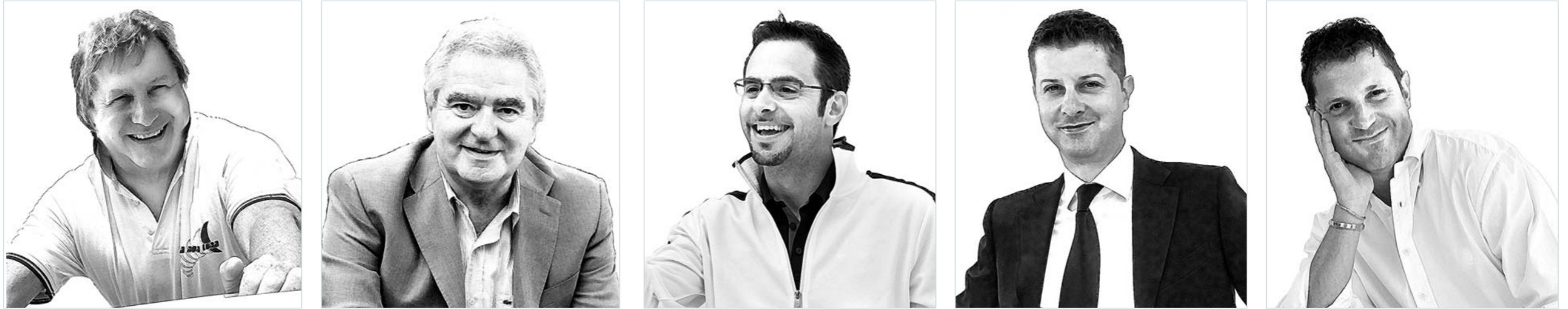




take a look into our world...

“Success is doing things well!”

Giovanni Costantini



WITH US, WHAT YOU SEE IS WHAT YOU GET!

All the photos featured in this presentation, all the faces you'll see on the coming pages, belong to the people who work here.

If you've ever been to our premises, you're sure to recognize our mug shots!

This was a conscious decision on our part to show just how important it is for Atlas Filtri to build direct, transparent relationships both here at the office and with you, our partners.

**«We do what we do
every day
because we love doing it!»**

ATLAS FILTRI, PASSION AND ENTHUSIASM

“Whether we’re looking for just the right material for our filters, working out the best way to market a new product or liaising with a customer or supplier, there are two distinguishing traits that always set us apart: our enthusiasm and drive.

I love my job and you’d be hard pressed to find someone more passionate about what they do.

I’m 100% committed to seeing this group grow and that takes heart, brains and that most vital of basic ingredients, enthusiasm.

Looking back over Atlas Filtri’s last twenty years of business, not a day’s gone by where I didn’t feel that drive: a quality that’s been our hallmark from the very first moment I decided to enter the water treatment business”.

GIOVANNI COSTANTINI
president of Atlas Filtri

«Your ‘special’
is our ‘standard’»

ATLAS FILTRI ENGINEERING, FOR WATER TREATMENT NEEDS ON A LARGE SCALE

With the addition of Atlas Filtri Engineering to the group a few years ago, we’ve effectively supplemented our existing range of products and services to provide a one-stop shop for all your water treatment needs.

Atlas Filtri Engineering deals with specific water problems by offering purpose-built plants. We create custom solutions to improve the water used in industrial, commercial and domestic processes by designing and building different sized treatment systems with flow rates tailored to individual requirements.

“By focusing on improving the quality of process water in industrial and commercial sectors, we’re ultimately helping people improve the quality of their business. We also cater for the domestic and institutional sectors, providing solutions in situations where the treatment of utility or drinking water not only has clear benefits but may well be a statutory requirement.”

DAMIANO MORO
president of Atlas Filtri Engineering

«The people who work here
are family»

ATLAS FILTRI ITALIA, ITALY'S VERY OWN SOLUTION PROVIDER

"I entered the water treatment business when nobody else in Italy was concerned with the issue and there was a complete lack of knowledge surrounding filtration. Today, Atlas Filtri Italia - the Italian component of the Atlas Filtri group - is a stand-out player in the water treatment industry for two simple reasons: one, people know they can rely on our technologically superior filters; and two, even in a fragmented market like Italy, we're still your best choice for quick answers and solutions.

