

THE HISTORY OF

**FERMAX**



# Did you know?





Visit “Did you know?” in “About FERMAX” section at [www.fermax.com](http://www.fermax.com)

At Fermax, we have been cultivating our **passion for design, technology and innovation for the past 65 years.**

**In “Did you know...?”,**  
we show you the path, milestones and anecdotes  
that have marked our evolution.  
Our cornerstones that help us today deliver **a door to the future.**

**FERMAX**

## Brand



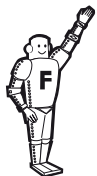
## Did you know?

Fermax was registered as a brand name on **16th January 1952**. This was the beginning of a great story.

Fernando Maestre Martínez was born in Elda (Alicante). When he was 17 years old, he and a friend found the telegraph key of a plane that had been shot down during the Spanish Civil War. His curiosity and interest in learning led him to use it to make a rudimentary telegraph with which he connected his house with his friend's via a cable stretched across the rooftops. Motivated by his passion for electronics, he completed a correspondence course in electronics and decided to set up a radio repair workshop at home. Not long after, he started making radios himself. It was the seed of the future FERMAX.



1949



1970



1980



1999



2012

### Brand development

Mr. Maestre's visionary talent was not limited to electronics. In 1952, the founder commissioned a logo for the brand using an acronym of his own name from the draughtsman Luis Abad. The artist also included a robot to give it a more modern look.

In 1970, he asked the Melior agency to redesign the logo. The result, in which Mr. Maestre was personally involved, can only be classified as a success since, even today, it is very similar to the original design.

In 1999, blue was introduced as the corporate color. It represents the creativity, confidence and effectiveness of our distinguished skills, patent in the solutions we provide for our customers.

In 2012, the spacing between the letters was given more balance.

The result was a brand with a strong personality, known worldwide and with which thousands of people work as part of a common corporate culture.

Together with the design, the brand has been the company's most valuable intangible asset. And that asset has evolved with its strategic vision, strengthening its position and expanding its values.

Today, the FERMAX brand is a world reference in the video door entry systems sector.

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## Brand claim

In the past, the brand has been associated with a claim message that supports, defines and reinforces its very value. The message used with the brand in each stage has been linked to a specific situation or moment, from the original “Fermax Video door entry systems” to today’s “Building communications”.

In the beginning, the brand was not what it is now, in the same way that the intercommunication market was also different. The brand started to earn itself a reputation and the best way for it to do that was by highlighting the company’s values as leader. Back then, Fermax was already the Top Intercommunication Company in Spain and that status had to be exploited.

Fermax began to export its products and showed itself as a true pioneer in its sector. The brand grew on the international market and the company created a large distribution network. The company started to announce who its target customers were and what it had to offer.

In 1999, the year of its 50th anniversary, Fermax began to sponsor its own regatta team. The idea behind the sponsorship was to transmit its corporate values.

Today, Fermax is moving towards new goals, advertising not what it does, but rather what it provides to society. It has turned its “Video door entry systems” into “Building Communications” to increase communication solutions in residential buildings with cutting-edge technology.



## Brand value

Today, 66 years after it all began, the brand is possibly the company’s largest asset. Fermax has been the unquestionable leader in Spain for more than 20 years. It is recognized as the third-largest brand in the sector in Europe, sixth in the People’s Republic of China, member of the Leading Brands of Spain Forum since 2008 and winner of ESADE’s Centro de la Marca Award 2010.

## Fonoporta



*Fonoporta 2-button model:  
Off and Call / On*

Fonoporta to communicate with homes from inside the guard unit

*Fonoporta 3-button model:  
Listen, Door, Talk*

Audio entry system intercom for communication with homes from outdoors

## Did you know?

In 1963 Fermax introduced the Fonoporta: the first audio door entry system designed in Spain.

With the construction boom in full swing, promoters saw this in product an opportunity to cut costs for residential buildings, as it removed the need for an employee to carry out concierge duties. To this end, Fernando Maestre again demonstrated his entrepreneurial vision, identifying an unattended niche and focusing his business on specialization in home intercom systems.

The Fonoporta, designed by Antonio Bernabé and Francisco Salmerón, was an inexpensive, effective and low consumption and maintenance intercom, which enabled householders to identify the visitor and open the outside door from each home. The apparatus swept the domestic market. It was the first entry system designed in Spain and for years, the only one.



**Launching the Fonoporta was the milestone that marked the company's history, and since then Fermax has been almost exclusively dedicated to the manufacture of electronic entry systems for the home.**

From this moment on, Fermax started up as a "factory-workshop" with specialist technical staff and later went on to hire the first engineers, thus improving the product quality and boosting production capacity.





For the market launch of this equipment, it was counted on the design and creative support of Melior Studio to create messages such as:

*“Newest electronic intercom for buildings”*  
*“An electronic creation to bring added value to your buildings”*  
*“The most modern intercom for buildings, finally in Spain”*

Promotional brochures displayed the equipment sets, with detailed explanations on how to use them, as this was a system which had never before been installed in Spanish homes.



