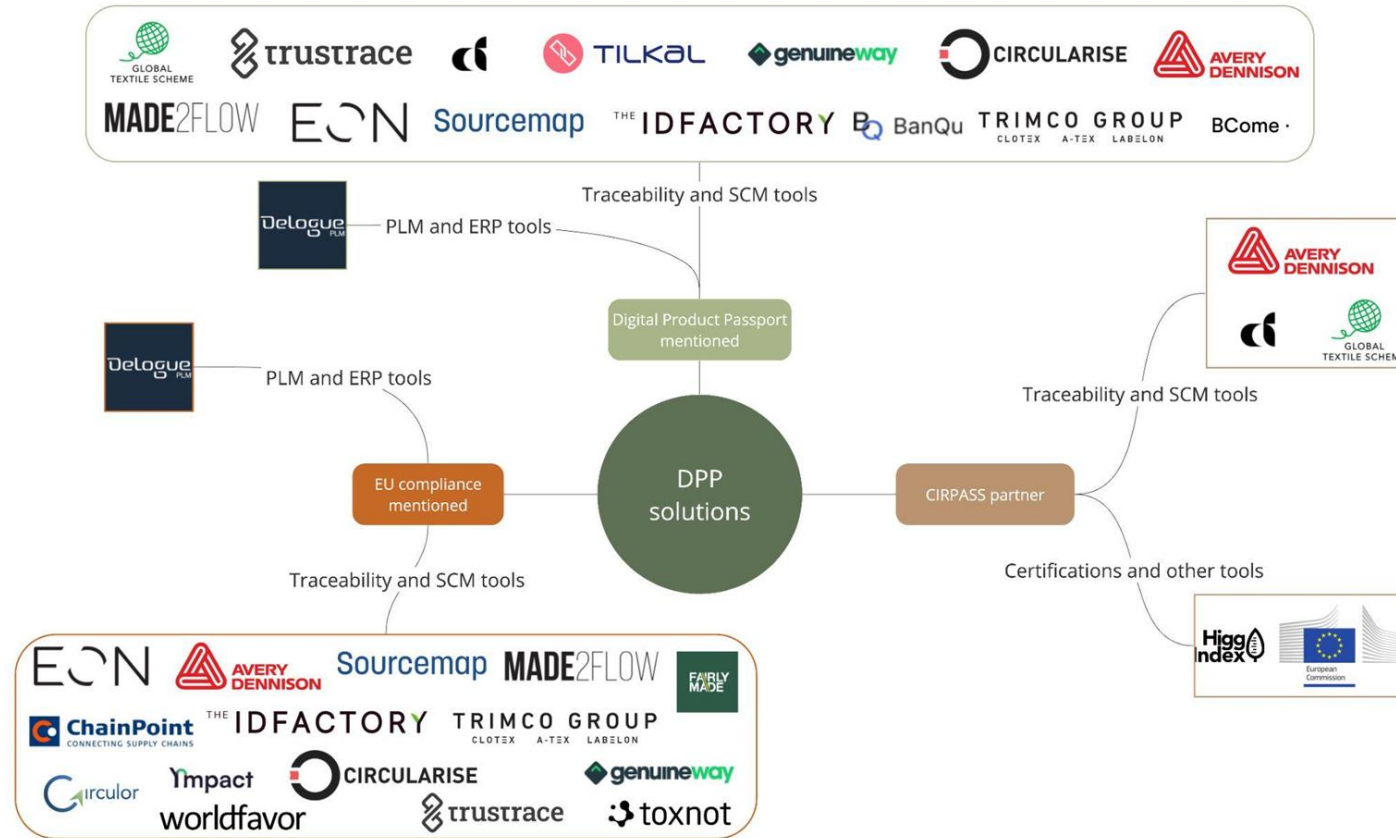
# Mapping of certification & other tools

MIRO



# Mapping of DPP solutions

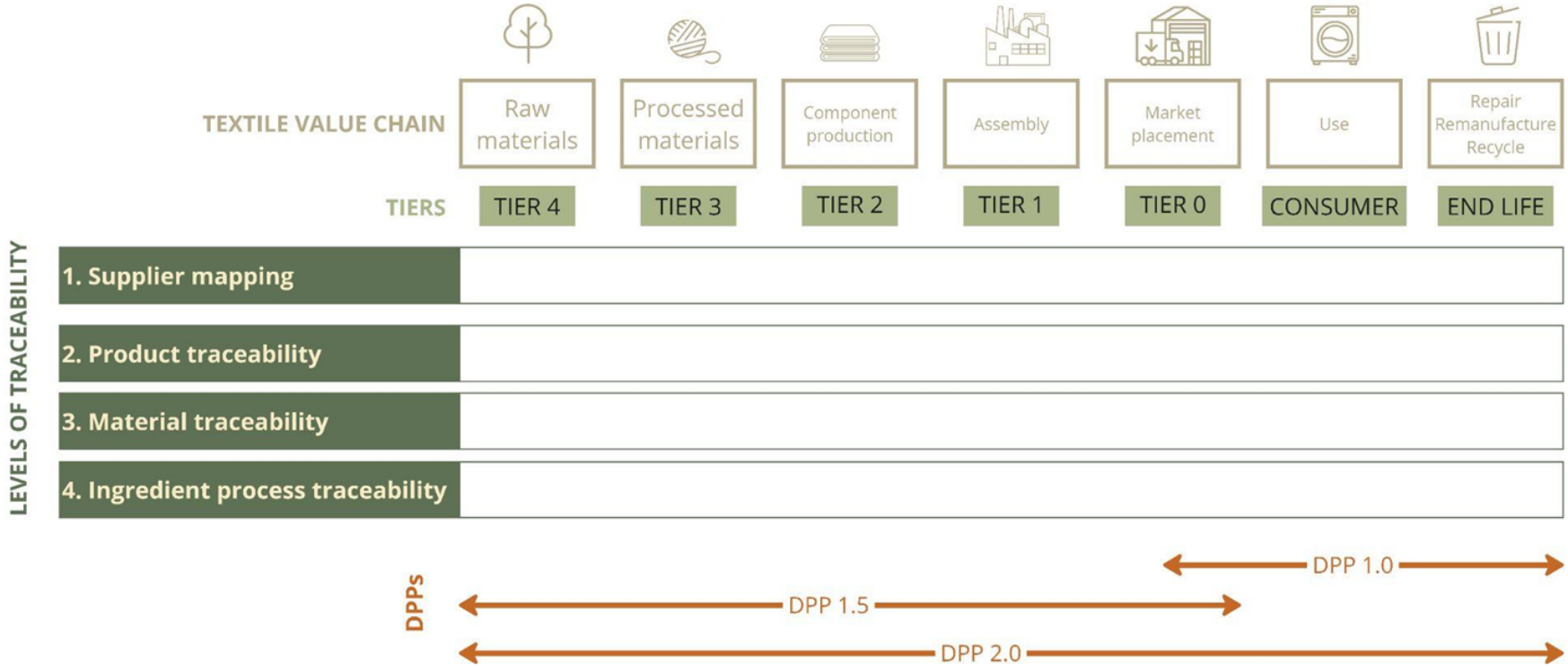
MIRO



Svedlund, J. (2023, July). Traceability tools for textile supply chains. Textile&Fashion2023.  
[https://issuu.com/hogskolaniboras/docs/guidence\\_report\\_traceability\\_tools\\_for\\_textile\\_sup?fr=xKAE9\\_zU1NQ](https://issuu.com/hogskolaniboras/docs/guidence_report_traceability_tools_for_textile_sup?fr=xKAE9_zU1NQ)



