



Company Profile



Company profile

INDEX

1

Welcome to Pracal

Innovative darkening systems, our history, what we do, production entirely Made in Italy

p. 04

2

Our numbers

The results achieved in 40 years of experience

p. 08

3

Research and Development

Partnership with the University of Naples Federico II

p. 10

4

Why choose Pracal

The pluses that distinguish us and have led us to be leaders in Europe in darkening systems

p. 13

5

The profiles

Insulated and extruded aluminium, steel and PVC

p. 20

6

Premium Product

Ariel, Zazà, Bicolore, Obliqua, Soleil e Schutters

p. 22

7

The accessories

The essential components for our innovative darkening systems

p. 30

INDEX

8

Certifications and patents

Our products have won international certifications

p. 33

9

The advantages for our customers

We help our partners grow.
Commercial area, merchandising, marketing ... find out how

p. 37

10

Eco-sustainability

Eco-sustainable packaging, recycling of materials, photovoltaic energy production

p. 42

11

Industry 4.0

New processes and corporate computerization to connect the company with the outside

p. 46

12

Augmented Reality by Pracal

Shutters like you've never seen them before

p. 48

13

About us

What you think of Pracal

p. 51

14

Contact us

p.54

Welcome to Pracal

Innovative darkening system, our history, what we do, production entirely Made in Italy

01

PRACAL
Sistemi oscuranti innovativi

PRACAL
Sistemi oscuranti innovativi

History

Who we are

Founded in the early 1980s in one of the most beautiful and sunniest regions in Italy.

Our history speaks of a company that was structured with sacrifice and dedication, this has allowed us to gain the experience and professionalism necessary to improve the Blackout Systems.

Pracal today is a registered trademark, which represents a renewed reality: we are the specialists in the production of innovative darkening systems.

We were born as Sitarplast, dealing mainly with the assembly of roller shutters, we have come a long way since then!



What do we do?

We create innovative darkening systems

We have been making shutters and accessories for forty years innovative, different from the usual "gears".

We offer a suitable roller shutter for each home and suitable for the area in which it is located.

Our products are easy to use, do not crash and have an attractive design.

We only make excellent shutters.
Do you want to become our reseller?

In recent years Pracal has strengthened the brand awareness among the network of distributors and resellers Italian and international, through targeted communication and the development of its presence on corporate communication channels: institutional social profiles, the Blog and Email Marketing.

We constantly communicate with our Partners to keep them updated on new products, technologies and commercial initiatives.



MADE in ITALY

We are located in Polla (SA), Campania

The head office has been located in Italy, in Polla (SA), for 40 years and it is here that our products are designed and manufactured.

Our experience in the sector of Blackout systems allows us to create roller shutters that guarantee protection from bad weather, UV rays and break-in attempts, without ever giving up the design of the furniture.

Made in Italy also means attention to detail and continuous technological research, which allow us to create new patented products and increasingly innovative solutions.



Our numbers

The results achieved in 40 years of experience

02

/PRACAL
Sistemi oscuranti innovativi

Our numbers
The results achieved to date

To efficiently respond to your needs, we count on:



240
employees



2 production sites
(central-southern
Italy)



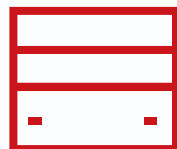
8
certifications



40 years
of experience



32.000 m²
covered
production area



Innovative
products



+ 56%
Turnover since
2019



+ 1450
active customers

**Research & Development partnership
with University of Naples Federico II**

Collaboration with the University research center on
Structural Composites for Innovative Constructions

03

Research and Development

We create innovations that improve well-being in homes

The internal area dedicated to Research & Development allows us to create innovative and high-performance items that improve the entire sector of darkening systems and well-being in every home.

This is possible thanks to the right combination of people attentive to customer needs and cutting-edge technologies that allow the product to be successful over time.



Pracal with the University of the studies of Naples Federico II

Every activity carried out in Pracal is aimed at satisfying the needs of those who choose us.

For this reason we are oriented towards creation of products that adopt applied research combined with cutting-edge technologies.

Accompanying us on this journey is the University of Naples Federico II.