Promotional brochures

Equipment features were highlighted, such as:

- **Operating security.** Few accessories and better quality equipment.
- Easy and economical installation, **less wiring than classic phone systems.**
- **No maintenance costs, as no batteries needed.**
- The entire set is supplied with mains power, with very low consumption. The equipment only works while the conversation takes place, and disconnects when finished.

Since then, electronic entry systems have become an indispensable element in buildings in Spain.

This need also give rise to the functional features that still remain today: intuitive and automatic operation, no learning required, runs on low voltage (no risk of shock), does not depend on the home for power, but the building, so is always operational. Moreover, since it is highly durable, users can forget about it, as it blends in as just another element of its surroundings.

## Cityline



### Did you know?

In 1991 the Cityline Classic was launched, a truly urban symbol with other 1,500.000 panels installed worldwide.

The Cityline panel designed by Ramón Benedito revolutionized the market and became the flagship product from Fermax.

Prior to the official launch in 1992, Cityline had already been awarded the 1991 **Valencia Prize for Innovation in Industrial Design** granted by IMPIVA (Valencian Institute of Small and Medium-sized Enterprises). In 1997 received the **"Delta Selection"** from Barcelona organization ADI-FAD, an international competition.

### But what makes it so special?

Cityline was the first electronic door entry panel to use a convex-curved aluminium profile. Something that no longer surprises, given all the imitations that have emerged since then, but in its day it was something quite revolutionary.

Its streamlined curves, continuous profile, finger-shaped button and elegant front panels, ultimately its design and features, positioned it as the top-class outdoor panel from the FERMAX range. Synonymous with luxury and quality.

Post-launch sales fulfilled all the forecasts and the event had far-reaching impact.

Press release

**FERMAX**

**¿Gran éxito de City Line!**  
**1.000 equipos vendidos en treinta días!**

**Ramón Benedito** es el diseñador y creador de este producto electrónico revolucionario. Su diseño, basado en la forma, ha revolucionado el mercado de la electrónica de seguridad. Este producto, diseñado por Ramón Benedito, ha revolucionado el mercado de la electrónica de seguridad. Este producto, diseñado por Ramón Benedito, ha revolucionado el mercado de la electrónica de seguridad.

**FERMAX ELECTRONICA, S.A.** es una compañía de tecnología electrónica especializada en la fabricación de equipos electrónicos de seguridad. Su producto estrella es el Cityline, un equipo electrónico de seguridad que ha revolucionado el mercado de la electrónica de seguridad.

42 días de Valencia ELECTRONICA

**Fermax espera introducirse en nuevos mercados diversificando su oferta**

**La firma obtiene uno de los premios Valencia Innovación**

Fermax Electronics, una empresa de Valencia, ha sido galardonada con el premio Valencia Innovación en la modalidad de diseño industrial. Este galardón se otorga anualmente al Instituto de la Propiedad y Mediana Empresa Valenciana (IPME) en el marco de las nuevas iniciativas de colaboración y puesta en marcha que se promueven en el territorio valenciano.

Fermax Electronics es una empresa de Valencia que se dedica a la fabricación de equipos electrónicos de seguridad. Su producto estrella es el Cityline, un equipo electrónico de seguridad que ha revolucionado el mercado de la electrónica de seguridad.

El premio Valencia Innovación es uno de los premios más importantes de la Comunidad Valenciana. Este premio reconoce el trabajo de innovación y desarrollo que realizan las empresas valencianas.





Today, 1,500,000 buildings worldwide have an electronic entry or Cityline video entry panel from FERMAX.

### Imitations of other brands

The design of the panels from the Cityline Series was so revolutionary that it had been copied during many years.



*Electronic Shuochen panel*



*Anjubao panel*



*Electronic Competition panel*

### Cityline panel and its evolution

Cityline Classic evolved into the new Cityline in 2008. The balanced evolution of the FERMAX standard. Smarter and more modern. More robust. A purified and exquisite design and new finishes.

The new Cityline, also designed by Ramón Benedito, keeps its original spirit and essence, and constitutes an aesthetic evolution in line with the times.

The panel restyling project was begun under the hypothesis of Cityline's tried and tested success, and with two clear objectives. The new version was to be even more luxurious and higher quality, with total compatibility between both versions, ensuring their immediate substitution and replacement.

Today, it continues to make history, which is why the CITYLINE panel is on display as a symbol of urban creation at Barcelona's recently opened Museum of Design.



*1/W video panel  
with informative module*



*Video panel with  
pushbuttons*



*Video Digital panel*

## Televisions



TV Fermax with 2 channels

## Did you know?

In 1965 Fermax began manufacturing and marketing televisions.

Till the 1960s, no televisions were produced in Spain. It was a luxury which had to be imported from abroad. For this reason only a small part of the population in Spain could afford it. In the early 60s, only around 50.000 families, especially from Madrid and Barcelona, had a TV at home.

In the second half of the 1960s, the television became the main way of entertainment for the Spanish families. The television business was booming during that time and Fermax took advantage of the situation by manufacturing its own television under its brand.

### Fermax and its first television

Fermax started with the manufacturing and commercialization of a television, the so called "Fermax TV", a 23" b/w screen with sound control. During next years, it launched new models to the market.



