



by

**Lotti**®  
*moments  
of light*

Lights to make every moment special



## Company:

A solid **history**,  
an **Italian** excellence

**Lotti** presents the lighting in its most assorted forms: the light decoration, Christmas and the products for illuminating the garden and the house. It ranges from a warm light of traditional Christmas style to the newest trends of decoration for parties and events throughout all the year. The solid reputation, built up with reliability, professionalism and knowledge places Lotti to the peak of the Italian market and makes it a point of reference about safety and quality.

## Research

Lotti researches and creates something new: in the forms, in the colors and in the light effects, to satisfy the needs of the most demanding customers. The product range, in constant development, is the result of a precise selection of materials, continuous research of new technical solutions and detailed design study. A great dedication has been applied to the design of reduced environmental impact products, which offer at the same time pleasure and eco-sustainability thanks to LED technology and recyclable materials.

## Product range

Lotti's huge range of Christmas light decorations is signed by **Xmas King**, which is not only a brand famous for its safety and quality, but also renowned and widespread in Italy and Europe. Near this, Lotti presents its new brand **EX Best Value**: a brand which has been studied to meet the

**Lotti Importex** is a company characterized by a long commercial tradition. Its origins belong to the **beginning of the twentieth century**, at the time when **Vittorio Lotti** started his pedlar activity. Through the tireless work of its descendants, Lotti Importex developed until the current organization.

wishes of users with a tight budget but still looking for safe, quality lighting decorations.

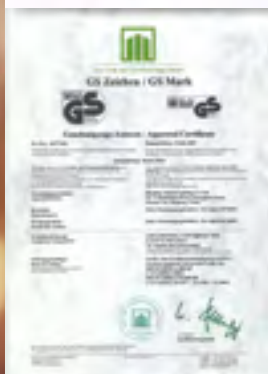
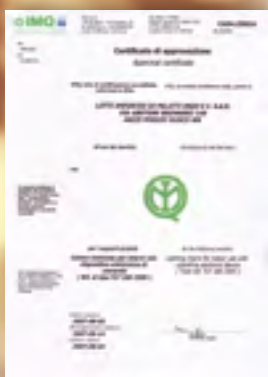
## Packaging

Particular attention is given to the realisation of the products packaging. A full-time specialized team works to the functionality and to the style of the packaging. The parameters of aesthetic refinement, clarity of information and use simplicity are the recognition sign of Lotti's packaging. The modular packaging design is planned to simplify the storage and the exposition of products in the selling points.

Furthermore, Lotti offers different solutions for each expositive demand: table displays, floor displays, pallboxes which can be modulated and have functioning product displays. It moreover realises expositive personalised packaging and solutions depending on the graphic and commercial demands of each customer.

## Distribution

Lotti directly manages its own logistic services. Through an integrated process, supported by a 25.000 m<sup>2</sup> warehouse and by a state-of-the-art software, it ensures the greatest rapidity in the operations of collection, packaging and shipping. The product range is available for deliveries until the end of the season.



## Certification

Lotti's whole product range complies with all applicable European safety standards.

Lotti constantly monitors all manufacturing steps and submits every product to independent, renowned laboratories for testing.



**CE marking:** by applying the CE mark Lotti guarantees that the product is compliant to all applicable European norms. In addition to that, Lotti always performs additional quality checks..



**GS marking:** "Geprüfte Sicherheit", meaning verified safety, is a quality mark that testifies the conformity of a product to specific European safety standards.  
GS mark is issued by authorized Bodies, such as TÜV, Eurofins, etc.  
GS mark is issued on a voluntary basis and as such it is not mandatory..



**VDE mark** testifies the conformity of cables and electric appliances to European safety standards.



**TÜV Rheinland** is a German Certification Body. TÜV Rheinland's mark of conformity testifies compliance of the product to European safety standards.



**TÜV Süd** is a German Certification Body. TÜV Süd's mark of conformity testifies compliance of the product to European safety standards.