# Traceability tool matrix - Four levels of traceability vs Tiers vs DPP solutions



# TRICK

## DPP Position Paper – DPP Compliance

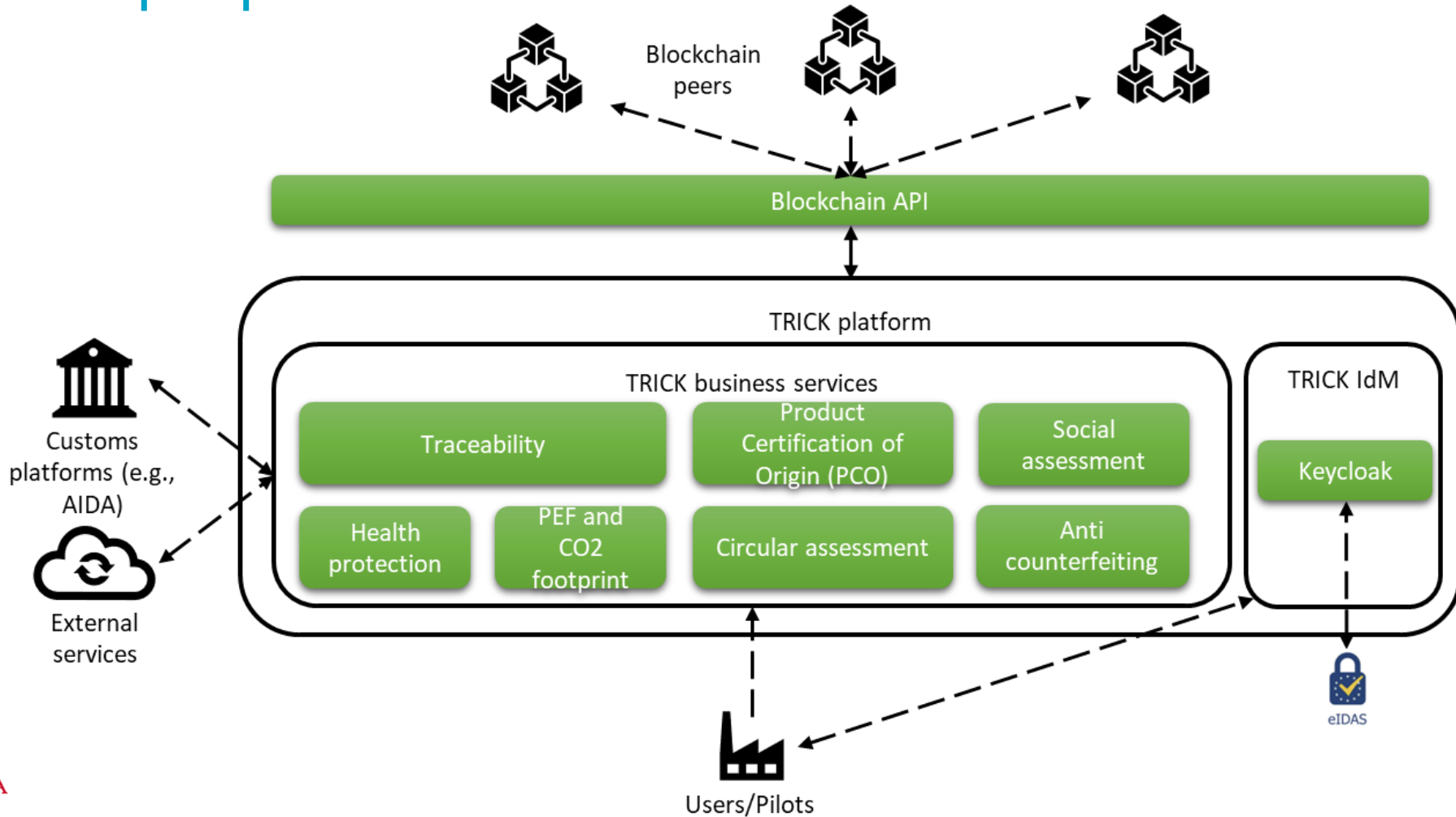
Alignment of TRICK Services with the DPP:

	Preferential Certification of Origin (PCO)	Circularity Assessment	Product Environmental Footprint (PEF)	Health Protection Assessment	Ethical Assessment	A.I. for Anticounterfeiting
(a) durability		●				●
(b) reliability		●				●
(c) reusability		●				●
(d) upgradability		●				●
(e) reparability		●				●
(f) possibility of maintenance and refurbishment		●				●
(g) presence of substances of concern				●	●	●
(h) energy use or energy efficiency			●			●
(i) resource use or resource efficiency			●			●
(j) recycled content	●	●	●			●
(k) possibility of remanufacturing and recycling		●				●
(l) possibility of recovery of materials		●				●
(m) environmental impacts, including carbon and environmental footprint			●	●		●
(n) expected generation of waste materials		●				●



