



Corporate

COMPANY PROFILE

Geico is a world leader in the design and construction of turnkey automated coating plants for the vehicle industry.



TURN-KEY ORIGINAL COATING PLANTS
FOR THE VEHICLE INDUSTRY

Index





OVERVIEW



click on the window above
to watch our company video



COMPANY MISSION

GOVERNED BY ETHICS AND AFFECTION

We are determined to be actively a Value Driven Team of people truly committed to be effectively understanding and pursuing our Customers' Critical Expectations while being respectful to our people, community and environment.
Living by Resilience.



People



Community



Environment



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OVERVIEW

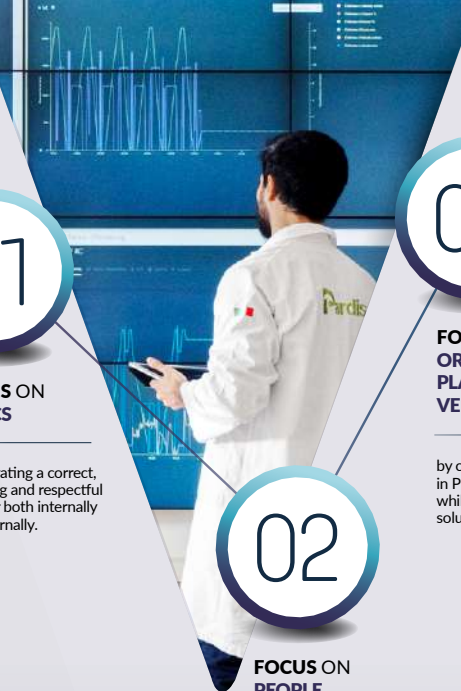


STRATEGY STATEMENTS

01

FOCUS ON ETHICS

by motivating a correct, dignifying and respectful behavior both internally and externally.



02

FOCUS ON PEOPLE

Customers, Employees, Suppliers and Partners by understanding their need, respecting the differences, and motivating their passions in order to create a healthy relationship and stimulating working environment.

03

FOCUS ON ORIGINAL COATING PLANTS FOR THE VEHICLE INDUSTRY

by constantly investing in Process Engineering while enhancing our solutions.

04

FOCUS ON DELIVERING UNIQUE VALUE TO OUR CUSTOMERS

by understanding their Critical Expectation through Six Sigma Methodology.

05

FOCUS ON INNOVATION

by investing continuously in technological components and parts, process, and project management to offer our customers the most advanced, sustainable, and competitive solutions in shortest time.

06

FOCUS ON KNOW-HOW VERTICALIZATION

by enhancing an internal work-force of highly qualified and specialized professionals to provide our customers the most advanced technological solutions.



OVERVIEW

Our History

1963

Neri e Mandelli establishes in Italy thanks to the entrepreneurial spirit of Giuseppe Neri and Giancarlo Mandelli. Shortly after they form the first partnership with Haden Drysys and the company is renamed Drysys Equipment Italiana.

1988

Gecofin becomes 95% owner of Geico.



1994

The founder Giuseppe Neri passes away. His daughter Laura and her husband Reza Arabnia gain control of 100% of Gecofin SpA.

2005

Gecofin acquires Geico's shares from Comau and becomes 100% owner.

2009

the first Pardis Innovation Centre, Geico's R&D facility, is established.

2013

Geico's new Headquarters and Pardis Innovation Centre are inaugurated in Italy.

2023

Gecofin becomes 100% owner of Geico;



1976

Haden Drysys sells the majority of shares to Giuseppe Neri who founds Gecofin SpA. The name of the Italian company changes to Geico Spa.



1997/98

Gecofin sells 51% of Geico's shares to Comau.

2006

Geico Secures the exclusive use of Haden and Drysys's intellectual properties, Patents and Trademarks.



2011

GEICOTALKI-SHA
Turkey original coating plant for the vehicle industry
the Geico Talkisha Alliance is created.

2014

The Pardis Foundation is established.