This collaboration with the Research Center Interdepartmental Committee on Structural Composites allows us to obtain technical and innovative solutions which result in optimized products that are easier to use, design, respectful of the environment, able to last over time and ensure the comfort that everyone would like to have in their home.



UNIVERSITÀ DEGLI STUDI DI NAPOLI
FEDERICO II

Why Pracal?

The pluses that distinguish us and have led us to be leaders in Europe in darkening systems

04

Why Pracal?

Awareness of the future

Pracal works to fully satisfy the needs and expectations of the window and door sector.

AS? Propose made in Italy roller shutters that allow the right ventilation and brightness to every home, so as to improve well-being, without sacrificing safety and design finish.

Complete protection against UV rays, bad weather and theft.



Research and Development

We create innovations that improve well-being in homese



Environmental sustainability:

the entire energy requirement of production is covered by a photo-voltaic system. We recycle almost everything our production waste.



Furnishing style:

we customize the product by differentiating it by colors, characteristics and condominium or landscape constraints.

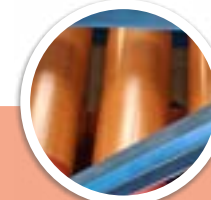


Safety:

we protect homes from intrusions. Different models of roller shutters are also equipped with anti-burglary certification.

Our Painting

Impeccable painted profiles, designed to maintain their technical and aesthetic qualities over time



We have an advanced painting system that allows us to take care of the entire coil painting cycle



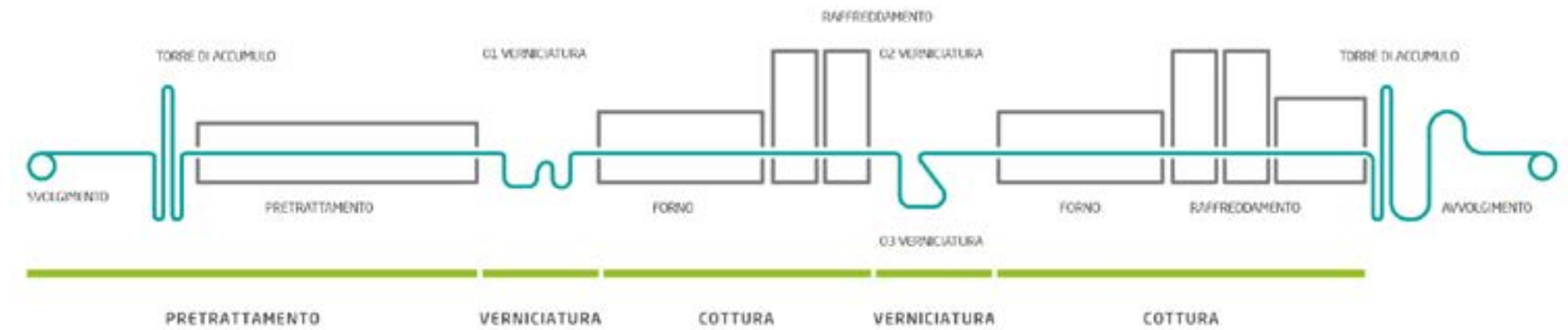
Our catalog offers a vast choice of colors that provide excellent finishes. Our colors last over time



Customization of produced based on the customer's technical and design needs with high quality results



Finishes in alluminium, steel, wood effect, Raffaello, corten and MATT.
OVER 100 colors to satisfy everyone



Our color palette for aluminum

For aluminum shutters with an elegant and refined design

The paint for aluminum shutters and roller shutters are formulated to adhere perfectly to the surface of the profile.

Choose from over 68 shades, from the most subtle to the most vibrant.

Consider the option of eccentric colors as well as not to go unnoticed or opt for wooden finishes, always elegant.



Pre-painted steel

We improve the characteristics of the metal

A team of experts follows the pre-painting process on steel, ensuring precise machining of the product.

Pre-painted steel keeps the aesthetic and performance qualities of the roller shutter intact, this is because pre-painting gives the metal characteristics that make it more resistant to bad weather.

We are talking about an anti-corrosive, anti-abrasive and anti-scratch product which, unlike PVC-coated steel, it guarantees the originality of the product over time, eliminating the detachment of the film.