Fermax TV

Since the beginning of the company, FERMAX always wanted to make the latest technology accessible to large masses. Regarding the difficult economic situation of the country at that time, the product was sold directly from the Fermax manufacturing facility to the Spanish families – without any intermediaries.

Furthermore, the Fermax TV was sold with the possibility of an 8-day trial version without any obligation of buying the television. This offer made the television even more interesting for families, who never had a television before and wanted to discover this new experience.



Promotional brochure



### Television broadcast at that time

At that time, the Spanish broadcast (TVE) didn't reach the Valencian area which was limited to Barcelona and Madrid. In spite of this, Mr. Fernando Maestre was able to receive the signal from the RAI (Radiotelevisione Italiana) which reached Valencia across the Mediterranean Sea. Therefore he thought that if he was able to receive the signal from Italy, he could also receive the signal from the other two Spanish cities so he decided to install an antenna at the Hill Garbi, a 601 meters high mountain near Valencia.



With this antenna, he was finally able to receive the TVE (Spanish public TV) broadcast from Barcelona. This was a big success and thanks to this he brought the television a step closer to the Valencian community.

### Fermax was pioneer in the use of the remote control

Fermax was the first manufacturer to introduce the remote control usage in their own televisions.

### Fermax as a specialist

The commercialization of the Fermax TV lasted 3 years reaching almost a sale of 1000 units. Too much workload, an increase of new competitors in the market due to the disappearance of import restrictions in Spain and the introduction of the color TV screen finally forced Fermax to retire from that business area and to specialize back on the core business.

This core business remains today. Our expertise in designing communication and access control systems have led to our prominent position among the world leading brands.



## Video door entry



## Did you know?

In 1980 the Fermax video entry system came onto the market, the first ever Spanish video door entry system.

Following the success of the T-1 Telephone, of which about 4,500,000 units were sold, in 1980 FERMAX decided to launch a new product: **The FERMAX 18 Vdc Video Door Entry System**. This was the first Spanish video entry system designed for residential complexes.

### Revolutionary product

Fermax was already supplying a video entry solution in the mid-70s at 120-220 Vac, the EDI model with TF1, but it was the 80s before the low voltage version came onto the market.

Under the slogan *"Open the door of your home to whoever you want... after seeing them!"* Fermax marketed entry equipment to open the door, with a video function.



At that time, the majority of people in Spain were only used to opening the door without seeing who was there. **They were unable to imagine the possibility of talking and seeing at the same time. This was something revolutionary!**

Fermax, committed to innovation from the outset, applied its experience and great inventive genius in the sector and introduced this new video entry system, a compact model of top technical and aesthetic quality, in order to provide customers the following advantages:

**SECURITY**, because it prevents any people accessing the home without first having visually identified them.



**DISCRETION**, because you can observe the visitor without showing your presence, so you can avoid any unwanted visits.

**SECRECY**, as only the home called can set up communication.

**ELEGANCE**, because its presence enhances the location where it is installed.

**RELIABILITY**, for its cutting-edge technology, backed by thirty years of total dedication to the sector.

### Second-generation Video Entry System: The Intel Monitor

In 1986 a new Fermax product came onto the market - the Intel Monitor. This video entry system was very well accepted and was a great success.

In the late 80s, Fermax ran a campaign until 1990 to encourage and potentiate the changeover from audio to video door entry. Fermax provided pre-installation free of charge, making it easier for residents to make the switch to video door entry, while allowing each resident freedom of choice to decide whether they wanted to keep their former entry system or change to video entry.



Intel Monitor



### Fermax at the international forefront in innovation and technology

In 1991, Fermax was awarded the patent for the first digital equipment (Patent ES2021502 Digital Equipment for Electronic and Video Door Entry).

The company has been registering patents for over 20 years. Some of them have represented milestones, not only for the company, but also for the industry. The firm has 15 patents registered with the OEPM (Spanish Patent and Trademark Office), with 25 industrial designs and 18 registered trademarks in the European Union scope.

### Always at the forefront and constantly evolving

The first Fermax monitor screens were in black and white. It started in the 90s with the arrival of the monitor and CITYMAX plate on the market when Spanish households received the possibility to see the image of the visitor in color.





## Sponsoring



## Did you know?

In **June 1999**, the year of its 50<sup>th</sup> anniversary, Fermax put together its own team to compete in regattas. The Fermax Sailing Team is a true reflection of the values and virtues that have made Fermax a great brand.

**1999 was a milestone in Fermax history.** The company that originally started out as a small radio and intercom workshop had grown and was celebrating its fiftieth anniversary. On the event of this commemoration, Fermax decided to embark upon a new and differentiating project, as spectacular as brilliant. The firm set up its own regatta racing team, the Fermax Sailing Team, sponsoring the FERMAX 50-CNJ.

The fact that Fermax included marine radios in its catalogue for decades was not the company's only link with water sports. Both workers and management shared a love of sailing, encouraging an efficient transfer between the company philosophy and this sport.