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OVERVIEW



GLOBAL PRESENCE & ALLIANCES

Owned Technologies

- J-Jump
- Dryspin
- Hydrospin plus
- J-Hive
- LeanDip
- Automatic Applications
- Drycar
- J-Rover
- Smart Paintshop

J-CO
America
Detroit

J-CO
Mexico
Mexico City

Geico France
Etupes, France

Geico UK
Droitwich, England

Geico Systems GmbH
Sindelfingen, Germany



Geico Headquarters
Cinisello Balsamo,
Milan, Italy

Geico Controls d.o.o.
Zagreb, Croatia

Geico Hungary
Budapest, Hungary

Geico Turkey
Istanbul, Turkey

MIRACLE GEICO
Wuxi, China

FALCARE
San Paolo, Brasil

Drysys RovD
Port Elizabeth, South Africa

Geico Paint Shop India
Pune, India



Geico Group strategic network

Joint Venture
Miracle Geico



a technological, commercial and operational cooperation to strengthen the local presence for Chinese OEMs

Software
House

Geico Controls

a business unit totally dedicated to the development and implementation of the most advance 4.0 technologies.

Engineering
Hub

Geico Paint Shop India Private Ltd.

a highly qualified team of engineers working hand in hand with Geico HQ in order to satisfy OEMs' technological requirements worldwide

German OEM
dedicated force

Geico Systems GmbH.

a dedicated interface between Geico and German OEMs, focused on PM, Sales & Engineering

ORGANIZATION CHART



Our approach is based
on 4 principles

INNOVATION

INNOVATION IS OUR WEAPON OF CHOICE.

We pursue innovation with respect for ourselves, our customers and our community, while promoting

all-round technological and cultural innovation.

This is our Company: a perfect balance between technological and cultural innovation, between rational and emotional thinking.

Two souls, two hemispheres
to reach **excellence**.





TECHNOLOGICAL INNOVATION

Pardis Innovation Centre

Geico's new innovation, prototyping, research and development area.



MAIN OBJECTIVE

Testing prototypes and new technologies and comparing them to existing solutions on the market with the purpose of constantly developing and improving the product.



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FOCUS

TECHNOLOGICAL INNOVATION

Pardis Project



OUR MOST AMBITIOUS GOAL.

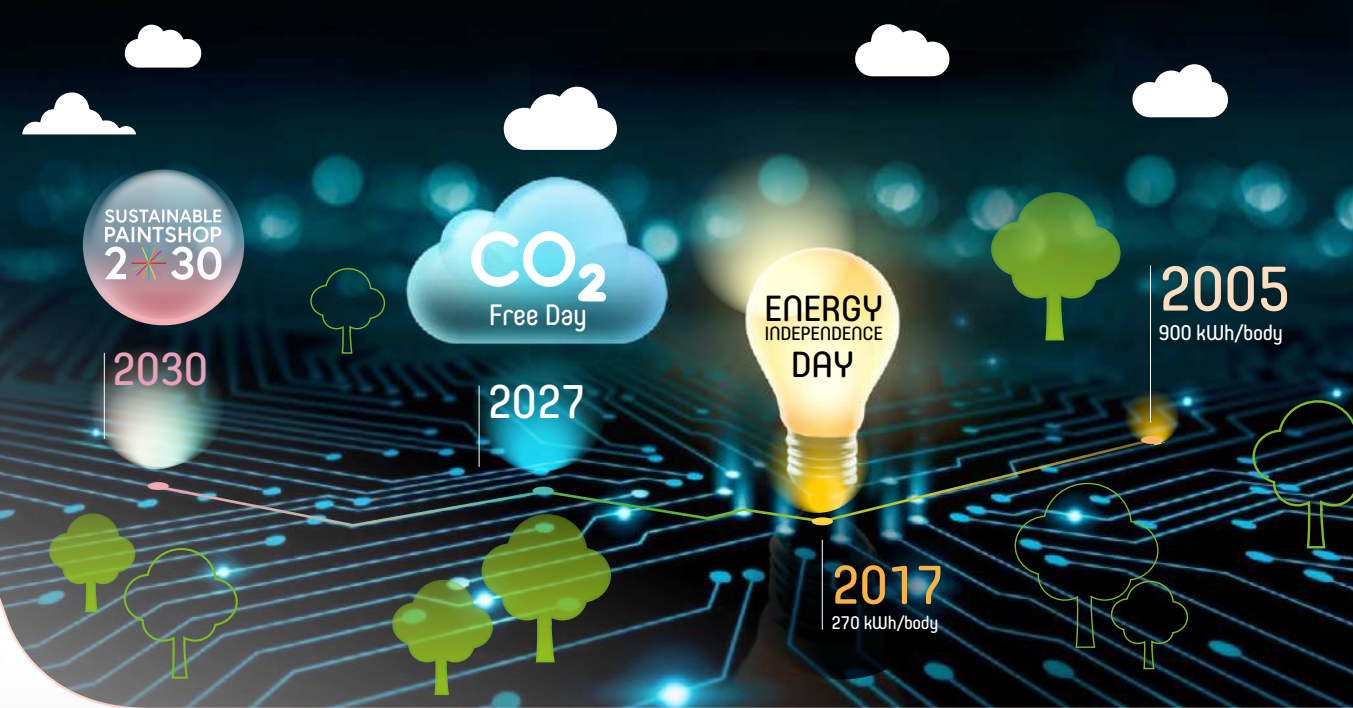
The Pardis Project, launched in 2005, led to the development of the world's first entirely energy self-sufficient paintshop.