**Semko Intertek** is a German Certification Body. Semko Intertek's mark of conformity testifies compliance of the product to European safety standards.



**Nemo** is a Norwegian Certification Body. Nemo's mark of conformity testifies compliance of the product to European safety standards.



**Fimko** is a Finnish Certification Body. Fimko's mark of conformity testifies compliance of the product to European safety standards.



**Protected device (protection class II).**



**SELV (Safety Extra Low Voltage)** identifies products supplied from a separated power source, with very low voltage (below 50V, 24V for products to be used by children).

*The quality marks listed above are just examples of the marks that can be found on Lotti's products or their components.*







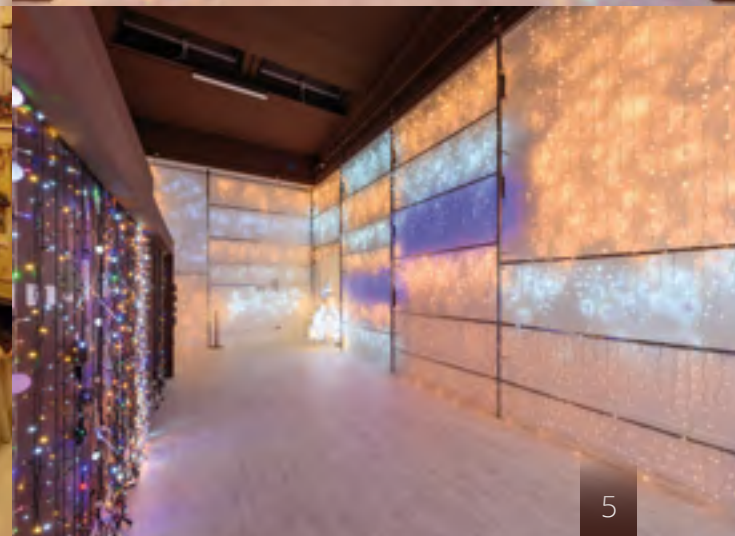
Our **Showroom:**  
the **discovery**  
of a huge **range of lights**

The showroom located inside our original headquarters in Poggio Rusco is a permanent and constantly renewed exposition in which you can see and touch the complete range of our product lines. The suggestive environments created for the visitors enjoyment will capture you thanks to their brightness.

A bright experience to live.  
You are welcome!











## Operation **buildings** by **numbers**

Lotti Importex's national and international success comes from the constant research of product quality and trustworthiness, from the punctuality and efficiency of the customer service, from the capability of finding solutions for each need and demand, from the excellent quality-price ratio. This represents the only way to reach the complete satisfaction of our customers and final users.

### **OPERATIONS BUILDING "BRENNERO"**

*Administrative and sales management, Showroom, logistic warehouse 01*

Surface: 8.000 mq

Showroom: More than 1.850 exposed articles  
Exhibition room 2.200 mq / h 8 m

Logistica 01: Warehouse 5.000 mq / h 8 m  
Logistic system management integrated with Wi-fi technology, Voice, RFID and Mobile

### **OPERATIONS BUILDING "PINZONE"**

*Delivery bay, shipping bay, storage area, area for shipping preparation, logistic administration.*

Surface: 30.000 mq

Logistica 02: Warehouse 20.000 mq / h 15 m  
Logistic system management integrated with Wi-fi technology, Voice, RFID and Mobile

### **LOGISTIC CAPACITY**

*With the use of an advanced management system and trustworthy information technologies, it is possible to optimise the warehouse's performances.*

Shipping: up to 350 pallets per day

Storage: up to 50.000 pallets

## How to reach us



### From motorway A4 (Milan-Venice)

At Verona Sud take the A22 (Modena-Brennero) and then exit at Pegognaga. Or you can exit at Verona Sud and take SS12 road, in the direction of Modena.