Therefore, FERMAX, on its 50th anniversary, decided to sponsor the Javea Nautical Club in sponsoring the sailing boat FERMAX 50-CNJ, in the top-level racing circuit on the Spanish coast. The racing yacht became much more than a company symbol. To FERMAX, it represented their basic values: fighting the elements and taking advantage of favorable winds; teamwork, assuming **different responsibilities; applying more skill than force in steering the vessel...**



*Fermax 50-CNJ - Beneteau 40.7*



*S.A.R. Princesa Sofia competition - Valencia*



*Daniel Maestre*

### The idea of sports sponsorship

The project began to take shape earlier: a young Match-Race team, brimming with hope and a good number of trophies already won at that time (runner-up at national level and first in the team ratings...), sought sponsorship in a category within its reach. The spirit of this team was perfectly in tune with the Fermax ethos, so its sponsorship was included in Fermax's 50th anniversary activities, on a date which, for Fermax, meant looking to the future while celebrating past achievements.

### FERMAX 50

Fermax ventured into a sports sponsorship project that would gradually become its most valuable sign of corporate identity. The values of exclusivity, design, quality and above all teamwork evolved from being



something unique to the Fermax product, finally materializing in a racing boat competing at the highest level.

The boat's entire crew were trained at the Javea Nautical Club sailing school, an optimistic, non-professional young team, geared up for top-level competition. The FERMAX 50-CNJ team was trained by **Juan Torrijo** and captained by **Daniel Maestre**, son of Fermax founder Fernando Maestre.

### Success stories with FERMAX 50 skipper Daniel Maestre

Skipper Daniel Maestre led all the sailing-related activities, as the head on board. His extensive experience and effective command of the vessel established him as one of the fastest skippers on the national circuit. He is a specialist in cruiser racing, the mode in which he has achieved major awards: 3<sup>rd</sup> place in 1999 in Spain, Spanish championship runners-up in 2000 and winners of the Spanish Cup in 2001. On an international scope, Fermax took 4<sup>th</sup> place in the World Cup championship, an indisputable triumph. This success did not only translate as sporting outcomes, but also **advertising and image results**.

### FERMAX 50 Next Generation

Three years after launching the Fermax 50 in the racing circuits and following the successes gained, a decision was taken to add a new ace in the hole, a **Sinergia 40**, a boat designed to triumph with two clear goals: to become Spanish champions and take part in the IMS 600 World Cup.

And in 2007 they competed with a GP42, 13.80 metres long with a 20 m mast.

### FERMAX NEW VALUES Grant

This was the start of an adventure that would become part of FERMAX history and today continues to inspire us to sponsor promising young newcomers, engaged in a daily struggle to achieve their goals.

- Javier García Pecharromán (2004) - Sailing
- David Fernández Buigues & Juan Jesús Fernández Sanz (2005) - Sailing
- Elia Borrego Arnau (2006-07) - Sailing
- Rafael Andarias Buigues (since 2008) - Adapted Sailing

This year, through the FERMAX New Values Grant, we are supporting the young racing team of Águeda Surias and Nora Brugman with sponsorship of their **470 Olympic campaign**.



FERMAX CNJ - Sinergia 40



Águeda Surias and Nora Brugman  
Suria Brugman Sailing Team - 470W

## Internationalisation



Fermax Shanghai Electronics

## Did you know?

Twenty years ago, on **11<sup>th</sup> July 1995**, Fermax opened its branch office in Shanghai, setting out on the new stage of internationalisation for the company.

The opening of the first Fermax representative office in Shanghai (China) took place exactly 20 years ago and was the beginning of the new stage of internationalisation for the company.

### First sales outside Spain

The Fermax internationalization process covers a 30 year period, split into several stages. The first sales outside of Spain were made in the 60s. At the time it was hard to find people with multilingual abilities in Spain who would be able to draw up contracts or maintain appropriate customer service. For this reason, the first exports were shipped to Mexico, a country with the same language and a more developed market than Spain. From Mexico, new contacts were made and exports extended to the whole of South America and then worldwide.

The 70s was a decade of discovery, learning and customer acquisition. The goal in this initial stage was to have the largest number of customers in the most countries. And from 1987 to 1994, many customers became exclusive distributors. The aim in these years was to build a loyal customer base and recruit new ones in emerging countries, mainly in Asia.

In the mid-80s, China began to show the first signs of opening up to the outside and Fermax was one of the few Spanish companies that saw an opportunity to enter the world's most populous country. In 1985, Fermax took part in the first electronics trade fair in Shanghai and at that time there were only two Spanish representatives with a stand: the Telefónica company and Fermax.



Projects

### Expotecnia 94 in Shanghai

Fermax's first serious contacts in China were made in 1994, during the Expotecnia trade fair organized by ICEX (Spanish Institute for Foreign Trade) in Beijing. Here, they could perceive the great interest aroused by electronic audio and video door entry systems.



### 1<sup>st</sup> Fermax representative office in Shanghai

Fermax decided to take the first step towards accessing the Chinese market by setting up a representative office in 1995. The premises were very small, barely 40 m<sup>2</sup>, in a district on the outskirts of Shanghai, with a very limited budget. The potential and possibilities for development in the Chinese market soon became evident. Growth rate in the construction sector was tremendous, so the following year Fermax opened a second office, slightly larger, around 80 m<sup>2</sup>, located in the city centre.