In 2005, a paintshop consumed on average 900 kWh/body.

After analysing the existing technologies and forecasting how alternative energies would develop, it was decided to put as a target 270 kWh/body.

The initial target date of June 16, 2020, symbolically referred to as Energy Independence Day, was achieved three years ahead of schedule, in 2017.

Our new challenge for 2030 is the Sustainable Paintshop, i.e. the creation of a sustainable plant with a circular approach, that is self-sufficient in energy and carbon-neutral. What is the first step in the realisation of this important project? CO₂-Free Day by 2027.



AUTOMOTIVE COATING PLANT
300,000 BODIES/YEARS
ZERO EMISSIONS



FOCUS



TECHNOLOGICAL INNOVATION

Smart Paintshop

SMART PAINTSHOP

IOT SYSTEM

Sensors and computing capabilities on equipment will allow the collection and analysis of data thus resulting in a more efficient paintshop

PRODUCTION FLEXIBILITY

Technologies that will allow the whole plant to adapt to production needs

J-SUITE

J-SUITE

The paintshop brain (avatar) that will manage the communication between the process and the clients' systems (MES, ERP, PLM, etc)

SMART PLANT MANAGEMENT

Technologies that will allow the cooperation between man and machine inside the paintshop

SMART ENERGY MANAGEMENT SYSTEM

Technologies that will not only monitor energy consumptions but also effectively support paintshop operations more efficient paintshop