Our industry is growing all the time: whether you want to improve water quality or have a treatment problem to solve, we can help.

Furthermore, part of the reason Atlas Filtri Italia has built such a healthy reputation over the years is our honest and professional approach, which has helped us outshine the competition!

The fact that I now hold the position of chairman of "Associazione Aqua Italia" is a further point of pride for our whole group: this is the Italian association of companies manufacturing plants, chemicals, accessories and components for the treatment of primary water for domestic, commercial and industrial use."

GIORGIO MORO
president of Atlas Filtri Italia

chairman

ASSOCIATA
 ASSOCIAZIONE AQUA ITALIA
ASSOCIAZIONE COSTRUTTORI IMPIANTI E COMPONENTI
PER IL TRATTAMENTO DELLE ACQUE PRIMARIE

FEDERATA
 ANIMA
FEDERAZIONE DELLE ASSOCIAZIONI NAZIONALI
DELL'INDUSTRIA MECCANICA, WWW.IO.AITME.COM/INDUSTRIA

member
 AQUA EUROPA



ATLAS FILTRI, BEHIND OUR BRAND LIES AN IMPRESSIVE BUSINESS

"Catering to the incessant requirements of today's fast-paced and increasingly demanding world entails raising the bar every day with improved services and solutions. We're pushing our brand in this direction to make it synonymous with reliability and solidity.

Our mission is to implement a structured process to drive Atlas Filtri's growth so that the solidity of our company as a whole is underpinned by the strength of all its parts.

Our ultimate aim is to take the product focus and business flair that the Atlas Filtri brand is known for and team this with the strength and reliability of an industrialized group boasting a truly global reach".

DAMIANO MORO
technical director at Atlas Filtri

**«Our current growth dictates an imperative course of action:
teaming product focus and business flair
with the solidity of an industrialized group
boasting a truly global reach»**

ATLAS FILTRI, A STEERING FORCE BEHIND THE WATER TREATMENT INDUSTRY

"We'll never stop advertising who we are, we'll never pass up the opportunity to promote an Atlas Filtri product. Over the years, we've proved ourselves all across the board as a vibrant, proactive group.

This is why we want people to see us as a benchmark for water treatment in Italy, Europe, Africa, Asia, Oceania and the Americas. Our technical experience in the realm of filtration and knowledge of the water treatment industry, not to mention our passion and commitment, set us apart the world over, making us a unique organization.

These are the distinguishing traits of our group today and the reason we feel justified in viewing ourselves as a steering force behind the water treatment industry. Providing solutions every day, everywhere!"

DANIELE COSTANTINI
vice president of Atlas Filtri

**«We want people the world over
to value us for who we are»**



ATLAS FILTRI = 5 CONTINENTS FOR A TOTAL OF 80 COUNTRIES ACROSS THE GLOBE

"Our daily challenge is successfully running a sales network that branches out from Italy to the rest of the world, meeting the needs of vastly diverse countries and geographical areas en route.

The Atlas Filtri network runs the length and breadth of the globe, linking east and west, north and south, creating a direct, unique relationship with customers wherever they're located, because for us fostering loyalty means keeping customers happy and creating lasting satisfaction.

And even if you're far away, perhaps even on a different continent or on the other side of the world, as an Atlas Filtri customer you can count on the brand always being there for you, no matter what you need".

STEFANO CAMPAIOLI
sales and marketing director at Atlas Filtri



**«Once we're off...
there's no stopping us!
It's what gives us the edge»**

IN ITALY, FILTRATION GOES BY THE NAME OF ATLAS FILTRI ITALIA

"I'm the company. The chairman is the company, my agent is the company. As the sales manager, I'm the company's first interface with the outside world. And the Atlas Filtri Italia brand is the glue that holds our business together, inside and out.

We want more and more people to feel a bond with our company, so we bring them to our production premises to get a sense of our family and appreciate the core values that drive us and our operation.

