

Top Interview

Innova's Products Impress the World with Technology and Design

JARN interviewed Gianandrea Masserdotti, brand ambassador of Innova, to hear about the company's history, products, manufacturing concepts, business strategy, and so on.



Gianandrea Masserdotti



Innova's new factory located in Storo, Italy near Alps

JARN (J): Could you briefly outline Innova's history?

Gianandrea Masserdotti (M): Innova was originally founded in 2003 as a 'design boutique' focused on researching and developing new product ideas in the hydronic sector with a strong focus on residential applications. This activity was backed up one year later by an in-house manufacturing activity so as to self-produce all the new ideas generated by the company. Until 2011, Innova was mainly producing on an original equipment manufacturing (OEM) basis, and only started marketing with its own brand, Innova, in 2012.

J: Could you introduce Innova's unique heat pump product lines including heat recovery systems?

M: Our new generation of monobloc heat pumps, STØNE, is made according to a completely new technical approach that leads to an absolutely new design – and some innovative features, such as the possibility to build the unit into any wall, so as to minimize the impact of condensing units that are normally assumed to be ugly and bulky. Special care is given to further reduce the noise level through dedicated design and materials. It is also important to mention the possibility of installing such products in flexible modules, with a total capacity of up to 200 kW.

J: How is business outside Italy? What percentage of your business does global business account for?

M: Traditionally, Innova has developed its activity in Italy, but after a radical reorganization of our sales approach performed in 2012, export markets now account for approximately 40% of total turnover. The core of the activity is in Europe, but some interesting and promising openings have been achieved in Australia and South America. North

America will be our main target for future developments in the coming years.

J: How would you describe the advantages that Innova can offer customers?

M: Innova products are always made to provide a new and different solution to end-users' needs – therefore, Innova products are always different, in design and features, from the standard approach proposed by other players in the market. Underpinning all this are: an excellent vision in research and development (R&D), structured and well-organized manufacturing, and reliable after-sales service. This approach can be seen and felt throughout all Innova's vast range of products: air-to-water (ATW) heat pumps, slim fan coils with a depth of a mere 12.9 cm, through-the-wall air conditioners without outdoor condensing units that are installed through two holes in the wall, evaporative condensing chillers, heat recovery devices using domestic hot drain water, and the latest product family we decided to develop is the controlled mechanical ventilation range.

Besides the offer for end-users, it is also important to mention that Innova remains a truly R&D entity that is glad to cooperate with other companies so as to co-develop new, customized technical solutions.

J: All Innova's products are designed and manufactured in Storo, Italy. If you manufacture the products outside Europe, you are able to reduce the production costs. Why is your factory based in Italy at your premises?

M: Product cost is very important, but it is not the competitive driver for Innova. When developing innovation, as Innova does, the proximity to manufacturing is vital so to be sure that new ideas will be perfectly embodied in the final products. And, furthermore, real innovation deserves a price reward in terms



New factory administration building

of price positioning. Cost becomes therefore an element of the efficiency of the company, but not the driver of our competitiveness.

I confirm that all products shown in our portfolio are made in Italy, in our premises – we insist on being a true manufacturer, not a relabeler or an importer or a distributor.

J: Your direct current (DC) inverter fan coil has such an attractive design and slimness with a depth of just 12.9 cm. Could you please tell us how to maximize the performance of products with your sophisticated design?

M: Fan coil units historically have always been conceived as products for industrial and commercial applications – with a need for consistent airflow, and therefore no attention paid to design, size, and noise levels. The recent increase in the number of low hot-water temperature systems for residential applications such as condensing boilers and ATW heat pumps has led to a progressively increasing attention paid to different terminal systems, such as fan coils, fitted to perform with low water temperatures – and also to deliver hot and/or cool air, depending on the season. In such a perspective, it was important to develop a new type of fan coil specifically designed for such types of installations: a new terminal unit with nice and neat design, low depth so to minimize space intrusion, and a specially reduced noise level, so as to perfectly integrate into any dwelling, including bedrooms.

Innova has been focusing on such targets since 2003 and the result is astonishing, both in terms of design and comfort. A special contribution to the overall achievement is made by the use of brushless DC (BLDC) motors. Such a range of fan coils has been progressively enlarged in order to cover low-wall Airleaf unit, high-wall Filomuro unit, and trench Filoterra unit applications. A consistent contribution to the global achievement, in terms of sales, is the family of concealed or built-in units.

J: Could you please explain your company's mission and values?

M: Innova's motto has always been very sharp and clear: 'evolution through innovation' – and all our products must be different and distinguished from our competitor's

ones. Our products must to be excellent in terms of body design, but not intrusive; the underlying technology must be cutting-edge, but easy to understand, use and service; any Innova product must solve in a new and different way any end-user need that so far has had no response in any existing offer made by competitors. In other words, it must be a pleasure always to discover Innova and its products, that will always trigger a new and different experience. And, let me say, it is always a pleasure to visit Innova, located in the Alps, so close to the most attractive ski resorts of north Italy.

J: It sounds like a nice place. Thank you very much for your time and sharing information on your company with our readers.



New Generation of Monobloc heat pumps, STØNE

Company Profile

Established in 2004 in Italy, Innova designs, creates, and produces products and services with a high added value in the heating, ventilation, and air conditioning (HVAC) sectors.

In 2012, Innova decided to invest significantly in the creation of its own sales network, in Italy and abroad, proposing product solutions both for distribution and for industrial partners for brand cooperation.

The national sales network is being developed progressively, increasing and deepening Innova's presence among the most important Italian wholesalers and distributors. The international presence is being developed as well, and in 2017 Innova was active in 33 foreign countries with 52 importers.

The company moved its premises from a 2,400-m² Pieve di Bono to a new 25,000-m² Storo base including the futuristic R&D Pavillion in which all future new products will be developed.