SMART DESIGN

SMART DESIGN

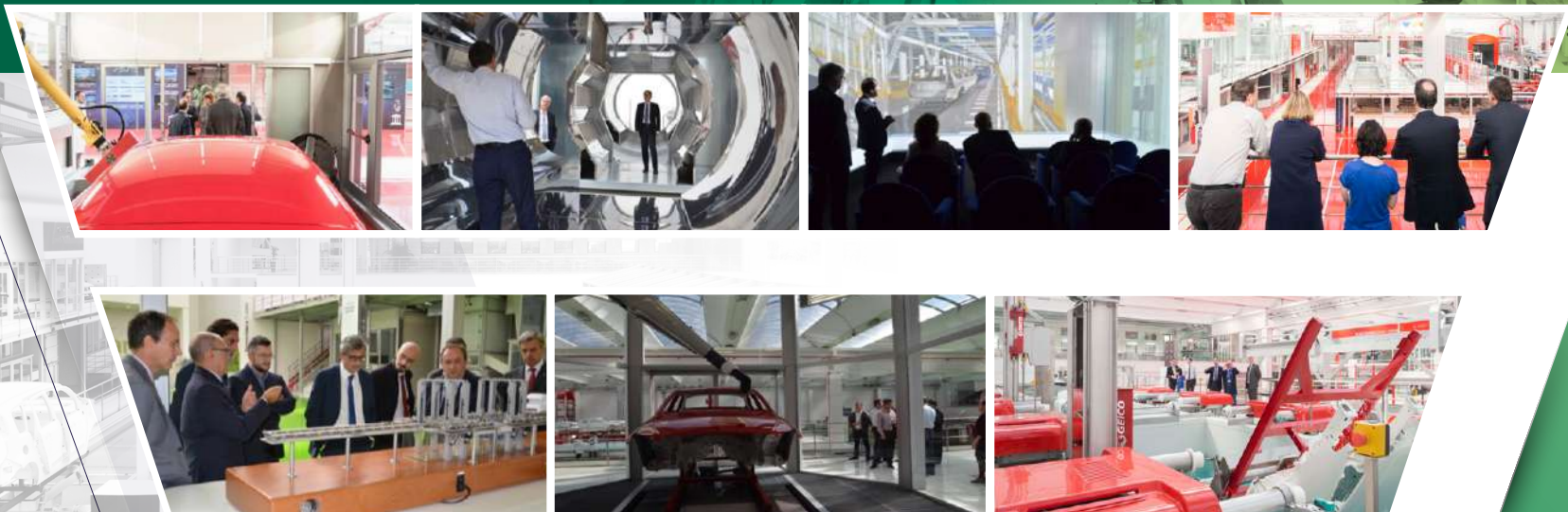
Geico's internal process with the aim at drastically shortening paintshop delivery

CUSTOMERS' EXPERIMENT DAYS



The customer comes first.

Days dedicated entirely to an individual customer, supported by a team of experts, with the aim of designing tailor-made solutions, prototyped and tested based on their specific needs and expectations.





ENVIRONMENTAL SOCIAL GOVERNANCE

We are **aware** of our impact on the **local community** and take **responsibility** for that role.

Because no company is an island.

LAURA'S GARDEN OF THOUGHTS

This is our life force, the place at Geico where creativity, imagination and intuition come to flourish. Where our emotional intelligence expands. The Garden is a space where Geico's employees can enjoy a convivial atmosphere, a place they can go to regenerate the body and mind. It is also the area where exchanges and encounters between the company and the local community take place. All cultural events are held inside the Garden; it is an extraordinary symbol of hospitality where our business ideas are brought to life.

- Inspiration
- Creativity
- Sense of belonging
- Family
- Culture

COMMUNITY

Within Laura's Garden of Thoughts, culture takes shape through the creation of events, activities and moments dedicated to sharing and encounters between our employees and our surrounding community.

- Young people
- Territory
- Corporate volunteering
- Social commitment

ENVIRONMENT

At Geico, technology and sustainability are combined with a profound sense of social responsibility. From the 70% reduction in paintshop's energy consumption to the planting of over 10,000 trees worldwide.

- Pardis Project
- Treedom
- Ecological Debt-Free Day

WELFARE

To sustain our most precious asset - our people - we offer activities and services designed to ensure their physical and mental wellbeing and to promote a positive and welcoming working environment.

- Academy
- Culture
- Wellbeing
- Smart Working





GEICO ACADEMY CAMPUS PIPPO NERI

*Questa piccola scuola a un grande uomo, Ing. Giuseppe Neri,
il mio amato suocero, nonché il fondatore della Geico.*

Con Tanto Affetto e Gratitude,

Stefano Riccio
10 Maggio 2013



SIMORGH
ACADEMY

SIMORGH ACADEMY

Geico's new headquarters dedicates an entire floor to its employees' culture, meaning both education and continuous improvement of their skills. The area is called Campus Pippo Neri, in honour of the founder of the company, Giuseppe Neri. From this idea takes shape the concept of Campus, based on the American university model, where work and culture merge creating a perfect balance.