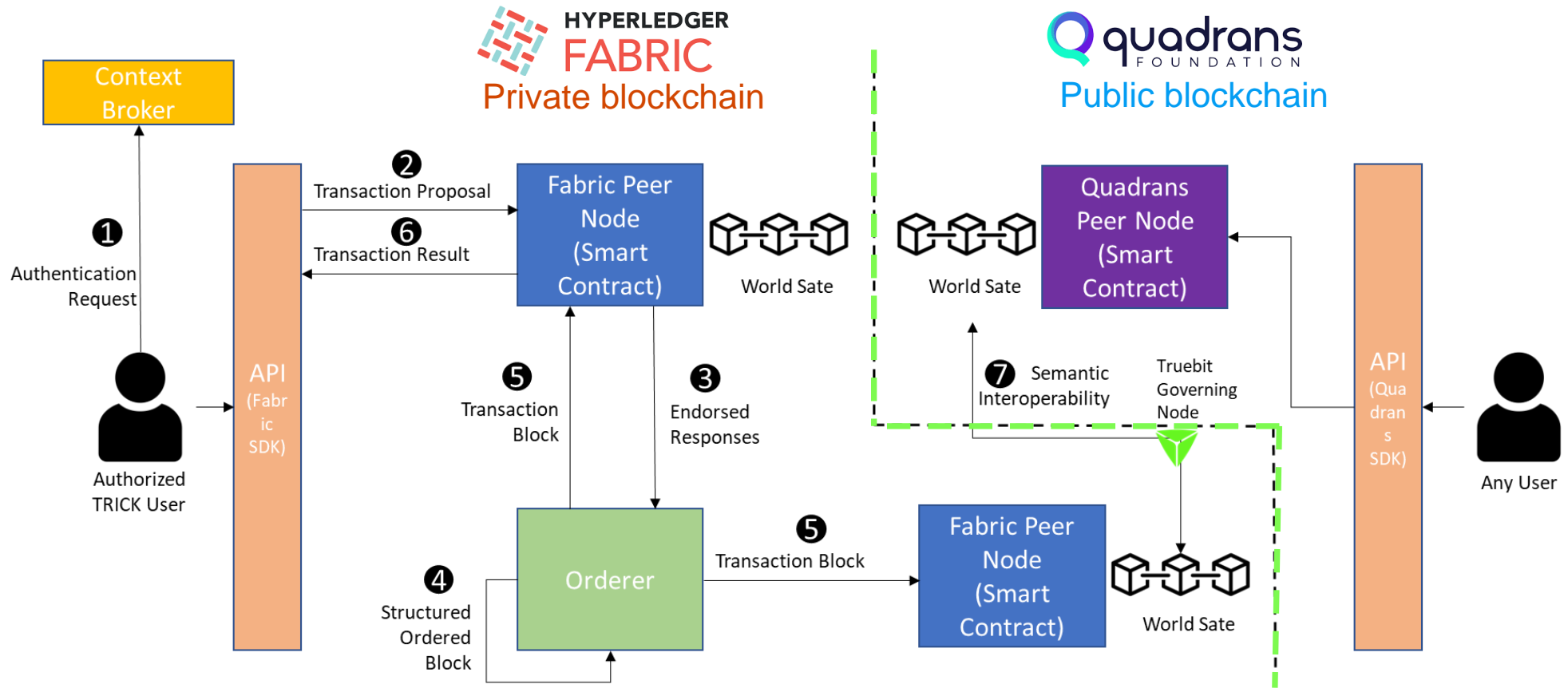
# TRICK Initiative

## Value proposition: the IT infrastructure



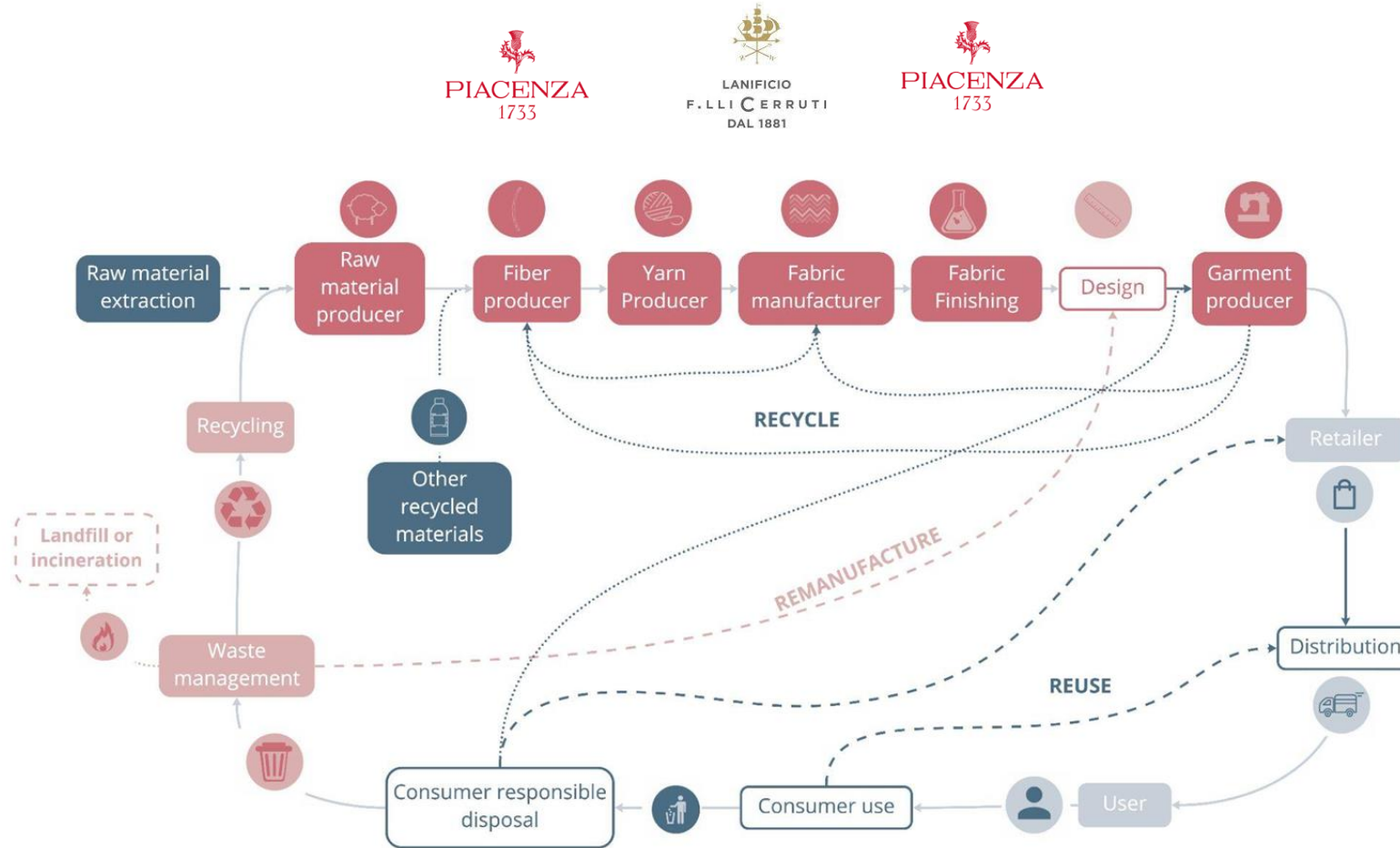
# TRICK Initiative

## Value proposition: data portability between Blockchains



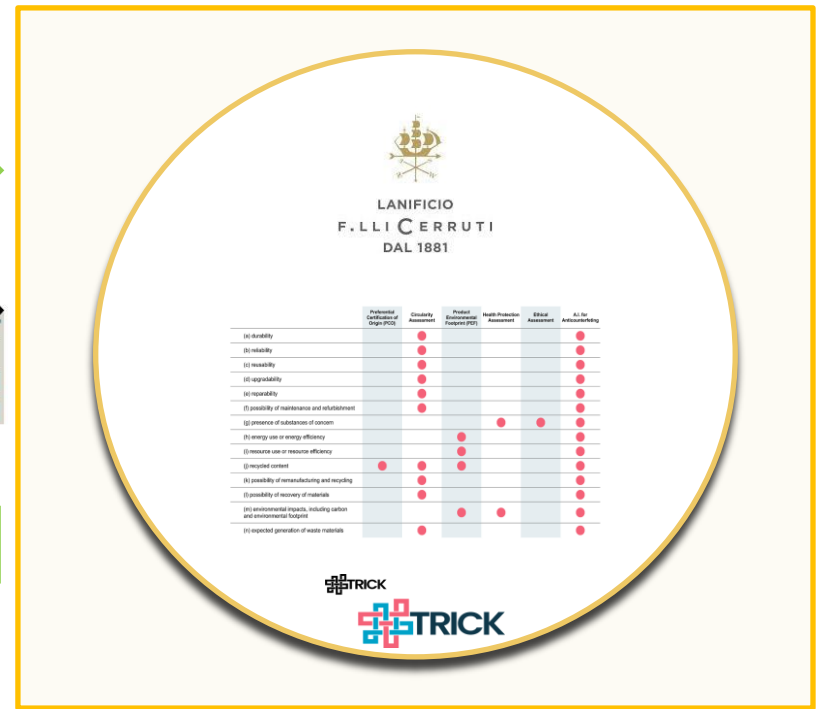
# SMARTENANCE

## Data transfer – Circular Approach



# SMARTENANCE

## Data