### First production centre in Shanghai

Although sales rose and Fermax was flourishing in the new market in China, there was a setback related to exports from Spain to China. Products imported from Spain were more expensive than those from local competitors, due to the huge difference in labour costs and trade tariffs making imported goods more expensive. So, in 1997, **Fermax created an assembly plant in Shanghai**, 1000m<sup>2</sup>, with a minimum capital of \$200,000, which was the amount required by the government.

The factory was set up as a WFOE with 100% Fermax capital, unlike most of the foreign companies, which tended to form Joint Ventures. In those days, Joint Ventures had a very high failure rate and in the end the company usually remained in the hands of the Chinese partners.

### Growth in China

**From 1997 onwards, the company grew apace.** Fermax sales in China were increasing by 30% annually. **In 2002**, in order to continue to grow at the desired rate, **Fermax replaced the existing plant with a new factory**, with production capacity for electronic circuits using the same technology employed in the Valencia works.



### Competition and imitations

China is not a country characterized by respect for intellectual property rights. As a result, there are more than a dozen companies copying Fermax products in China. In the early years, we suffered a stage of imitation. Despite the proliferation of large vertical residential developments, the video door entry system was a product practically unknown. By setting up our operations there, we unwittingly set the standard. A plethora of manufacturers appeared which, in order to put together a catalogue, merely tried to copy us, but with much worse quality and performance.

The need for constant innovation in order to remain competitive in the Chinese market led Fermax to set up its **own R&D unit in Shanghai**, where ideas are generated which may subsequently also be exploited in the parent company. China, which for many competitors has always been a threat, has become an attractive market for Fermax as well as a source of overall competitive advantage.

### Fermax Shanghai Electronics

**Fermax 2014 opened a new headquarters in Shanghai**, with 52 employees working in a 400m<sup>2</sup> office space. Fermax also has other offices and its own commercial presence in eight cities in China. Fermax today is better known and valued in China than in Spain (**5<sup>th</sup> top security and intercommunication company**) and its perception level positions the firm in competition with much larger companies such as LG or Samsung.



## Street Art



Fermax Headquarters in Valencia

## Did you know?

In August 2012, seven contemporary artists expressed the Fermax values in graphic form in the company's facade. Yet another revolution in urban art.

In August 2012, seven contemporary artists working in a blend of Street Art and the more classic muralist movement were commissioned to depict Fermax values in pictures through a graphic project that covers the main facade of the company headquarters.

Innovation in FERMAX is not only linked with the technological developments of our products, but also the way our projects are presented in society. This great 1,600 m<sup>2</sup> mural was a clear commitment to revolution in urban street art.

### Fermax HQ history

In 1989, Fermax began the relocation of its headquarters to a large building in what today is the Southern Boulevard in Valencia (Spain). The firm was previously based at Ave. Tres Forques n° 41, in less spacious facilities.



As the company grew apace, it became necessary to transfer to Av. Tres Cruces n° 133. **Fermax Chairman Fernando Maestre officially inaugurated the new facilities on 27 October 1995, and the HQ then had an area of 4,000 square metres.**

In the years to come, additional areas of the factory were gradually occupied to improve facilities, as the company was becoming one of the leading video door entry system manufacturers worldwide. **The current Fermax facility covers a surface area of 11,000 m<sup>2</sup>.**

### The idea of changing the HQ facade

In 2012, Alberto Maestre, Fermax Head of Corporate Development, proposed a spectacular makeover for the facade. The project grew out of a collaboration between Fermax and the Polytechnic University of Valencia (UPV), under the technical direction of the Art and Environment Research Centre.

It meant "an innovation with enormous impact, creativity and visual appeal in terms of brand image." and reaffirms art's public dimension and highlights FERMAX's commitment to fostering links between the university and businesses.







### Project preparation in June 2012

To create the mural, the artists studied the company's driving values and experienced the reality of the atmosphere inside Fermax, in order to transfer it to the outside using their particular aesthetic and innovative language.

Emerging artists accepted the challenge, which was not without its difficulties: on one hand, they were to express through their art the most important Fermax values (innovation and the family business, internationalization and respect for local traditions, technology and design); on the other, they were working on a facade full of gaps, forcing them to seek imaginative solutions that would allow them to furnish the viewer with an effective visual tour.

### Project features

The project was a 1,600 square metres outdoor mural spread across three facades, the outcome of which was to be a “sensational fusion of technology, science and nature”.

Restoration and treatment of the facade went on throughout July and the mural was painted in August, employing: 1,300 working hours, 400 kilos of plastic paint and 700 spray paint cans.

The work was carried out by Álvaro Jaén, Diana, Julieta, Deih, Sr. Marmota, Cesp and DJ Xelón, the latter five members of Valencia's XLF collective). The artists were led by Juan Canales, Commissioner of Poliniza, the UPV's prestigious Urban Art Festival.

### Surprise effect

The majority of FERMAX of employees knew nothing about this project, because the people responsible and promoters kept it a secret. When most employees returned from their holidays in August, they found themselves faced with a modern and resounding building that had nothing to do with what they had left behind before enjoying their days off.

It was the “trending topic” of the moment, both for FERMAX workers and passers-by in the area, who kept taking pictures and coming round FERMAX for a first-hand view of the city of Valencia's largest mural.