### From motorway A1 (Milan- Bologna)

After Modena take the A22 and then exit at Reggiolo/Rolo or at Pegognaga. Or you can exit at Modena Nord and take the SS12 road, in the direction of Verona.

### From motorway A22 (Modena-Brennero)

Exit at Mantova Sud coming from Verona.  
Exit at Reggiolo/Rolo or Pegognaga coming from Modena.

**Poggio Rusco** is along SS12 road of Abetone and Brennero, between Verona and Modena.



Operations building "Brennero" (Poggio Rusco)

Operations building "Pinzone" (Poggio Rusco)





Christmasworld - 2020

## Events and Exhibitions

Every year, by the end of January, Lotti meets customers and visitors during the exhibitions: prestigious showcases for our inimitable Italian style, admired all over the world. The always more increasing success of these events is the best proof of the public appreciation.

## christmasworld

### Frankfurt

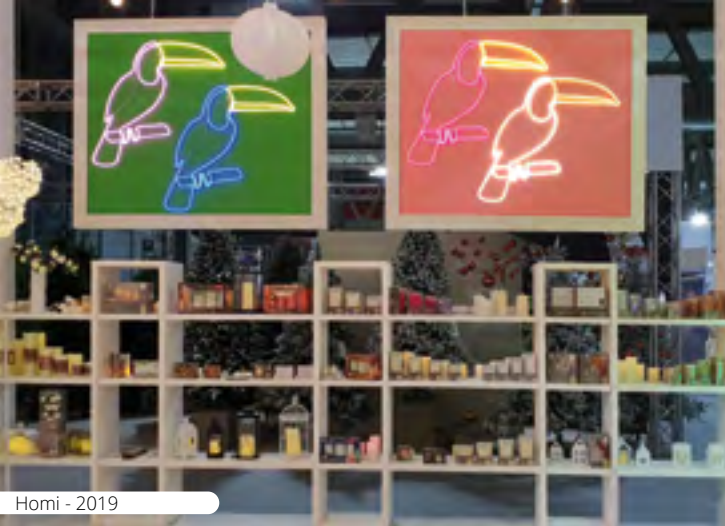
Christmas world is at Frankfurt every year at the end of January. The biggest worldwide event where the operators of the decoration meet each other. 1.000 exhibitors coming from 45 countries all around the world, more than 45.000 visitors: these are the numbers of 2020 edition. In this context Lotti plays a lead role in the light decoration with a stand of 250 mq in order to show the greatest innovations and meet visitors of the entire world.

HOMI  
HOMIMILANO.COM

### Milan

The Italian market of household items represents the context in which we can find the widest offer of decoration items. The bond created the most important event for Italian operators in this branch: HOMI Festivity. It is an unmissable moment to which Lotti, point of reference of the market sector dedicated to Christmas and festivities, takes part with a stand of 200 mq.





Homi - 2019



Homi - 2019



Homi - 2018



Christmasworld - 2019



Christmasworld - 2019



Christmasworld - 2019



Christmasworld - 2019



Christmasworld - 2018



Christmasworld - 2018





Homi - 2019

## A team at your service

The entire Lotti's staff is involved in the trade show context, by offering to the public the opportunity of meeting the news, the tradition and the trends in the market of light decoration. It furthermore allows a **safe choice**, assisted by a deep technical knowledge.

It is a **team of expertise** which supports the customer in every phase with distinct and harmonious professionalism.

It is the **constant care** that identifies our history and our work.

It is an itinerary originated by the **designing of the product**, which offers the **emotional experience** of the light and it leads the end user to the purchase.

Our goal is to offer unforgettable "**moments of light**".