Because, above all else, Atlas Filtri Italia is transparent, a company you can trust. A steady anchor in the water treatment industry. We deliver on our promises, whether it be in the shape of a quality filter or the competence of our services, because here in Italy we're the people you turn to when you want an answer and a solution within 24 hours."

MARIANO BORTOLETTO
sales director at Atlas Filtri Italia

**«our technology
makes us unique
in the Italian filtration market»**

ATLAS FILTRI EQUALS COMMITMENT TO THE WORLD OF WATER...

«Taking a responsible approach to the market and actively participating in the world debate on water is all part of our policy»

ANDREA PITTARELLO
customer support - technical department at Atlas Filtri Italia

As a leading filtration business, our commitment goes beyond the industrial process. Here at Atlas Filtri, we're committed to promoting a culture of water improvement and making water safe around the globe.

It's important for us to be involved with world associations addressing the issue of water. By keeping abreast of the latest developments, we can improve our business, stay in line with directives and keep our finger on the global technological pulse. Just as importantly, we get to have a say in the goings-on.

This stance of responsibility sets Atlas Filtri apart as a business that takes an accountable approach to the market. As part of this approach, we have a policy in place to ensure products and new technological solutions are safe and suitably protected with specific certification and dedicated patents.



...FOR PRODUCTS YOU CAN BE SURE ARE SAFE AND CERTIFIED

We're driven to upholding high standards of quality in all our products, which is why each of our activities merits so much care and attention. This ethos explains why we're continually testing filters and cartridges to ensure they provide lasting performance.

Atlas Filtri products are required to meet the world's strictest standards. These include certification for products in contact with drinking water (ACS approval in France, EAC-Ghostregistrazia in Russia and WaterMark in Australia) and Water Quality Association certification to NSF/ANSI 42 and 61 (USA) covering the strength and safety of materials used in drinking water systems. Our products are tested in conformity with Italian standards (Ministerial decree D.M. 25) for use in drinking water.



ATLAS FILTRI KNOW-HOW

Want to know what you're actually getting when you choose an Atlas Filtri product?

The success of our brand has been built on three cornerstones: firstly, materials are carefully handpicked to ensure the product performs to perfection; secondly, our production line is constantly upgraded in terms of technology and automation to ensure manufacturing efficiency; and lastly, there's our constant commitment to the pursuit of new products, for increasingly safe and user-friendly solutions.

ATLAS FILTRI EQUALS MATERIALS YOU CAN TRUST

"From the very first day our family ventured into the water treatment industry, our aim has always been to build Atlas Filtri from the product up.

Over the years, we've fine-tuned our knowledge of filters and their component materials and, today, we're proud to say that people choose us above all for the high level of quality we demand from everything we do and make!"

ANDREA COSTANTINI
product manager at Atlas Filtri

«We relish the daily challenge of coming up with solutions that make our products perfect»



ATLAS FILTRI EQUALS RESEARCH AND DEVELOPMENT FOR PRODUCTS THAT GO FROM STRENGTH TO STRENGTH

«Leading the way in filtration»

DAMIANO MORO
technical director at Atlas Filtri

Here at Atlas Filtri, our passion and enthusiasm are channelled into continuous research. This is where ideas are turned into designs and devices that boost our level of quality and the user friendliness of our filters.

Each of us here keeps a keen eye on the latest developments in a whole host of different market sectors, looking for starting points we can elaborate into ideas and solutions that our team then experiment with daily until they're 100% happy with the result.



One example is our Sanic line, whose filters offer ever-improved safety, including antimicrobial protection.

Here at Atlas Filtri, we think big and are future oriented. We're working on the European Commission-funded project WATER (Winning Applications of nanoTechnology for Resolutive hydropurification) - coordinated by Italy's national research council (CNR) - alongside prestigious Italian and European partners from the world of scientific research, looking for innovative ways to apply nanotechnology to the issue of water purification.





ATLAS FILTRI EQUALS INNOVATION IN MATERIALS

**«We offer assurance and efficiency,
starting with the raw materials we use»**

Area manager at Atlas Filtri

Here at Atlas Filtri, we're always one step ahead, starting with our materials. Every day, we give our filters that extra point of difference by using new, improved and innovative materials, such as PET, to further build on our products' longstanding reputation for safety.