We completely customize profiles, offering a wide choice of colors and finishes.



PVC coated steel shutter exposed to the elements

Our MATT color palette

For aluminum shutters with an elegant and refined design

We are the only ones in Italy to create matt finishes on aluminum profiles, already available on our Ariel, Zazà, Bicolore and L15 models.

The MATT finishes include two different sections: Classic and Country, for a total of 13 colors designed and formulated in line with the architectural style contemporary.

All the safety of our painting in a matt, refined and elegant finish.

Who is the MATT Collection designed for?

For those who want darkening systems with the guarantee of:

- greater resistance to atmospheric agents;
- zero abrasion e corrosion;
- duration over the years.



The profiles

Insuled and extruded aluminium, pre-painted steel and PVC

05



The profiles
Available for immediate delivery



Insulated aluminum profiles

Ecological expanded polyurethane with high stability and long life.



Insulated steel profiles. pre-painted

the paint layer forms the steel more resistant to corrosion ensuring a long life of the roller shutters and roller shutters



Extruded aluminum profiles

high stability and long life without the need for maintenance.



Eco-friendly PVC profiles

perfect insulation thermo-acoustic, does not pollute and safeguard the environment.

**Fast delivery
starting within 24
hours**



Premium Products

Ariel, Zazà, Bicolore, Obliqua, Soleil and Shutters

06

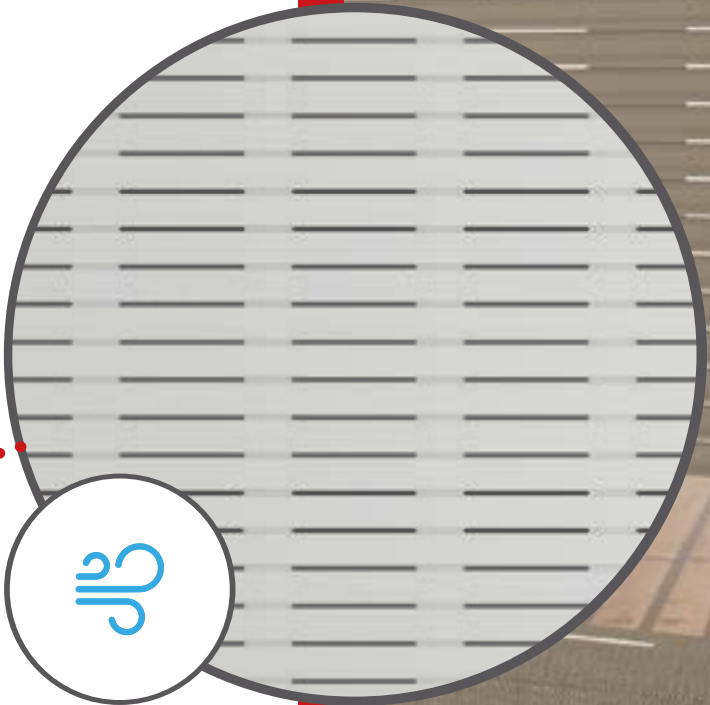
Premium Products



Ariel is the innovative darkening system with insulated slats with a large hole that allow greater ventilation and lighting of the home even with the shutter lowered.

You can enjoy all the light and fresh air you have need while respecting your privacy!

Ariel is the first laminate roller shutter also available in matt Matt colours



MAXI buttonhole,
buttonhole size 4x160 mm
Wide

+SUNLIGHT,
60% more than a
standard buttonhole

+ AIR recycling
Up to 64 colors
available

Premium Products



Zazá is the blackout system you were looking for! This roller shutter with its micro-perforated hook guarantees ventilation, the right brightness and is a barrier against insects!



Microholes
+ VENTILATION
- MOLD on the walls

Micro-perforated
buttonhole STOP
mosquitoes and other
insects

+ BRIGHTNESS
ADJUSTMENT

Premium Products

OOOOO
LUPIN[®]
L'AVVOLGIBILE AUTOBLOCCANTE

Lupin, the anti-burglary roller shutter is a new roller shutter idea.

