



Production of promotional items



- Desk pads
- erasable boards
- mouse pads,
- menu covers
- counter mats
- beverage lists



COMPANY PROFILE

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THE COMPANY



Agef produces customizable promotional items: it specializes in

the production of desk pads and mouse pads for private companies that operate in the aftermarket sector.

Concerning the beverage and catering sectors, Agef produces:

menu holders, beverage lists, Polypropylene (PP) coasters and PP placemats.

In the souvenir sector, the company produces the same items

with brands and pictures of tourist attractions.



On demand, Agef personalizes all

products on the moulds, materials, finishing.

New items can be created in order to meet the clients' needs.

The firm pays great attention to the quality of every product, from raw materials to the production process. The items produced are always meticulously checked.

HISTORY



1962

Agef was born as a paper processing industry focused on the production of leather and plastic photo albums and Agef patents pockets for diapositives and negatives



1966-80

Greco Antonio begins to produce menu holders, ring bindings for software manuals and envelopes for floppy disk



1996

Agef fabricates mouse pads, desk pads, plastic envelopes for cd/dvd. It patents the Post Card mouse pad, the Memo pad and the cd/dvd holder Frisby, created with materials tested and validated by Philips



2016

Currently, the most important production consists in desk pads, mouse pads, menu holders, coasters and place mats



AGEF

ITEMS

Agef produces more than 50 different articles classified in four categories:

Mouse pads,
counter mats



Erasable boards
coasters, place mats



Desk pads



Menù covers,
beverage lists,



Desk pads



They are used in the following sectors:

- Automotive aftermarket
- Beverage
- Optical
- Building
- Electricity
- Pharmaceutical
- Sanitary

Available cuts: 30×42 cm; 32×47 cm;
60×40 cm; 63×48 cm;
Customizable moulds.

Agef, backed by over fifty years of experience in the sector, over the years developed an **innovative manufacturing process** that improves the products' **quality and endurance.**



Mouse pads, counter mats



They are printed in full colour offset or in silk screen process; with black rubber, thickness 2, 3 and 4 mm. Customizable moulds under request.

Available models

Model	Features	Mould
Top quality	Printed in full colour offset on PVC surface, glued on black rubber	20x23 cm; round Ø 20 cm
Normal quality	Printed in full colour offset on PP surface, glued on black rubber	20x23 cm; round Ø 20 cm
Welded	Printed in full colour offset on PVC surface, welded on black rubber, thickness 1.4 mm	20x23 cm
Welded cardboard	In PVC; with internal cardboard sealed off printed in full colour offset, welded on black rubber, thickness 1.4 mm	20x23 cm
Memopad	Printed in full colour offset or in silk screen process on PVC surface; welded on black rubber, thickness 4 mm; with erasable board, pen and rubber	20x23 cm
Post card	Printed in full colour offset on rough PVC surface; with adhesive on the bottom; white silicon paper printed in one colour on the back side	12x23 cm; 20x23 cm



Menu covers and beverage lists



Created in synthetic leather or plastic, with punched pockets and, underrequest, four metal corners. Available in different colours and moulds;

Agef can tailor the items designed by the customers.

Starting from 20 pieces:

Model	Menu cover	Beverage list
600	14x31 cm	12.2x29.2 cm
602	23.6x31.5 cm	21x29.7 cm (A4)
603	20x29.5 cm	20x29.5 cm
Cardboard for bill	12.2x23.4 cm	

Starting from 100 pieces:

Model	Menu menu cover	Beverage list
601	12.2x23.4 cm	11x21.8 cm
604	21x28 cm	19x25.8 cm
605	17x24 cm	15x21 cm (A5)
606	17.5x32 cm	15.5x29.7 cm



Coasters



Coasters printed in full colour offset or in silk screen process on white PP surface, upper and back side. Moulds available: 10x10 cm, or round with \varnothing 10 cm. Option: with black rubber, thickness 2 and 3 mm.



Place mats

Placemats in white Polypropylene (PP), thickness 0.5 mm, with rounded corners. They are produced in two moulds: 30x42 cm and 32x47 cm. Available in different cuts under request. Option: food-safe laminated surface.



Erasable boards

The erasable boards are created in white PVC, standard cut 63x48 cm, thickness 0.5 mm, printed in full colour offset or silk screen process. The following moulds are available under request: 30x42 cm, 32x47 cm, 60x40 cm. Agef can also tailor other shapes. Each item is enveloped in single plastic transparent bag with two pens and two erasers.



PRODUCTION



Thanks to the collaboration with suppliers throughout twenty years, the whole productive process is linked to a strict protocol in order to guarantee quality, reliability and adaptability.

For over fifty years Agef, through the dialogue with clients and accurate tests, has been able to combine the customization of items and the industrial manufacturing, creating innovative products with the best price / quality ratio.



MAIN EXPERTISE AREAS



Agef has gained trustworthiness in the promotional item sector because it supports the clients during the whole production chain, from the design to the distribution chain, in order to personalize each item according to the clients' needs.

The customer assistance is aimed to suggest the best material, shape and design.

Agef's **strengths** are:

Adaptability

fast production and manufacturing in limited edition.

Experience

constant search for new design, mixing colours, materials and shapes. Customization of items and creation ex novo of items designed by the client.

Passion

the company constantly experiments new items and manufacturing process, and patents the best solutions.



MARKETING POSITIONING



Agef produces promotional items for primary brands that operate in the following sectors:

Automotive Aftermarket

Continental, ATE, FI-DI ricambi, Mann Filter, Delgrosso Spa, Motorex, RHIAG, NGK, Bullok, SKF, CATI, FAG, Sel, Ac Rolcard



Wine, beer, beverage, olive oil production

Coca-Cola, Martini, San Miguel, Forst, Super Storm, Giori, Magnoberta, Delicata, Cisk



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