

# english summary

## PUBLISHING CONTENTS

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Mentioned: persons, enterprises, brands, organisms  
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## COLUMNS

Top retail .....	page 77
Librery .....	page 100
Enterprise documents.....	page 101
Financial Balance .....	page 128

## DAYBOOK

Production .....	page 16
Distribution .....	page 18

## TRENDS & SCENARIOS

**COMPETITIVENESS AND DEVELOPMENT**  
**The new role of outsourcing.....** page 22  
From a mere resource to be exploited for tactical and short term requirements to a stable partner: this is the metamorphosis that is changing the role and the image of the outsourcing in the pharmaceutical market.

**CHANGES AND OPPORTUNITY**  
**Senior people, the future actors .....** page 24  
Old people are gaining upon and their percentage on the total population keeps increasing. The present change will have a huge social and economic impact.

## MARKEY FIGURES

**PUBLISHING**  
**When the book trails along .....** page 28  
Our publishing sector is not living a particular healthy pe-

riod, even if it ranks seventh at worldwide level and fifth in Europe as to turnover and publications.

## PRODUCTION

**PANETTONE**  
**With or without candies? .....** page 31  
Panettone, a cake that we cannot miss on our tables at Christmas, is produced according to highly standardized and regulated procedures and ingredients, to protect an absolute Italian alimentary excellence.

**DETERGENTS**  
**No dirty with a little work .....** page 35  
The producers of any type of detergents are decidedly healthy, in spite of the crisis, thanks to a lot of research and a regular attention to the consumers requirements of environment needs.

**AGRICULTURE**  
**Discouraging scenarios.....** page 39  
The Italian agriculture has some difficulties, since it is fragmented in a lot of companies, and struggled between fidelity to tradition and fear to be crushed by the scientific innovation.

**TOYS**  
**Santa Claus business' .....** page 44  
In spite of the crisis, nobody renounces to toys, mainly in December, when people queue in the stores to purchase the last innovation to be placed under the Xmas tree: Winx, Gormiti and "alternative" games.

**Production in brief .....** page 50

## DISTRIBUTION

**PRIVATE LABELS**  
**What do you choose between griffe and price? .....** page 53  
The phenomenon of the private labels is fully developing in our Country. A recent study highlights the situation in this sector where also quality is achieving significant levels.

**UNDERWEAR**  
**Under the dress... the underwear.....** page 57  
How did the distribution world of underwear products

change in Italy in last the ten years: who replaced the old haberdasheries?

**SHOEWEAR**  
**Running-up competitiveness.....** page 59  
The specialized retail and the chains operating in this field are trying to exit from the crisis, concentrating their efforts mainly towards new alliances between producers and distributors.

**VENDING**  
**Let's see at the coffee distribution machine.....** page 65  
The world of the automatic distribution keeps progressing in Italy. The food and beverages producers pay more and more attention to the specific requirements of this channel that shows development margins.

**VISUAL MERCHANDISING**  
**The perfect shelf .....** page 68  
To better manage the exhibition space of the sales points it is clear that it is impossible to rely on the case and the intuition. Instead, it is necessary to refer to sophisticated management techniques.

**DRUGS**  
**The aspirin in the shopping cart .....** page 71  
How did the Italian situation change? What is happening in the rest of Europe after some years from the Bersani law that liberalized the drugs' sales?

**Distribution in brief .....** page 73

## REFRESHMENT

**STRATEGIES**  
**New tastes at the railway station .....** page 78  
The Italian railway stations are changing, becoming richer and richer of services, as well as the habits of travelers and the travel duration. Consequently, the refreshment relevant to trains and railway companies is also changing.

**Refreshment in brief .....** page 81

## COMMUNICATION

### SPECIAL DOSSIERS

**SIAL D'OR 2010 (pages 6-15).** Let's introduce the nine Italian finalists of the 2010 edition of the prestigious international award - with the partnership of Largo Consumo - organized by Sial (Salon International de l'Alimentation) of Paris. It must be emphasized the success of Martini Soda, that won the Sial d'Or in the Alcoholic Drinks category.

### PROFILES

**FILA (pages 48-49).** The innovations for CHRISTMAS 2010 that mark the profitable continuation of the collaboration between Disney and F.I.L.A and, in particular, the further strengthening of the Disney-Giotto and Disney-Didò co-branding.