As part of this process, we're forever testing new raw materials and looking into new manufacturing processes to enhance and further develop the filter's properties. The strength of the Atlas Filtri products lies in this successful merging of innovation, top-quality materials and an environmental conscience.

ATLAS FILTRI EQUALS A COMPREHENSIVE RANGE

«We always have a wealth of offerings
and resources for your water needs»

Area manager at Atlas Filtri



Looking for a water treatment solution? Look no further!

To provide the ideal solution whenever and wherever the need arises, it's essential we have an extensive range of products on offer.

The vast array of products we have for you to choose from is the very expression of the expertise and experience that are hallmarks of our brand. It's this combination of expertise and experience that makes us the first port of call for solving water-related problems.



ATLAS FILTRI EQUALS CAREFUL PLANNING SO EVERYTHING CLICKS INTO PLACE

Our company goal is to keep manufacturing at its peak in terms of both technology and productivity. Pushing manufacturing efficiency to the max entails careful, targeted planning of each activity, a process that involves all departments and encompasses the whole product manufacturing cycle.

Hence the need for a special department tasked with organizing each order received before it even reaches manufacturing and monitoring its progress. These are the people in charge of drawing up schedules and exploiting available production resources as efficiently as possible to ensure the product preparation cycle is seamless, even during shift changes.

Our team has the very important job of carefully planning all stages of production - from receiving the order through to dispatching the finished product - to keep the manufacturing machine running smoothly and at full tilt.

«A lean and finely tuned manufacturing machine»

Planning manager at Atlas Filtri

ATLAS FILTRI EQUALS CUTTING-EDGE MANUFACTURING

**«People visiting our manufacturing facility
are always amazed by
the high level of technology»**

Manufacturing manager at Atlas Filtri

For years, our growth has been driven by manufacturing, which is why we invest a great deal of funds and technical expertise into providing Atlas Filtri with cutting-edge moulds and machinery.

Keeping productivity levels up is our primary objective as this enables Atlas Filtri to maintain its status in the water treatment market as a hi-tech company implementing hi-tech manufacturing processes.