## Tv Collaborations



Fermax's most representative ad

## Did you know?

2<sup>nd</sup> September 2011 was the launch of the film "The skin I live in" directed by Pedro Almodóvar in which Fermax collaborated in a very special way.

Since the early days of TV, its adverts, series, movies and documentaries, etc. have all become part of everyday life, and are even permanently engraved in our memory.

Fermax has played an active part in different audiovisual formats, ceding its products to production companies who asked for them to form part of the decor of each story to be recreated.

### The ads of our lifetime

TV commercials tell brief stories lasting around 30 seconds, which on occasion have captivated us even more than the big picture and shown us the social, economic and moral changes undergone by viewers since the late 50s to the present day.

For Fermax, our most representative ad was the Radiointerfono commercial that aired in the 60s.



Several decades later, our genuine CITYLINE CLASSIC panel appeared in an amusing ad along with **Andreu Buenafuente**, a well-known Spanish presenter and comedian, among other famous "neighbours".

And in 2015, our new CITYLINE panel features in the doorway of footballer **Cristiano Ronaldo's** fictional home in the latest commercial he stars in for POKERSTARS.





### Fermax on the big screen

And of course, **we have also taken part in several Spanish films.**

We like to emphasise our cooperation in two films by Oscar-winning Spanish cinema director, **Pedro Almodóvar.**

The first collaboration took place in the film “*Bad Education*”, starring Gael Garcia, Fele Martínez and Javier Cámara. The film received rave reviews and was released on 19 March 2004 in Spain and 10 September 2004 in Mexico. It was screened at many international film festivals such as Cannes, New York, Moscow or Toronto before the release on 19 November 2004 in the United States. A Fermax panel was used in this movie. This panel was signed by Pedro Almodóvar and is on display at the Fermax Museum in the Valencia HQ.



The second collaboration was in “*The Skin I Live In*”, starring Antonio Banderas and Elena Anaya. In his eighteenth feature, Pedro Almodóvar integrated a Cityline Digital panel and intercom. The film received numerous awards.

The “El Deseo” production company recently contacted us again with a view to furnishing Almodóvar’s next film with Fermax products. The film is called “*Silence*” and will star Emma Suarez and Adriana Ugarte.

### Engaging Spanish series

Fermax appears in numerous scenes of the main series currently broadcast in Spain: Fermax intercoms have featured since the beginning of the series “*Amar en tiempos revueltos*” (Love in troubled times) on the working desks of the characters. Today, the series is still running and continues to display Fermax products, but changed its name to “*Amar es para siempre*” (Love is forever), now broadcast on Antena 3.

Another TV hit was the Antena 3 series “*Aquí no hay quien viva*” (No one could live here), where Fermax provided the video door entry panel that gives access to this peculiar bunch of neighbours, as well as a video entry monitor for each apartment. A series in a different genre was “*Acusados*” (Accused), a thriller from 2009 and 2010 starring Goya Toledo.



We also featured in Antena 3 series “*Los protegidos*” (The protected) and “*Sin identidad*” (Without identity). “*Cuéntame cómo pasó*” (Tell me how it happened-TVE), “*El príncipe*” (The prince-Tele5). Currently, we have just furnished them with material for the mise en scène of new sets for the second season of the series GYM TONY, which is broadcast on channel CUATRO.

## Design



Ramón Benedito - Industrial designer

## Did you know?

In **October 1973** Ramón Benedito, Spain's leading industrial designer, began his collaboration with Fermax. 42 years of innovation and design.

Design is one of the most important values in FERMAX products, a differentiating feature that has positioned the firm among the biggest hitters worldwide. The design of our products has become one of the most important lines of innovation for our growth. This is why Fermax is committed to it on a daily basis as the core of our business strategy, enabling us to bring successive technological changes to our users, giving rise to new emotions and new experiences.

To this end, Fermax embarked upon its relationship with prestigious industrial designer Ramón Benedito in 1973. Since 1975, Ramón Benedito has been Fermax's Industrial Design Partner and since 1978 we have been working in close collaboration worldwide. Ramón Benedito highlights two factors when it comes to designing equipment for Fermax: product durability and a touch of distinction.

### First contact between Fermax and Ramón Benedito in 1973

This was when Fernando Maestre came to the Design Centre in Barcelona to start developing new products from the aesthetic standpoint. The Barcelona Design Centre is a driving force for promotion and encouragement of design in the business and institutional scope, created in 1973, the first in the Spanish state. The impact of industrial design in Spain and carefully crafted forms in manufactured consumer goods were just beginning to bloom at that time. During his visit, Fernando Maestre was given the name of three prestigious designers, and from among them, he finally decided to join forces with Ramón Benedito. In their first meeting together they began to plan out the T1 project, a phone that would later revolutionize the market and position the company as a clear front runner.

The T-1 Telephone model, from 1974, was selected for the Industrial Design in Spain Exhibition at the Reina Sofia Museum as a representative sample of Spanish industrial design.

### Awards for Fermax product designs

The Valencian Institute for Small and Medium-sized Enterprises (IMPIVA) awarded Fermax and Benedito Design the **Valencia Innovation Prize for the Cityline range in 1991**.





Visit “Did you know?” in “About FERMAX” section at [www.fermax.com](http://www.fermax.com)



The **Delta Prize** was awarded by the ADI-FAD association for the Cityline Classic Panel in 1997.