Christmasworld - 2019





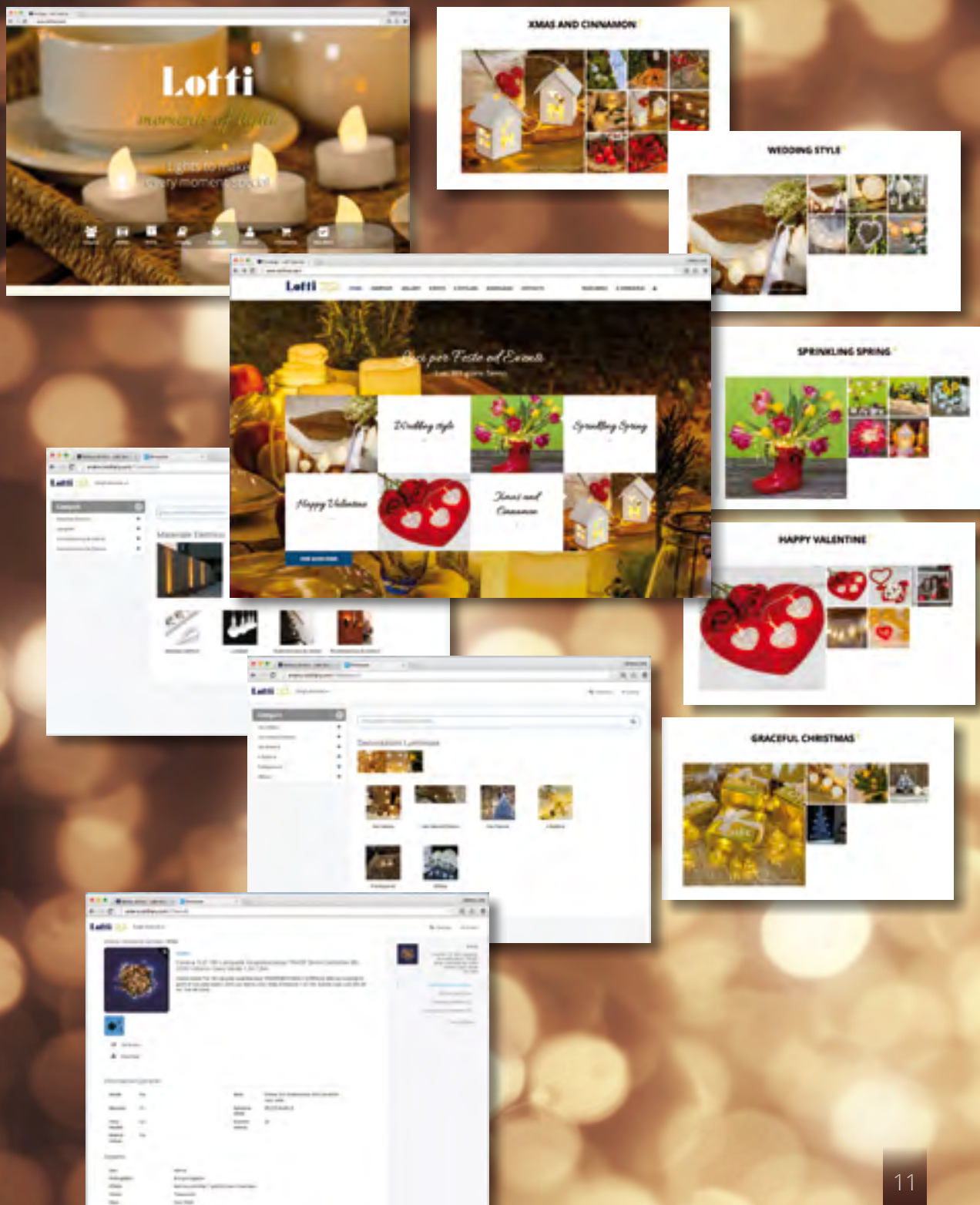
## Lights for **365 days a year** on the Lotti's **e-Commerce** website

The fastest way to enter Lotti's world is its Website, which has been implemented with new features and a rich e-Commerce section: with few clicks you will find every solution to your "desire of light" and a support for your business.