ATLAS FILTRI EQUALS AUTOMATION



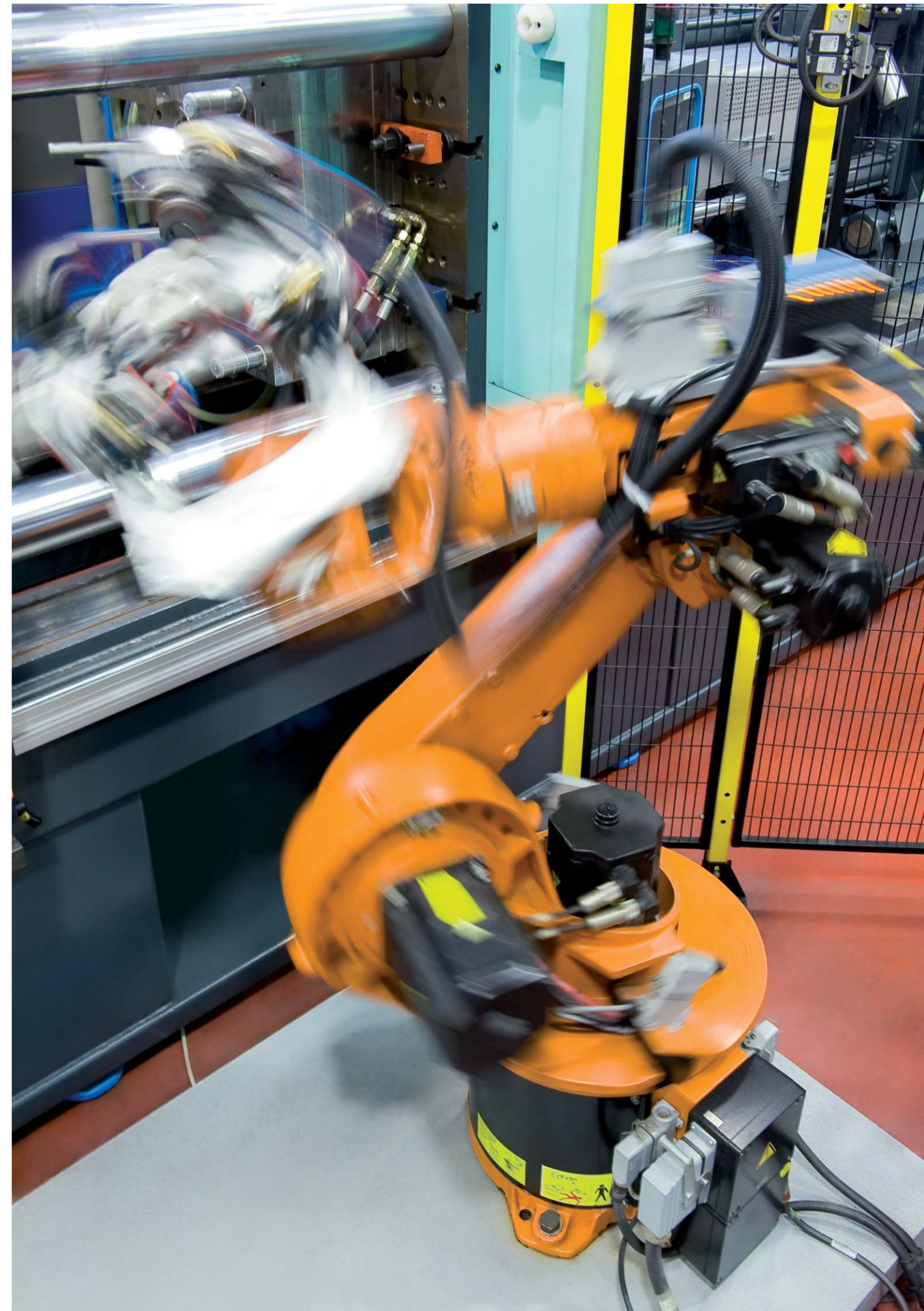
**«Top technology employed at strategic points
in our manufacturing process»**

President of Atlas Filtri

In our constant pursuit of total quality in the production of our filters and cartridges, we've opted to fully automate the manufacturing process.

Atlas Filtri has been fitted out with an array of equipment to enhance manufacturing performance and boost production rates.

In line with this policy, we've introduced highly automated machinery and systems at strategic points in the process to take manufacturing to new technological heights.





ATLAS FILTRI EQUALS A STRONG PRODUCT FOCUS

All our work is based on the conviction that we should produce every single filter as though we were making it for ourselves, so no detail should be overlooked.

This underlying idea has prompted us to exercise progressively more care and achieve even more perfection in the assembly of parts and in the packaging of products.

Purpose-made packaging and automatic labelling systems give the filter its physical identity and are part of Atlas Filtri's A-to-Z approach to the filter's manufacture, which involves extreme care and thoroughness at every stage of the cycle.

Achieving this goal is just reward for all our daily efforts, for going that extra mile, no matter how big or small the project.

**«From start to finish, nothing is left to chance.
Here at Atlas Filtri,
attention to every detail is paramount»**

Assembly manager at Atlas Filtri

ATLAS FILTRI, NEXT STOP, THE WORLD!

**«Looking at our warehouse is like looking at a world map.
We have containers for dispatch
to all corners of the globe»**

Warehouse manager at Atlas Filtri

Part of our strength lies in our successful campaign to market Atlas Filtri products on all five continents, giving the brand its global reach. All our efforts and our team's dogged pursuit of excellence culminate here, in the warehouse: the last link in a strategic production chain.

This is where you'll find the finished product, packaged and labelled ready for shipment. And we pride ourselves on never missing a delivery deadline.

This punctuality is another key strength, one that's rewarded us over the years with uninterrupted customer satisfaction.