In Milan in 2005, in the design category, the Loft monitor won the Intel “**August Morello**” **Design Award**.

The **iLoft video entry system** and **Halo outdoor panel** were considered two of the best industrial designs in 2007 by prestigious professional designers’ association **ADI-FAD**. This choice acknowledges their innovating value, conceptual renewal, formal elaboration and manufacturing quality. The award was for the Halo panel and the iLoft video entry system, both designed by Gae Benedito (his daughter).

In 2009, Fermax and Ramón Benedito were nominated for the **Designpreis awards (Germany)** for the iLoft monitor and Halo panel.

The most recent awards won by Fermax in collaboration with Benedito Design were the “**Delta Selection 2013**” from **ADI-FAD** and “**iF LABEL 2014**” from the Hannover International Design Forum for the Smile product, the internationally successful hands-free monitor.

The ADI-FAD Association, of nationwide scope, was founded in Barcelona in 1960 and since then has focused on promoting industrial design with activities such as these, consisting of selecting the best designs from each year.



### Recipe for future success

According to Ramón Benedito regarding the Fermax story, there are three success factors defining the shape of the future: History, Design and Marketing. History, as his friend Fernando Maestre taught him, allows us to manage the knowledge of success. Design, to coordinate technology, functionality. And intelligent marketing to pinpoint new needs and know about things before they happen. Ramón Benedito and Fermax understand that the shape of the future must be planned with imagination, passion and a modicum of magic to get the end user excited.

### Design as innovation factor

Product after product, for over half a century Fermax has furnished society with technologies applied to intercom and video door entry systems, using design as a vehicle to ensure these technologies are accepted, implemented and make day-to-day life easier for every member of society.



## Patents



*The Fermax Radio Intercom*

## Did you know?

In **November 1950** Fermax registered its first patent, the Fermax radio intercom. Committed to innovation from the outset.

Presently, Fermax is synonymous with innovation, technology and design.

Throughout its existence, Fermax has established new standards in these categories and enlarged the market with new inventions.

Overall, among utility models and invention patents, **FERMAX has registered over 30 inventions with the Spanish Patent and Trademark Office (OEPM)**. Notably, throughout its history 15 invention patents have been registered with the OEPM, and 25 industrial designs and 18 trademarks at the European Union level.

It all began when FERMAX was founded. Fernando Maestre's first invention was a peculiar device, the 1949 Radio-Intercom.



### The history of the Radio-Intercom

Fernando Maestre began his career in the early 1940s. He noticed that in American films people communicated between offices using an intercom, and that led him to manufacture his first invention, the Radio-Intercom.

This remarkable receiver was designed by Fernando Maestre and his cousin Antonio Bernabé in the early 1940s, but it was not patented until 11 November 1950 (Patent No. ES194968, 1950 Radio-Intercom). This Radio-Intercom was the first of its type in Spain since it operated simultaneously as a radio and an intercom.



## The roles of the Radio-Intercom

Overall, the Radio-Intercom was an excellent receiver and, at the same time, a practical intercom that made it possible to broadcast music in different sections of a factory whilst facilitating instantaneous communication with the employees. The additional loudspeakers followed the same line and had the same design as the main device.

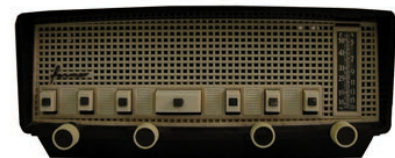
## Music as a stimulus for increased production

When the Radio-Intercom was first commercialised in Spain, sales agents received a newsletter with practical advice on how to exploit background music and its advantages in terms of productivity at the workplace. The objective was to convince their clients, company owners and managers, that working with music would speed up the rate of production. In order to support this claim, they would cite the experiences of companies that used this new musical medium, the account of which was published in the magazine “THE UNITED STATES OFFICE” under the title “FUNCTIONAL BACKGROUND MUSIC AT THE OFFICE”.



## The Radio-Intercom's success

The Radio-Intercom was very successful amongst companies and represented a genuine revolution during the 1950s and 1960s. Many organisations such as hotels, hospitals, factories, repair shops and storehouses installed it upon determining that it was extremely practical to be able to maintain constant communication with the employees and that working with music would improve their performance. Due to the great success it achieved in 1958, Fermax launched the “FERMAX 2000” Radio-Intercom, which had a more modern design, similar to radios of that period, with a maroon and grey bakelite case.



Radio-Intercom Fermax, 2000 model

**Fermax has registered invention patents for over 60 years.** It is the Spanish manufacturer of audio and video door entry systems with the largest number of registered invention patents. In general, 87% of the applications have been granted patents and some of them have become milestones, not only for the company but for the sector as well. For example, in 1991, Fermax was granted an invention patent DIGITAL ACCESS EQUIPMENT FOR AUDIO AND VIDEO DOOR ENTRY SYSTEMS for its MDS Digital system, i.e. a high-performance, high-capacity digital audio and video entry system. In 2008, Fermax received an invention patent, granted for the VIDEO DOOR ENTRY SYSTEM FOR TCP/IP NETWORKS, commercialised under the name LYNX. This system makes it possible to handle a virtually unlimited number of monitors and channels for voice communication and data transfer with a single LYNX installation. And in 2015, Fermax received an invention patent in the US for the VIDEO DOOR ENTRY SYSTEM MULTICANAL WITH ONLY TWO CABLES called DUOX.