transfer – dataspace interaction





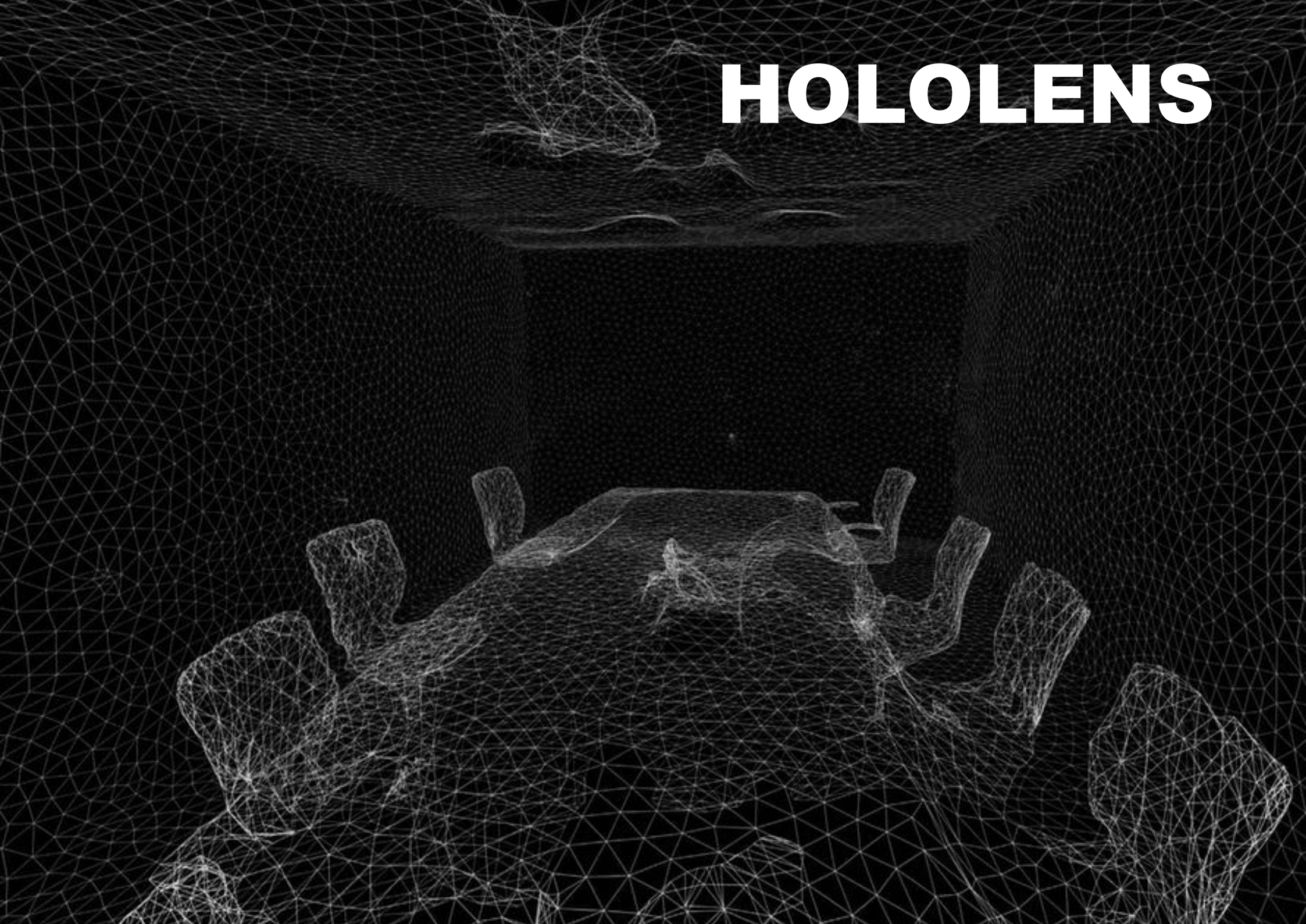


REALTÀ AUMENTATA

# HOLOLENS

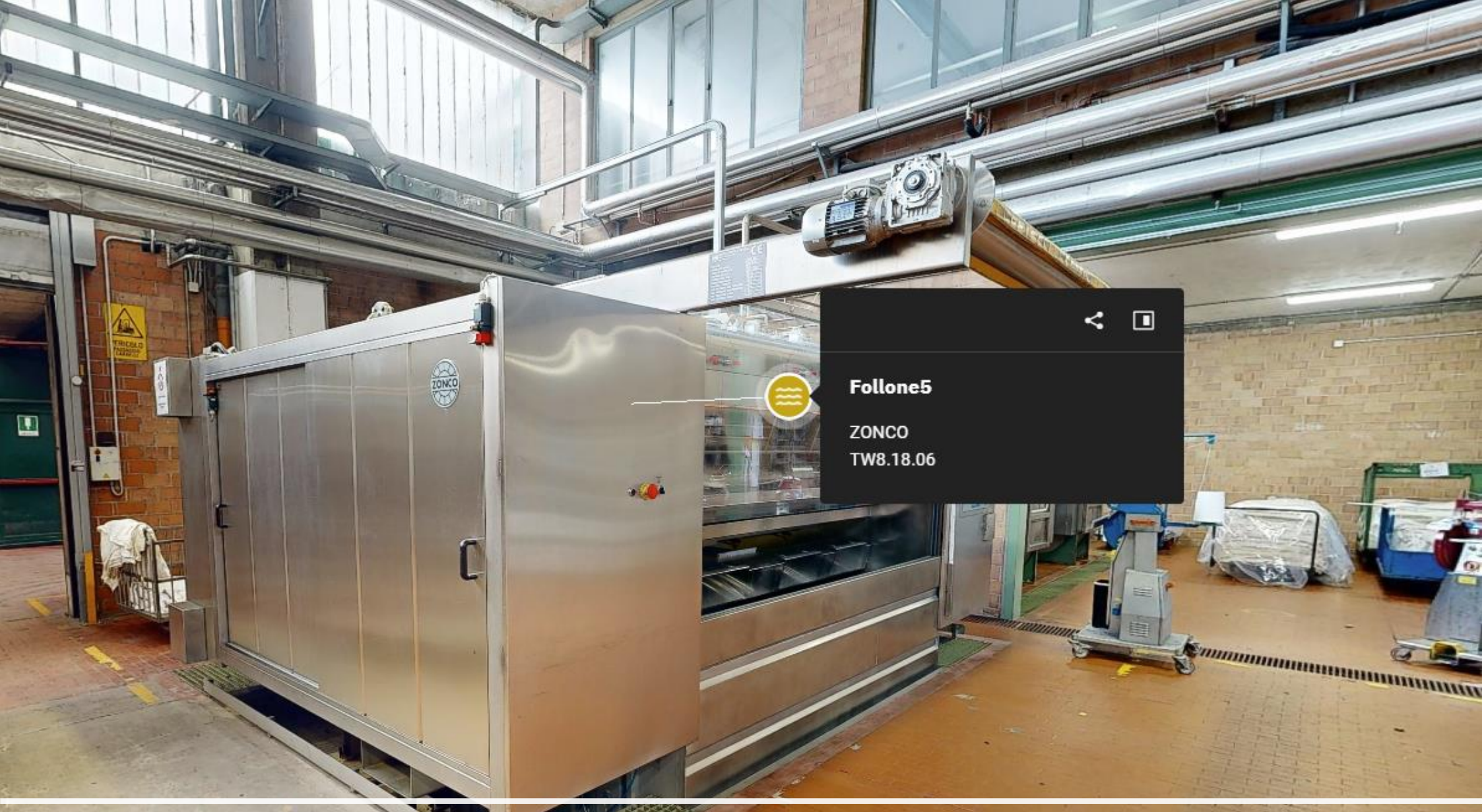


# HOLOLENS





DIGITAL TWIN



**Follone5**  
ZONCO  
TW8.18.06


DIGITAL TWIN

Per visualizzare questo space  
è richiesta una password

Password



VAI

- andrea.zin@fratellifila.com  
.....
  - ale.zanza1980@gmail.com authn.matterport.com  
.....
  - andrea.zin@piacenza1733.it  
.....
  - andrea.zin.personal@gmail.com authn.matterport.com  
.....
  - cervelli1954@gmail.com authn.matterport.com  
.....
  - information.technology@piacenza1733.it authn.matterport.com  
.....
  - si@fratellifila.com  
.....
- Gestisci password... 