ATLAS FILTRI, A LONG-LIVED BRAND THAT'S YOUNG AT HEART

Here we are! You can see the enthusiasm on the faces of our team. Some of you might recognize our sales staff and the people working in our purchasing department, while others you might only have spoken to over the phone. Together this team represents the beating heart of Atlas Filtri.

We've dragged all these people away from their admin, purchasing, design, marketing and sales offices for the photo shoot to give you an idea of who we are: young and enthusiastic, full of get-up-and-go and always eager to establish a direct rapport with real people.

This is our group, uncut and uncensored: what better way to show you the real human side of our brand...

**«Take a good look!
Yes, you can tell we are people
you can trust!»**

THE TEAM
Atlas Filtri

ATLAS FILTRI, THE STRENGTH OF A CLOSE-KNIT GROUP

Over the years, Atlas Filtri has assembled a young and compact team. This has proved a winning strategy in all our departments, with personnel addressing technical, management, administrative and product issues with actionable solutions to adapt promptly and successfully to changing times.

We have an energetic, dynamic team here who are keen to develop a direct relationship with customers. We want customers to feel the strength of the group and of our brand working for them and to enjoy a relaxed, easy-going atmosphere, sure in the knowledge that they're central to our business.



**«We're only too happy
to pull out all the stops when it comes
to customer satisfaction, whether it be
an extra phone call or a site visit»**

Area manager at Atlas Filtri

ATLAS FILTRI PROMOTES CUSTOMER GROWTH

The customer is our partner: this is our longstanding motto. We share our customers' objective of penetrating the market with our water filtration systems and, at the same time, our customers know they have the backing of a strong company that values their feedback.

This is the sort of assurance Atlas Filtri provides, fostering the customers' growth in all their core business activities. Thus we're committed to working closely with customers, providing support not just by supplying quality products, but by involving them in the sales, marketing and communication process as well.

**«our business
is your business:
the key to mutual growth
is working together!»**

Area manager at Atlas Filtri





**«The demand for prompt
and reliable responses
dictates the pace of our work
as a manufacturer»**

Area manager at Atlas Filtri

ATLAS FILTRI, THE RIGHT SOLUTION, RIGHT NOW!

The Atlas Filtri brand is a household name in water filtration. Our efforts in recent years have allowed our people to make huge improvements in customer service and support.

Having built a reputation for reliability over the years, we've now taken things one step further by introducing a competent team boasting a diverse skill set to deal promptly with your feedback and queries. This approach has allowed us to cut response times and gain a point of difference in the provision of an added service: solutions on demand.

ATLAS FILTRI, THE RIGHT SOLUTION EVERY TIME

«with Atlas Filtri,
you get the filter
you've always wanted»

Vice president of Atlas Filtri



As part of an important sales strategy for us and for our partners, we've improved our ability to come up with unique product solutions. It has long been our mission to help our customers stand out in their respective fields by making filters to their specific requirements.

Hence we've developed custom-designed products that differ in model, colour, shape and design. Our skill and experience in the complex tailor-made sector attest to our goal of always being there for our customers.

ATLAS FILTRI EQUALS A ONE-STOP SHOP, FOR EVERYTHING FROM A SMALL FILTER TO A LARGE-SCALE PLANT

**«Here, everything's possible,
there's no such thing as a problem
we can't find a solution to»**

Technical director at Atlas Filtri Engineering

Big or small...the way we see it, size isn't everything when it comes to filtration. Our engineering branch is skilled in designing custom-made systems of any size to go with our filters.

This makes Atlas Filtri Engineering, with its expert team, a reliable partner to all our group's customers, delivering the right solution for any specific water-related requirement.

In addition, if you have any issue with the product, you can count on Atlas Filtri Service to provide after-sales support, including spare parts and servicing.

Thus Atlas Filtri provides an A-to-Z water treatment service: from filtration to the production of large-scale plants for the industrial and commercial primary water sector.

ATLAS FILTRI, WATER TREATMENT TRAINING ACADEMY

The water treatment sector is often undervalued or not properly understood.

This is why, for some time now, we've been investing resources and energy into training courses held either here or at our customers' premises to share what we know about filtration.