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FOCUS



Laura's Garden of Thoughts is an area that the Former President, Ali Reza Arabnia, has dedicated to his wife Laura and, in line with his philosophy, to his extended family, the employees of Geico. Here human creativity - involving the right side of our brains, that of emotions, sentiments and sensations - reigns supreme.



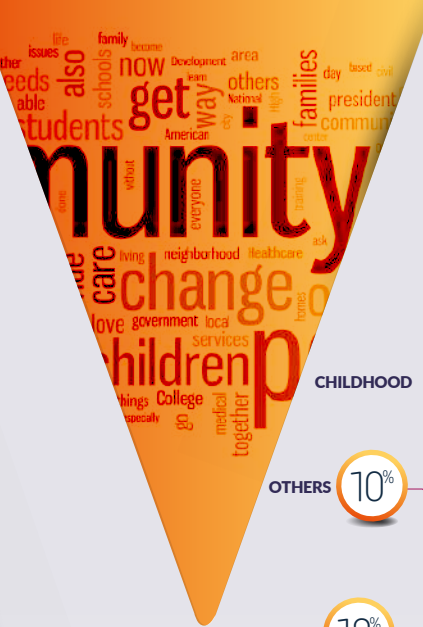
It is a meditation space, a company gym, an area for culture and entertainment enriched by a library, a piano and a guitar, enlivened by an amphitheater and photo gallery, and a bistro offering Italian specialties.

The Garden, like man's creativity, is a fundamental part of our life and, combined with rationality, derived from the left side of the brain, is capable of creating the unimaginable: the Pardis Innovation Centre, Geico's centre of research and development.

Laura's Garden of Thoughts & Initiatives



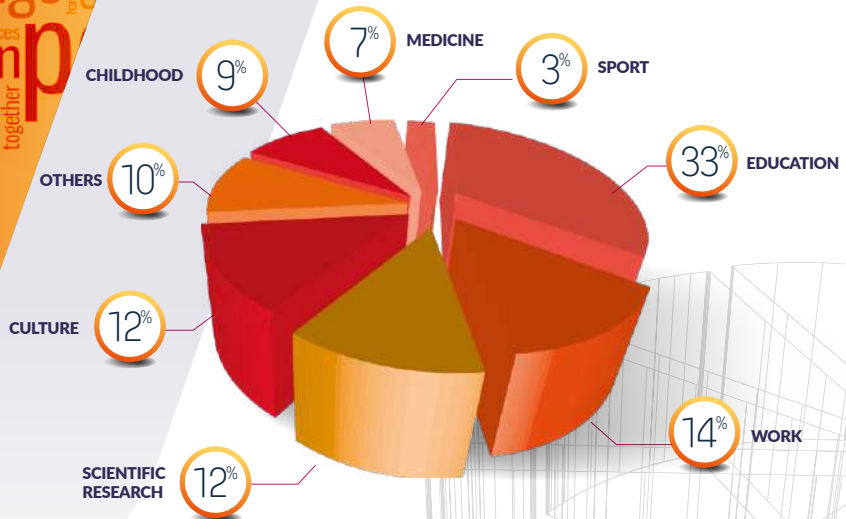
15 Years



The dialog with the community and the continuous exchanges with the territory that hosts us are rooted in our idea of social responsibility.

Our doors are open to welcome different realities: associations, groups, schools, universities, companies and institutions

SINCE 2013



YOUNG PEOPLE ARE OUR FUTURE: THEY NEED ENERGY AND OPPORTUNITIES.

With Pardis Foundation and our J-Next projects we reached an important goal: work placement of more than 100 young people.

DONATIONS 2005-2019
GECOFIN, GEICO AND PARDIS FOUNDATION.

Our commitment results in actual support to non-profit associations, with the active engagement of our employees in corporate volunteering.