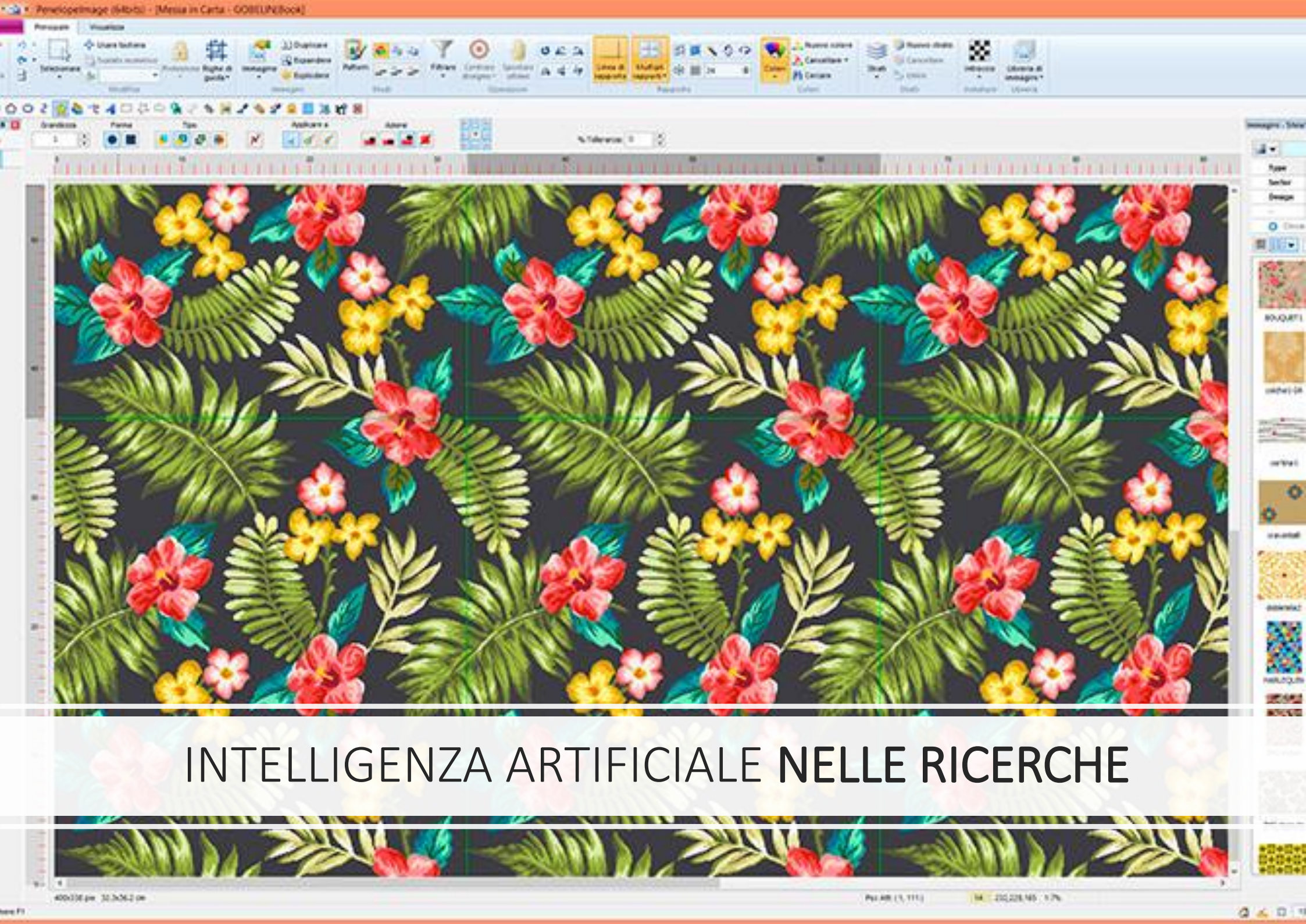


# INTELLIGENZA ARTIFICIALE



INTELLIGENZA ARTIFICIALE PER I CONTROLLI





# INTELLIGENZA ARTIFICIALE NELLE RICERCHE

Collegamento LTB Logs









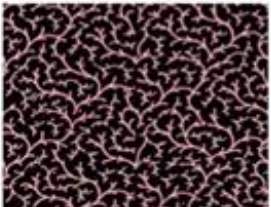





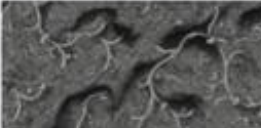
Profilo AGEN 8070

Apri Incolla Mod+ X Undo 1:1

Genera Immagine

0 - Ricerca (AGEN 8070)

GENERATIVO Tags

1024x808	1024x808	1024x808	1024x808	1024x808
				
Boz21_1 1024x808	Boz2f_2 1520x1200	Boz4f_4 1520x1200	Boz61_6 1520x1200	Boz8f_8 1024x808
				
#25_11 1024x1024	AIIP1-55_13 1024x1024	AIIPF-70_9 1024x1024	AIIPF-120_10 1024x1024	, Giovanni Bel11 1024x1024
				

cosa vedi? 2244x2338


web

INTELLIGENZA ARTIFICIALE GENERATIVA

Profilo AGEN 8070

Apri Incolla Mod+ X Undo 1:1

Genera Immagine



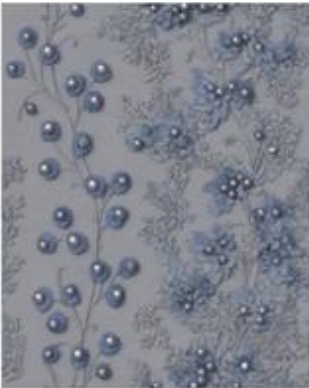
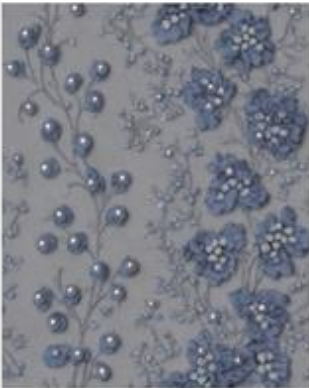





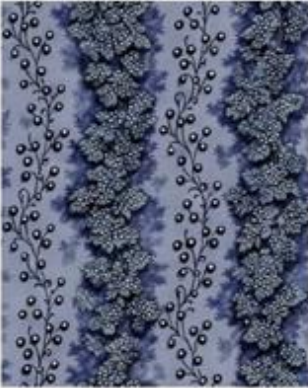




cosa vedi? 598x561

web

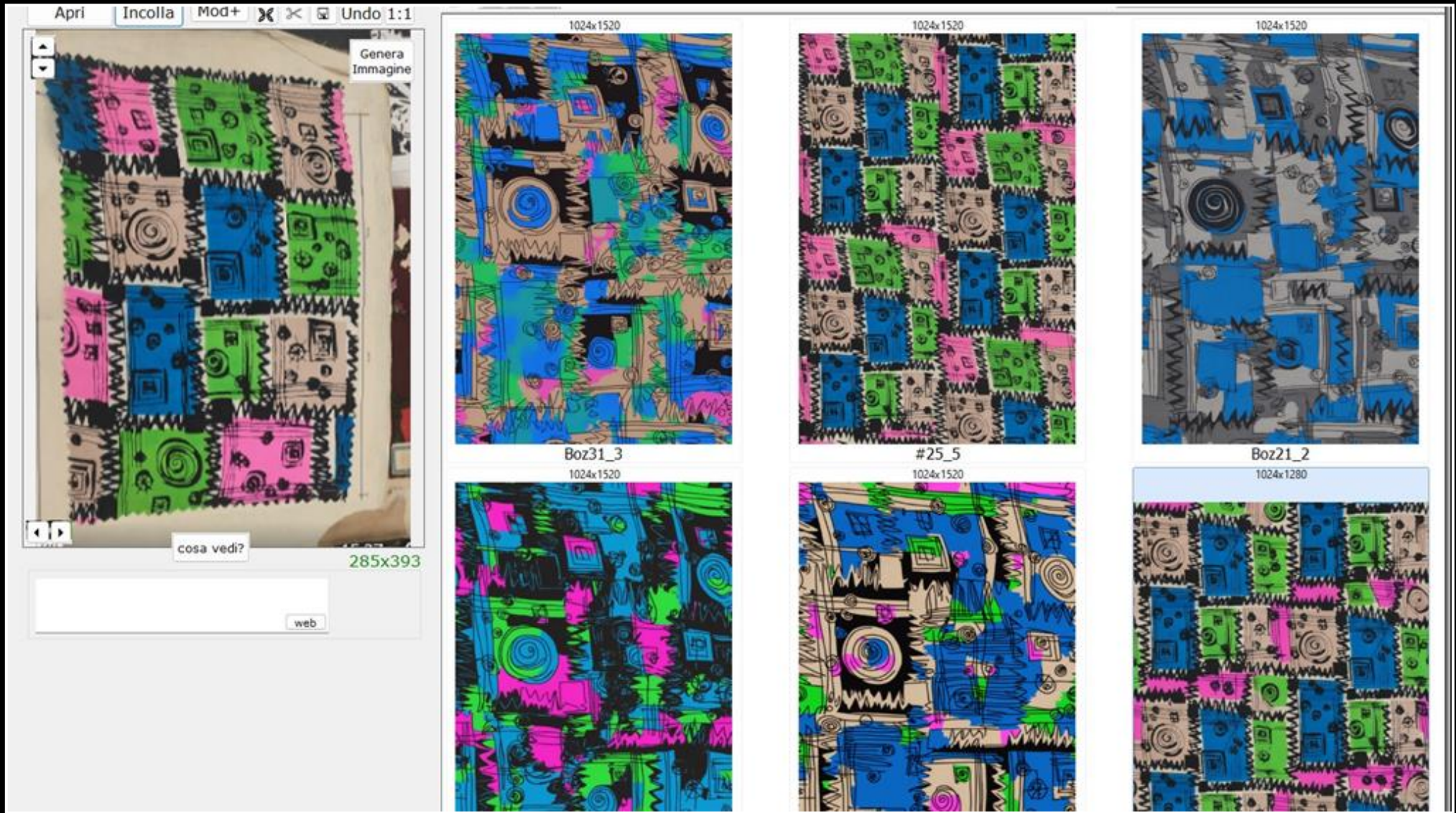
U - ricerca (AGEN 8070)