We strongly believe that passing on the water treatment know-how we've gained is the only way to create a network that will be recognized worldwide for its superior skill and technical expertise. Improving and disseminating our industry knowledge is the first step we aim to take when dealing with each new customer: it's an investment for everyone involved. Because training, courtesy of Atlas Filtri, provides a springboard to achieving mutual growth.

**«We're committed to promoting
our customers' growth,
training is one means to this end»**

Sales and marketing director at Atlas Filtri



ATLAS FILTRI EQUALS PURE ITALIAN STYLE...

Certainly, we're proud of our Italian origins, but this isn't the sole reason for advertising the fact that our products are made in Italy: Italian style is recognized and revered the world over, so it's our way of drawing attention to the high standards of design and manufacture that our products are required to meet.

By putting the Made in Italy stamp on each of our products, we're certifying the total quality and superior performance that come as standard with any Atlas Filtri item. We're proud of this choice and proud to give the international market access to Italian expertise and flair, which are held in the highest esteem worldwide.

**«Atlas filtri
is the epitome of
all-Italian taste and creativity»**

Graphic design and marketing manager at Atlas Filtri



...FROM PRODUCTION TO DESIGN

Rest assured that all our filters have been fully designed, made and tested at our facility in Italy.

Located in the heart of Italy's industrious Northeast, our manufacturing facility turns out only filters made with reliable, high-performance materials and solutions.

Around the world, we call attention to our rightful claim to the prestigious Made in Italy stamp because it's synonymous with assured quality. A quality that we work on from the drawing board right through to the finished product, with every single department ensuring it lives up to Italian standards of excellence.



THE ATLAS FILTRI POLICY EQUALS WORKPLACE SAFETY AND SERVICE QUALITY

Here at Atlas Filtri, we believe in treating people well and in the importance of creating a friendly and safe workplace. This is why we're a BS OHSAS 18001:2007 and UNI EN ISO 9001:2008 certified company, adhering to high standards of occupational safety, human resource management and customer satisfaction.



This is a clear expression of our desire to be outstanding.

What's more, the positive effects of these certifications spill over into the product as accreditation requires ongoing adherence to the principle of total quality for each and every filter, and this includes workplace safety.

**«Whatever we do,
we strive to do it well!»**

Quality, environment and safety manager at Atlas Filtri

ATLAS FILTRI EQUALS ENVIRONMENTAL RESPECT

**«At Atlas Filtri,
each filter is produced
in compliance with the principle of total quality,
which includes being kind to the environment»**

Quality, environment and safety manager at Atlas Filtri



By seeking UNI EN ISO 14001:2004 certification, Atlas Filtri has positioned itself as an environmentally responsible manufacturer. We chose to achieve this high level of certification to demonstrate that environmental respect is a key component of our company's production and development process.

But there's more to it than that. Every day, adhering to this standard entails maintaining the environmentally friendly performance that got us certified in the first place. This effectively means we're required to reduce waste in all our production processes and ensure the responsible use of the company's assets and resources.



The Atlas Green badge you'll see on our products denotes our environmentally friendly practices, including our commitment to reducing greenhouse gases and using highly recyclable plastics.