- A **Gallery** with products divided into events, festivity, weddings, suggestions for special use occasions or for the simple daily joy.
- Possibility to surf and purchase directly from the Website **e-Commerce**, with vision of the stock in real time.
- Simple **product retour** procedures in case of need, thanks to the dedicated section.
- You will find all the previews, included all latest products.

Stay tuned! Soon you will receive all the details about the launch of new products. Discover a new luminous world.

Have a nice surfing on the Website [www.lottiitaly.com](http://www.lottiitaly.com) !



# Index **Product Categories**

## Page **Legend**

With the intuitive and quick structure of Lotti's catalogue, the choice of the items is even easier.

- The easy, coloured index divides Lotti's items into 10 macro categories, which are easily observable.
- In every chapter items are grouped together in specific families depending on the type of power supply, light effects etc.

The pages of the catalogue present evocative pictures of the items, which illustrate the product and give creative and unexpected use advices.

## CATEGORY STARTS AND LIST PER CODES:

Product list ordered by code with the indication of the page number (at the end of the catalogue)

## INFORMATION SHEETS:

**RED colour** for indoor items  
**BLUE colour** for outdoor items

Category **DEFINITION**  
Specific characteristics of the item

Detailed description of the item, with technical information concerning type and number of lights, light effects, option for connectable items, indoor indications, colour of the cable, dimensions, typology and code of packaging of the product

1,5 m 3 m 12 cm  
220-240V~

8 024199 004276 04276 80/20

Lamp colour (or item colour) Code for ordering Quantity per carton / inner carton

## ITEMS PAGES:

Presentation pictures of the item family and use advices

Description of the item family, main technical details

Picture of the single items, enriched by technical details of the item

Sheet with commercial and technical information of the single item, available colour variation, minimal quantity per cartons and quantity per inner cartons

Symbols of the specific technical item characteristics

Scan the QR-code to watch images, videos and other contents

Technical outline, completed by the list of the recommended accessory options

Category **DEFINITION**  
Specific characteristics of the item

Detailed description of the item, with technical information concerning type and number of lights, light effects, option for connectable items, indoor indications, colour of the cable, dimensions, typology and code of packaging of the product

1,5 m 10 m 8.5 cm  
220-240V~ 2A 220-240V~

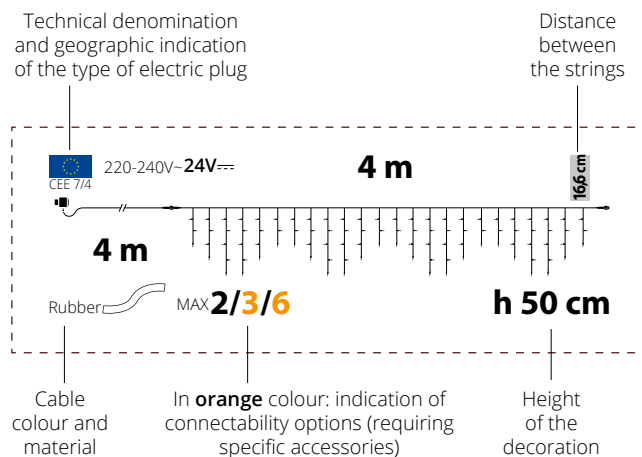
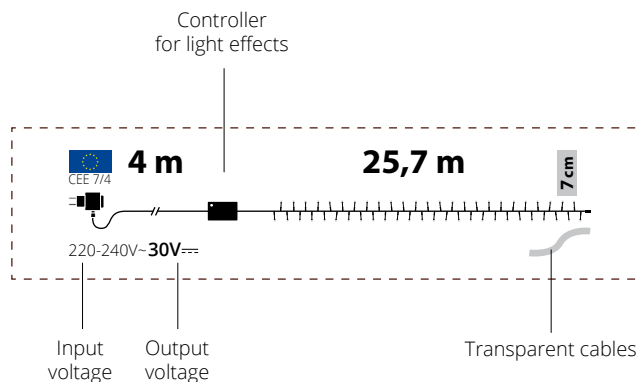
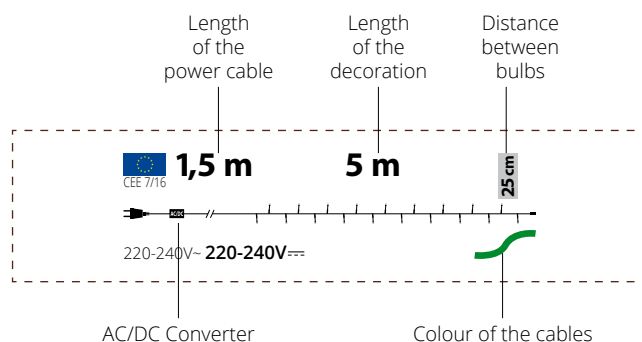
8 024199 020856 F 20856 10