### AWARDS AND RECOGNITIONS

**PACKAGING MEETING (pages 26-27).** The 53<sup>rd</sup> edition of the Oscar of Packaging, promoted by the Italian Institute of Packaging and Conai, dedicated this year to the eco-compatibility, has seen the success of a packaging that use innovation to reduce the environmental impact and simplify its use from consumers.

### COMPANY EVENTS

**IDC RETAIL INSIGHTS (pages 20-21).** The second edition of the Global Retail Summit was held on last 5 May in Milan: the event gathered

the actors of the distribution and the solution providers, for a debate on strategies, tools, action plans, technologies to be adopted for being competitive.

### INTERVIEWS

**DARTY ITALIA (page 76).** The electronics market is living the introduction of new technologies. In this phase of great development, Darty distinguishes mainly for the customer service. We speak about it with John Hatch, managing director of Darty.

**FEDERFARMACO (page 74).** The chemist's channel is living a phase of increasing modernization, that implies the adoption of a more modern approach and the tools characteristic of the retail marketing. We speak about it with Massimo Massa, director.

**INDEPENDENT INVESTMENTS (page 126).** In 2008 the Calabrian entrepreneur Fabrizio Capua founded Independent Investments. We asked him to tell us about the activities of the holding company, than just two years ago acquired the majority of Mauro Demetrio, a historical brand in the coffee market.

### FOCUS

**BOLTON ALIMENTARI (page 85).** The Filetti di Tonno in olive oil Rio Mare are a delicacy for true connoisseurs: prepared with the most valuable part of the best tuna fishes, they are done by hands according to the most ancient traditions on fishing site.

**CONSUMERS**

**PURCHASE PROCESSES**

**Today black sea bass or lake bass?** ..... page **82**

*What happens in our mind when we are in front of a supermarket shelf and must choose what to buy? A research details the decisions relevant to the fishing products.*

**DOCUMENTS: WOMEN AND NUTRITION**

**The health in the shopping bag** ..... page **87**

*What is women's behavior when they choose which food they want to buy? Are they aware of the strict relationship existing between a healthy nutrition and a life under the banner of well-being?*

**GLASS**

**The fascination of transparencies** ..... page **88**

*Glass crystal items keep being appreciated by Italians, either to preserve food or cook, adorn the house, make a prestigious gift.*

**PREPAID CARDS**

**All in one card** ..... page **90**

*No more time of cumbersome gifts, difficult to find, and even "wrong" or doubled. Now it is enough to buy a prepaid card, and the guest of honor will choose the gift he desire.*

**Consumers in brief** ..... page **92**

**COMMUNICATION**

**MARKETING**

**No matter the company you go, you will find a "social medium"** ... page **96**

*The enterprises would not throw on the "band wagon" of the social media blindfolded and tied hands. They are actually effective tools only if they are personally known.*

**NEWSPAPERS AND MAGAZINES**

**To each his own magazine** ..... page **98**

*Foreign people resident in Italy are growing and consequently the newspapers addressed to them are growing as well. The advertising pages purchased by big companies on these newspapers and magazines show the importance of the phenomenon.*

**Communication in brief** ..... page **99**

**PACKAGING**

**COFFEE**

**The shape of taste** ..... page **103**

*The aroma and the consistency of a good coffee do not depend only upon the selection of the coffee beans and their processing: a meaningful role is also covered by packaging, fundamental on the marketing side.*

**Packaging in brief** ..... page **108**

**LOGISTICS**

**HOUSE PAPER ROLLS**

**Transporting with delicacy** ..... page **110**

*Through which steps, starting from the American cellulose, we can have in our kitchens and in our bathrooms the indispensable paper products for house and body care?*

**Logistics in brief** ..... page **113**

**HUMAN RESOURCES**

**CLOTHING**

**How the wages are changing** ..... page **114**

*What changed at retributive level in the fashion sector, proud of the made in Italy, during the period of economic international crisis? And which are the perspectives/future strategies?*

**ENERGY SAVING**

**Reduce the environmental impact** ..... page **117**

*The energy saving engineer who shall drive a company towards the reduction of energy consumption and environmental impact, will be more and more important in presence of the "green revolution".*