...and remember to check us out on

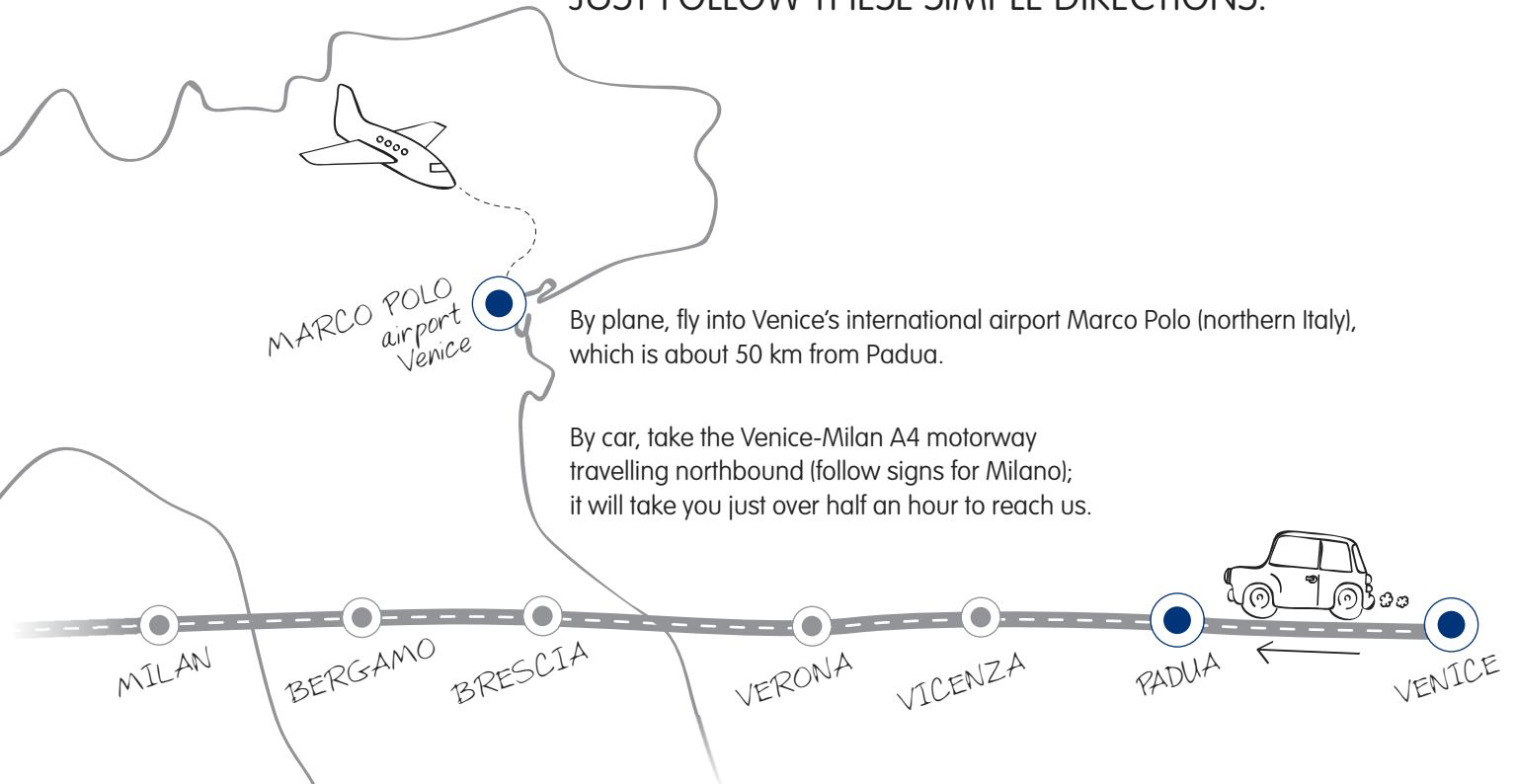
www.atlasfiltri.com

www.atlasfiltriengineering.com

www.atlasfiltritalia.it



IF YOU WANT TO COME AND SEE US,
NOTHING COULD BE EASIER.
JUST FOLLOW THESE SIMPLE DIRECTIONS:



By plane, fly into Venice's international airport Marco Polo (northern Italy), which is about 50 km from Padua.

By car, take the Venice-Milan A4 motorway travelling northbound (follow signs for Milano); it will take you just over half an hour to reach us.

- To reach ATLAS FILTRI, home to the manufacturing facility and export department, take the PADOVA OVEST exit, the address is:
Via del Santo, 227 - 35010 Limena (PD) Italy - Tel. +39 049 769055
- To reach ATLAS FILTRI ENGINEERING, the plant manufacturing facility, take the PADOVA OVEST exit, the address is:
Via Unità d'Italia 10/A - 35010 Limena (PD) Italy - Tel. +39 049 8841410
- To reach ATLAS FILTRI ITALIA, the distribution centre for the Italian market, take the PADOVA OVEST exit, the address is:
Via G. Garibaldi, 24 - 35020 Albignasego (PD) Italy - Tel. +39 049 8629133

www.atlasfiltri.com