COMMUNITY AND TERRITORY



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FOCUS

QUALITY & SAFETY MANAGEMENT



GEICO APPLIES SIX-SIGMA

With Six-Sigma philosophy and methodology, Geico is focused on continuously and effectively understanding its customers' critical expectations and, by re-engineering of its processes, reach and exceed those in a measurable manner.



Geico is qualified ISO9001:2015, ISO14001:2015 and ISO45001:2018. The Quality, Environment and Health & Safety Certifications attest that Geico uses effective means to improve its performance and to provide confidence, to organisations' resources and to Customers, that its products (goods and services) will meet their expectations.

The internal procedures system is based on a Quality Manual, Main procedures, Standard Check Lists and Operative Instructions. Internal audits are periodically performed by the Corporate Initiatives & Quality Manager. Geico adapts the Six-Sigma philosophy to its Corporate initiatives by the "GoMaic" Project.



GEICO'S MAIN REFERENCES PROJECTS 2013/2024



YEAR	CUSTOMER	PLACE	JOB	PLANT	JPH
2024	TESLA VINFAST	USA	Trucks (EV models)	Complete paintshop	27
		USA	Cars (EV models)	Complete paintshop	20
2023	VOLVO VOLVO	SLOVAKIA	Cars (EV models)	Complete paintshop	45
		BELGIUM	Cars	(n°2) Primer Electrical Ovens	2 X 30
2022	FORD MERCEDES MAYBACH	GERMANY	Cars	Sealer line n.2	30
		GERMANY	Cars	Special colour paint line	2
2021	TOYOTA VOLKSWAGEN JLR FORD AUDI	TURKEY	Bumpers	Complete paintshop	70
		GERMANY	Cars	New PT-ED line	50
		SLOVAKIA	Cars	New Tu-tone line	20
		GERMANY	Cars	New PT/ED & Sealer line	50
		GERMANY	Cars	New Top Coat line	90
2020	TESLA TESLA PSA	GERMANY	Cars	Complete paintshop	75
		USA	Cars	New top coat line	40-80
		POLAND	Vans	Complete paintshop	20-40
2019	NAVISTAR AVTOVAZ PORSCHE LAMBORGHINI	USA	Trucks	Complete paintshop	8
		RUSSIA	Cars	New Tu-tone line	15
		GERMANY	Cars	Finalization & Commissioning	15
		ITALY	Cars	Finalization & Commissioning	2.5
2018	WELTMEISTER SMART/DAIMLER TOYOTA MERCEDES VW EMDEN	CHINA	Cars	Complete paintshop	30
		FRANCE	Cars	Complete paintshop	10
		FRANCE	Bumpers	Complete paintshop	70
		GERMANY	Cars	New top coat line	70
		GERMANY	Cars	New autom. sanding machine & washing line	2x30
2017	TOYOTA MERCEDES	UK	Bumpers	Complete paintshop	70
		GERMANY	Cars	New ED Ovens	75
2016	WELTMEISTER I NISSAN FCA MERCEDES	CHINA	Cars	Complete paintshop	20
		UK	Cars	Complete paintshop	75
		USA	Pick up	Complete paintshop	76
		RUSSIA	Cars	Complete paintshop	6
2015	GEELY VOLVO MAN VW GROUP FCA	CHINA	Cars	Complete paintshop	30
		GERMANY	Cabs Trucks	New PT-ED line	25
		BRAZIL	Cars - Suv	Complete paintshop	60
2014	MERCEDES MERCEDES AVTOVAZ BMW \ROLLS ROYCE	BRAZIL	Cars	Complete paintshop	6
		INDIA	Cars	Paintshop expansion	6
		RUSSIA	Cars	Complete paintshop	60
		UK	Cars	New Top coat oven	4,5
2013	QOROS JMC FORD MITSUBISHI	CHINA	Cars	Complete Paintshop	40 - 80
		CHINA	Cars	Complete Paintshop	35
		CHINA	Commercial vehicles	Complete Paintshop	25
		BRAZIL	Suv - Pick-up	Complete Paintshop	25



Corporate