**Human Resources in brief** ..... page **118**

**FINANCE**

**COMPETITIVE SCENARIO**

**The point on the chains of cosmetics and perfumery** ..... page **120**

*The market of cosmetics/perfumery resists, thanks to the consumers' fidelity towards products they consider "indispensable". And the distribution chains direct their efforts towards quality and services.*

**FOOD SECTOR**

**The situation of food and beverages** ..... page **124**

*How did the Italian companies operating in the food sector and quoted in the Stock Exchange live the recent period of crisis? In spite of the big differences between the different realities, a meaningful holding out is coming out.*

**Finance in brief** ..... page **127**

**ENVIRONMENT**

**COSMETICS**

**A pitiless beauty** ..... page **130**

*Also the beauty world must face the environmental respect and people's health. The consequent increase of costs strictly requires a communication addressed to the consumers.*

**Environment in brief** ..... page **133**

**ENERGY**

**INDICATORS**

**The "game" is worth the candle?** ..... page **134**

*A detailed index measures the advantage, in terms of energetic return, of a source rather than another. It is a basic tool for an Europe that must achieve the 20-20-20 result.*

**INDEX & MONITORING**

**Consumers' confidence** ..... page **136**

*The Italians' confidence level is decreasing after the light resumption marked in April. A percentage unit less, from 4,55% to 4,45%, as reported by Findomestic Monthly Observatory.*

**Raw materials** ..... page **138**

*Also this month the usual view on food, non food and energetic raw materials.*

**Prices and consumption** ..... page **140**

*In March 2010 the Pointer of Consumi Confcommercio (Icc), highlights an evolving situation on the trend relevant to the level of Italian consumption.*

**Reading paths** ..... page **143**

**News for Readers and Advertisers** ..... page **144**

**BOLTON ALIMENTARI** (page 95). Rio Mare Sandwich is born: taste-ful tuna, carefully dripped from oil, ideal to simply prepare in any occasion sandwiches and rolls rich of taste and fantasy. Is available in three stimulating recipes.

**DITECH** (page 70). Di.Tech introduced MORE to a selected number of the market retail operators. MORE proposes itself as the first solution for the distribution companies entirely based on a service architecture.

**NOVACART** (page 32). Paper is today the most flexible and ecological method for the baking of cakes and Novacart is still, with its modern factories located in Italy and abroad, the world leader with a daily production of million pieces.

**SMEA UNIVERSITA CATTOLICA** (page 119). The Master in Economy of the Agricultural and Food-System is the historical Master of SMEA, has an annual duration and aims at offering an analytic vision of the main business functions of the enterprises and to develop the abilities necessary to face the organizational and managerial choices.

**SPOT**

**BBS** (page 50). Innovation, ecosustainability, research and investments are the key points of the ambitious project designed for the next years by Giorgio Sangiorgi for BBS, founding president, in occasion of the 30<sup>th</sup> anniversary of the company.

**FARMO** (page 33). The company is specialized in the production of gluten free dietetic products. Among the "pearls" of its assortment,

the company include the gluten free panettonen, a product really unique in its kind.

**FIERA RIMINI** (page 83). Sapore (19-22 February 2011) is the appointment with innovation, rituals, tastes and trends of outdoors consumptions as to food, seafood and beverages. MSE-Mediterranean Seafood Exhibition is the section of Sapore that confirmed to be the only business to business appointment of the sector.

**HENKEL** (page 37). A small and light detergent, practical and easy-use, with the cleaning force of a big brand: all this is Dixan Super Concentrato, a great performing innovation as to cleaning and environmental respect.

**QUERCETTI & C.** (page 46). Manufacture funny and useful toys to develop the intellectual and physical abilities of the children, stimulating the reasoning, creativity, manipulation and relationships: this the company's mission.

**RADEBERGER GRUPPE ITALIA** (page 99). "Storm in the pot, stories, emotions and offshore recipes" is the most recent book written and introduced at the Salone del Libro di Torino by Lucia Pozzo, skipper and commander of prestigious sailing boats. Several recipes are prepared with Dab beer.

**UNIVERSITÀ CARLO CATTANEO LIUC** (page 118). LIUC promotes, with the sponsorship of the Ministry of the Economic Development, Cncc, Chamber of Commerce of Varese, the new first level university master in the Retail Real Estate Management of the commercial structures.