



Valera[®]+
SWISS HAIR SPECIALISTS

Company Profile

1955 **Gustavo Soresina started the company**
SOREL *in Milan for the
production of hair-dryers and other
small domestic electrical appliances
for other brands.*



1978 **Ligo Electric SA was founded with its head office
in Switzerland at Ligornetto (Ticino Canton) and
started production in the new factory.**

1990 **Valera**  **, Ligo Electric's own specialist brand of
hair care equipment was created.**

Our customers

Valera 

1955 – 2005: we have manufactured for

AEG
abc

ALISEO

Ariete

arçelik

BaByliss

BEKO

BILBA

BLACK&DECKER

BOSCH

BRAUN

chicco

DeLonghi

electron
ermila

EUPA

FLAMA

GIRMI

GOLDWELL
CLOSER TO STYLISTS. CLOSER TO HAIR.

GRANDIUS

Helios

hugin

IMETEC

inda

jilbere

JOFEL
jura

KALORIK

KRUPS

MIO*STAR

NAJ-OLEARI

NOVA

novalva

Oster

peper
electric

PHILIPS

PORSCHE DESIGN
the engineers of luxury™

PRINCESS

Rez

rotel

Rowenta

SAFEWAY

Schwarzkopf

SIEMENS

sOlac

solano

Scelvi

starmix

SUPRA

TERMOZETA

Trisa

troia

ufesa

WEMIR

wilfa

HAIR WELLNESS

VALERA was the first to connect the concept of WELLNESS with hair care.



HAIR WELLNESS:

- respects the nature of the hair and favours its health***
- improves the look of the hair and the image of the person***
- improves the health of the person***



Equipment for PERSONAL hair-care



Equipment for PROFESSIONAL hair care



Equipment for hair-care in hotels



O.E.M production of equipment for other markets

Production: 1,5 million hair dryers per year

- **2000 m² factory in Ligornetto on 20.000 m² of premises**

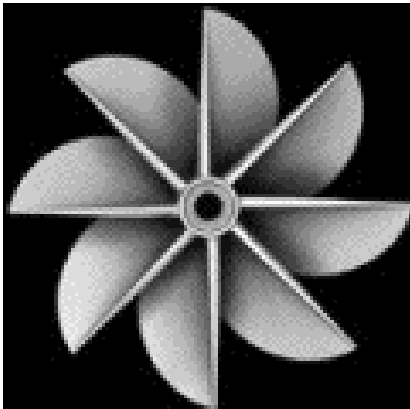


Research

- **Research and development centre.**
- **CAD 3D ProEngineer planning tool**
- **Control and measuring laboratory**
 - **Heat analysis, aerodynamics, drying capacity, acoustics, air quality**
- **Life span test room**



External know-how centre:

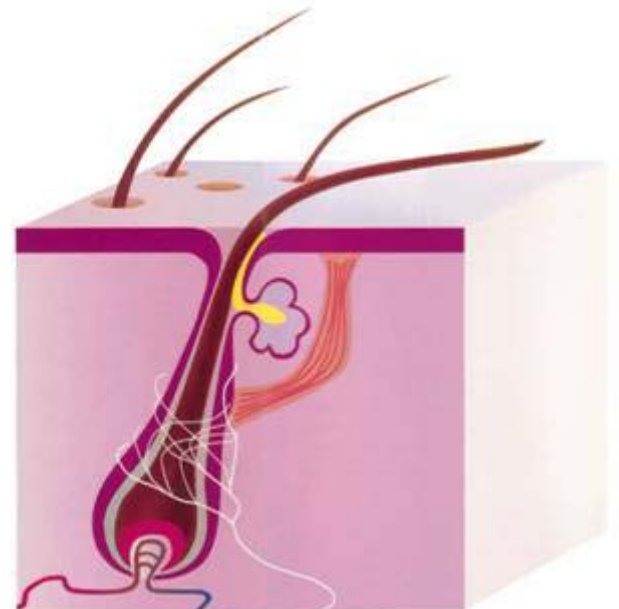


- ***CIMSI - CIM Centre (Computer Integrated Manufacturing) In Switzerland and Italy***
- ***Universities (Turin Polytecnic, Zurich University)***
- ***The aeronautics industry***

A deep knowledge of hair is vital for the creation of equipment that enables the healthy and careful treatment of hair.

Valera works in collaboration with:

- ***Trichology Department in the Dermatology Clinic at the University of Zurich.***
- ***Swiss Association of Stylists and Master hairdressers***
- ***Shampoo and cosmetics producers (Schwarzkopf, Alcina, ecc.)***

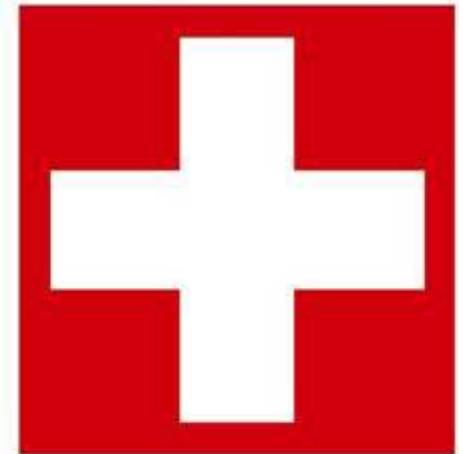


- ***Valera benefits from the solid reputation of Made in Switzerland and the SWISS CROSS, which is an internationally appreciated logo.***

- ***The image of Switzerland communicates values of :***
 - ***maximum quality***
 - ***precision***
 - ***reliability***
 - ***competence***
 - ***respect for health and the environment***
 - ***exclusivity***

- ***The Swiss image positively influences the judgement of value and consumer choice.***

- ***The Swiss cross therefore offers a unique positioning and brand credibility.***



Valera is present in 47 countries:

Western Europe. Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, Holland, Norway, Portugal, United Kingdom, Spain, Sweden, Switzerland

Eastern Europe. Bulgaria, Czech Republic, Estonia, Hungary, Poland, Romania, Russia, Slovenia, Turkey, Ukraine,

Middle East Saudi Arabia, United Arab Emirates, Jordan, Iran, Kuwait

Asia China (included SAR Hong Kong), Japan, Philippines, South Korea, Singapore

Oceania Australia

Africa Egitto, Gambia, South Africa, Tunisia

America USA, Mexico, Perù

- **Market research (GFK)**
- **Trade marketing, category management**
- **Fairs**
- **POS packaging, catalogues, prospects, posters, exhibitions etc.**



- **Publicity:** *newspapers and TV*



- **Internet:** www.valera.com



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