8 024199 018358 F 18358 10

The presence of the label "FlashLED" indicates the addition of shining LEDs and their own colour.



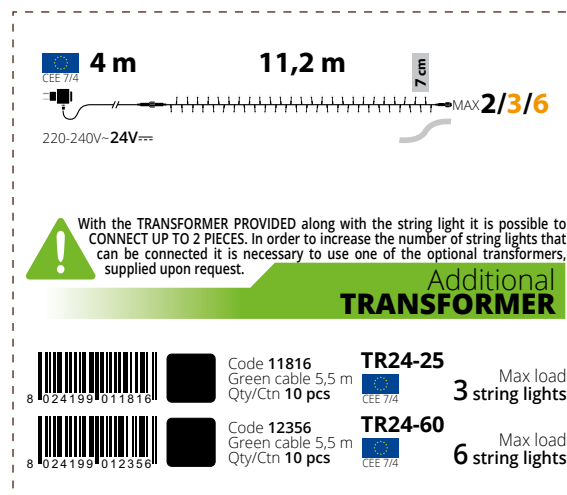
## TECHNICAL DIAGRAM:



## TABLE OF SEPARATE AND OPTIONAL ACCESSORIES:

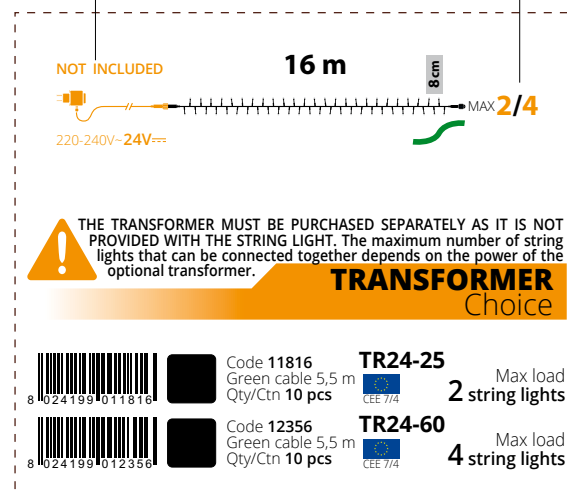
**GREEN** outline for the **optional** accessories, which must be purchased separately if you want to give to the item more connectivity, or for a different type of power supply (for example solar panels).

**ORANGE** outline for accessories, which are **necessary** to the functioning of the item and must be purchased separately.



The **necessary** and **separately sold** accessories are highlighted with the orange colour on the technical diagram.

The **connectability options** with the accessories are indicated with the orange colour on the technical diagram.



**String lights**  
for **indoor** use

**Battery** operated  
**String lights**

**String lights** for  
**outdoor** and **indoor** use

**Ice lights**

**Curtain lights**  
and **Net lights**

Other **Decorations**  
and **Projectors**

**Branches, Trees**  
and **Twig Ball**

**Rope lights**

**Motifs, Subjects**  
and **Figures**

**Candles, Tea lights**  
and **Lanterns**