GENERATIVO

Tags

1024x1264	1024x1264	1024x1264	1024x1264
			
Boz2f_1 1024x1264	Boz31_2 1024x1264	Boz4f_3 1024x1264	Boz61_5 1024x1264
			
Boz8n_6 1024x1264	Boz8f_7 1024x1264	AllP1-60_14 1024x1264	AllPF-120_8 1024x1264
			

# INTELLIGENZA ARTIFICIALE GENERATIVA

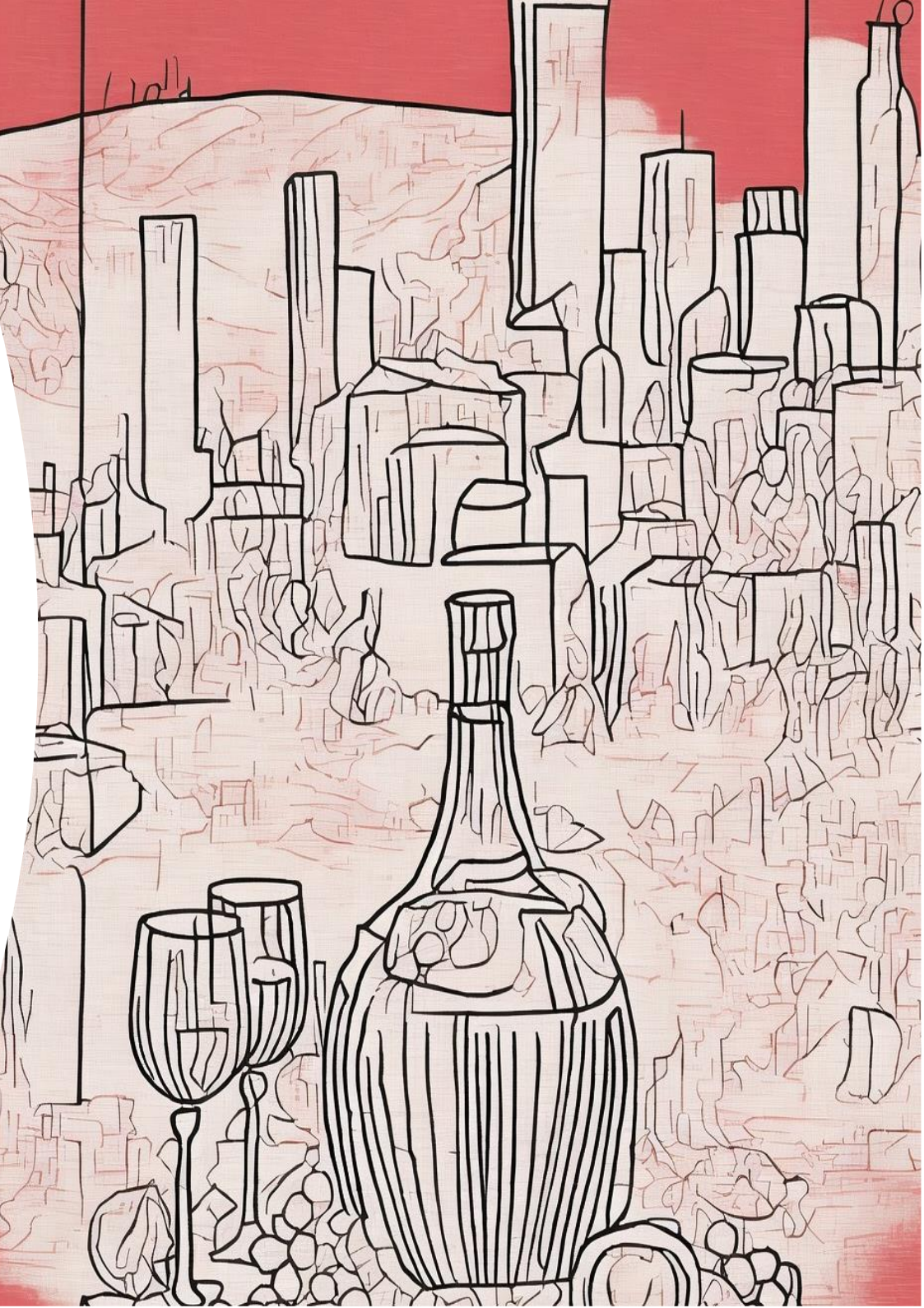


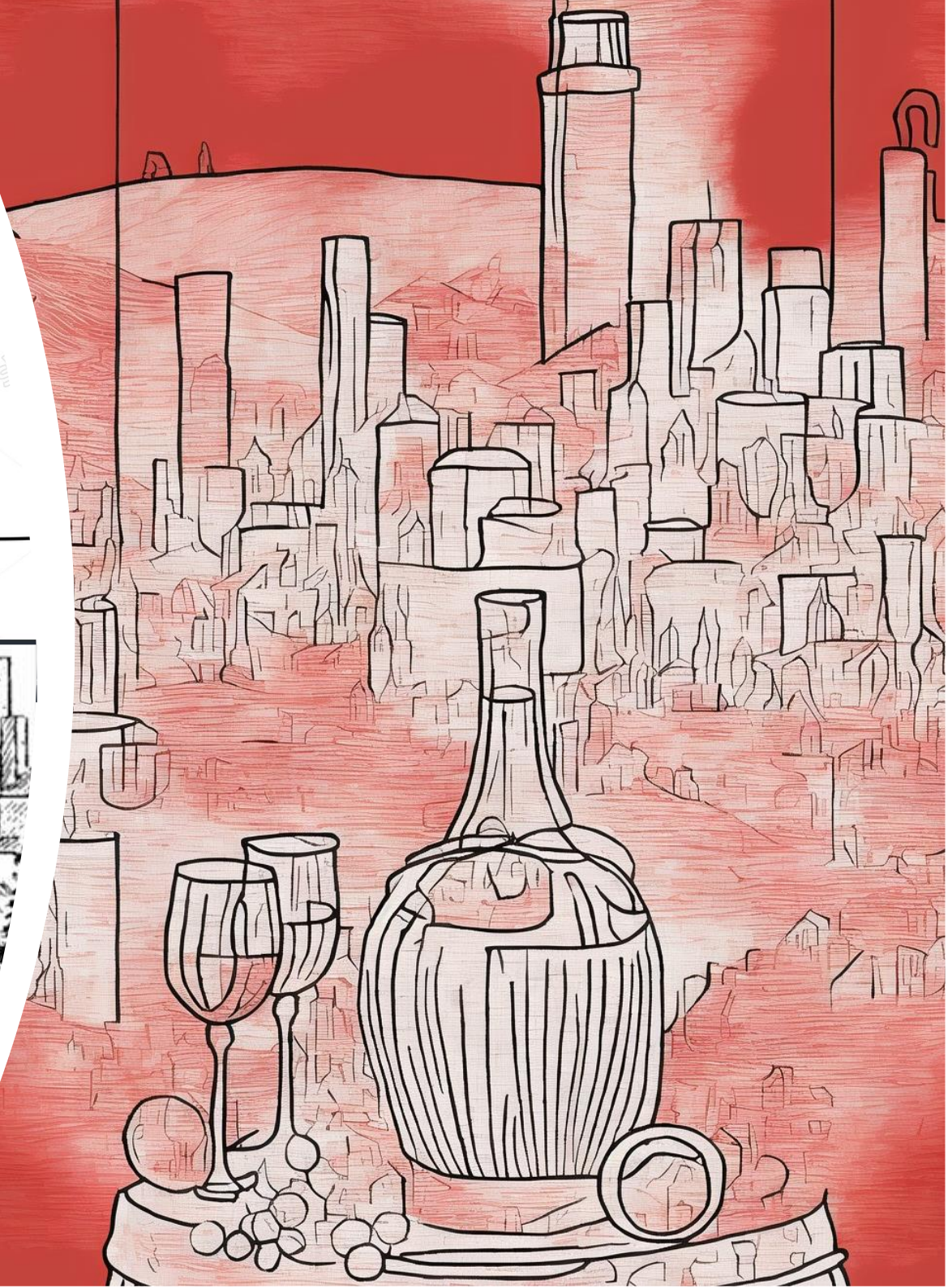
# INTELLIGENZA ARTIFICIALE GENERATIVA

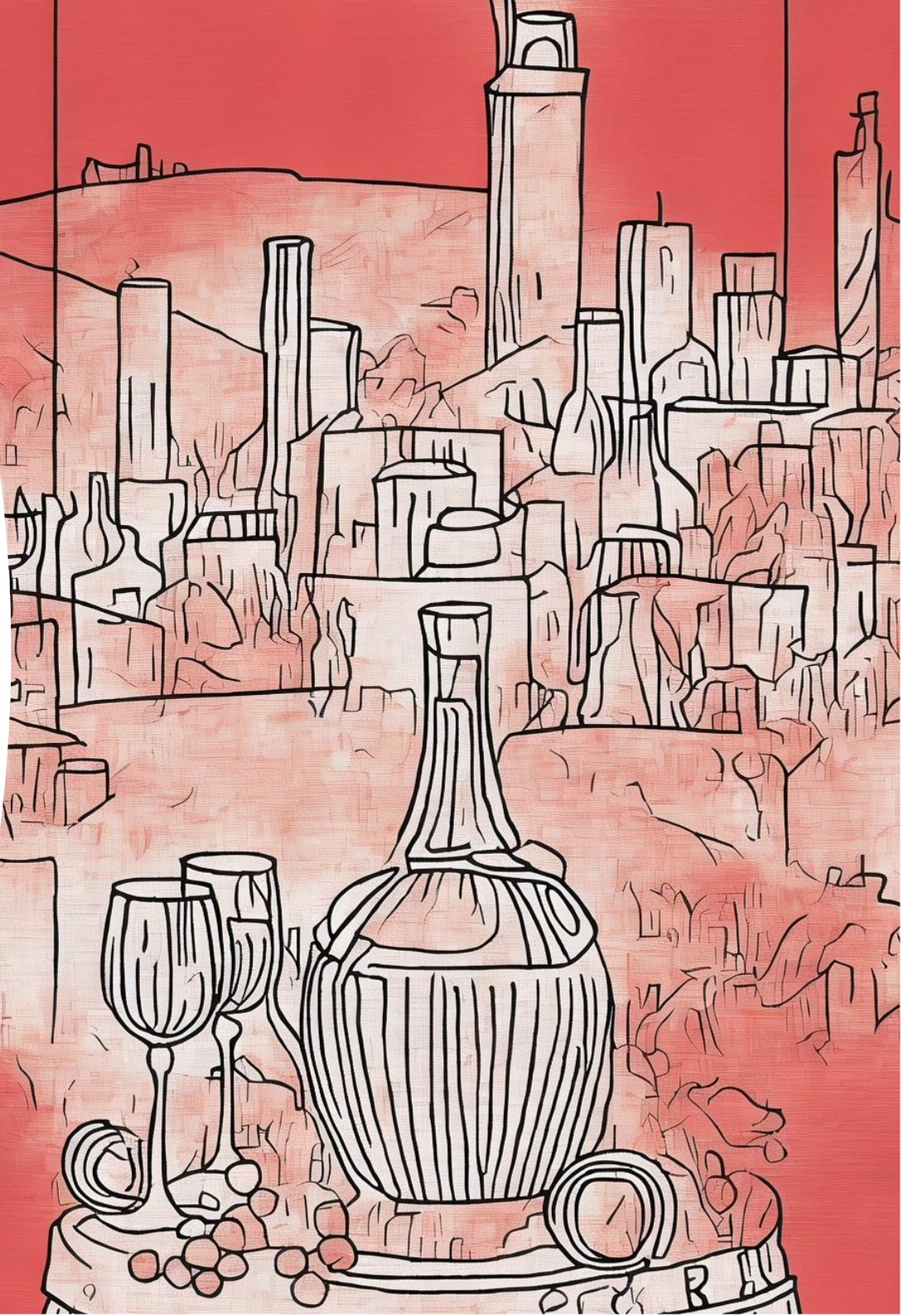


# UN ESEMPIO

- INTELLIGENZA ARTIFICIALE **GENERATIVA**











## Andrea Zin

Chief Information Officer (CIO) presso Gruppo Fratelli Piacenza S.p.A. - Associate presso Digital Masterminds  
Lessona, Piemonte, Italia

801 follower · Oltre 500 collegamenti



Vedi i collegamenti in comune



Fratelli Piacenza S.p.A. (Piacenza Cashmere)



Siti Web

Numero di Telefono: 3481485030