**Currently, 5% of Fermax's annual budget is allocated to Innovation and Development.** This shows that Fermax continues to be committed to technology and is intent on obtaining new patents and inventions in the future.

## Integration

**ceeme**  
contains life

## Did you know?

In the year 2000, Fermax created Ceeme, a sustainable project, from both the economic and social standpoints, that promotes the occupational, social and personal integration of people with disabilities.

Combining business efficiency and social values is one of the main objectives of Fermax's Corporate Social Responsibility program, which actively and voluntarily contributes to **social, economic and environmental**

improvement.

Fermax's commitment, as reflected in its CSR plan, encompasses 4 main points: environmental protection, concern for our employees (reconciliation of work and family life), social action and occupational integration.

In the year 2000, Fermax created Ceeme, a sustainable project, from both the economic and social standpoints, that promotes the occupational, social and personal integration of people with disabilities.

### Occupational Integration – Ceeme

Ceeme is a Special Employment Centre specialising in Electronic Assembly and, as a member of Fermax, is located at the company's headquarters in Valencia.

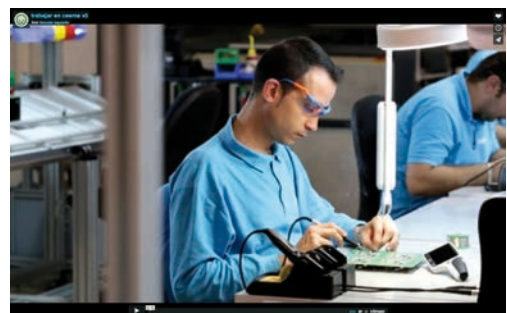
The average annual staff includes over twenty employees, 90% of whom have a mental illness or an intellectual or physical disability.

It is a business and social entity that provides the technical and human means to facilitate the manufacturing of high-quality products, whilst contributing to its staff members' development as full, independent persons.

**Ceeme became operational on 11 September 2000, over fifteen years ago**, and, from its inception, has closed every year with a profit. Fermax does not allocate any budget to the special employment centre. Instead, Ceeme is self-financing, through its own revenues and through grants from Servei (Occupational and Training Service of the Valencian Autonomous Community Government) designed for such centres.



Ceeme Team



<http://ceeme.fermax.com/difusion/video-trabajar-en-ceeme>

Discover what they do by watching the video "Working at CEEME"



### Valencian Autonomous Community Government Responsible Business Award

In June 2007, Fermax received **the first Responsible Business Award** from the Valencian Autonomous Community Government, in the Integration of People with Disabilities category. The award represented public recognition of the social action that Fermax conducts through Ceeme.

Fermax is included amongst the seventy-four **socially responsible companies recognised by the Valencian Autonomous Community Government**.



### Ceeme, more than just a company

In addition to its economic function, Ceeme is strongly committed to working toward the **social and personal integration of people with disabilities**.

Ceeme is a daily tribute to the lives of all its team members. It is brimming with life: Independent Life, Healthy Life, etc. The people who make up Ceeme’s human team feel highly fulfilled. Their job is a part, a great part, of their lives. This is why **Ceeme is brimming with life**. <https://vimeo.com/65399615>

Ceeme responds to their needs through its Personal and Social Adjustment programme, which includes three categories: independent living, healthy living, and training:

#### Independent Living

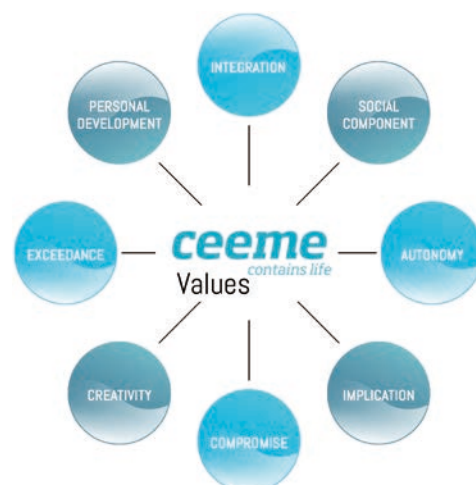
- encompasses:
- Individual counselling
  - Workshops designed to address social and personal issues with Ceeme’s staff and partner associations that wish to participate.

#### Healthy Living

- organises the following activities:
- Recreational activities, such that the staff members may achieve a full life and enter into social relations outside the workplace. Another primary objective is to promote a healthy lifestyle, a balanced diet, exercise, and environmental awareness.
  - Various social activities throughout the year to contribute to environmental preservation, such as the Albufera Lake Clean-up Day (close to Valencia), or help the most disadvantaged, through food, toys and other collection campaigns.

#### Training

Ceeme offers training to its team members through suitable courses aimed at their professional and personal development. It also offers external training on Ongoing Improvement and Emotional Intelligence to other companies and gives lectures on its Corporate Social Responsibility practices.



**FERMAX**

Did you know?

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