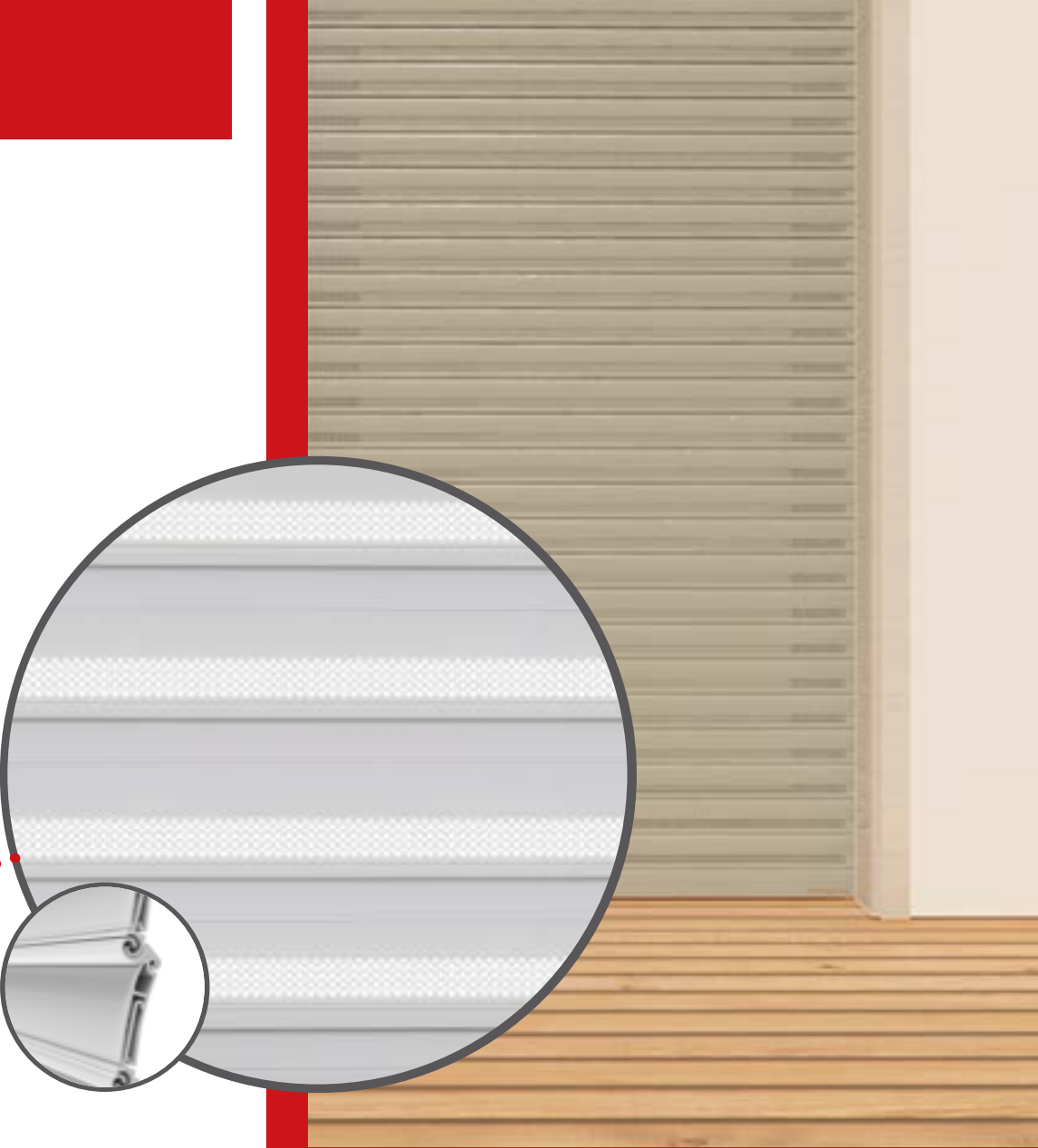
It stands out for its extruded aluminum profiles, technical characteristics and design.

Thanks to the structure composed of a special "S" coupling, allows the activation of a self-locking system that protects homes from intrusions and lifting attempts

- Micro-perforated buttonhole
+ **AIR AND LIGHT**
+ **PRIVACY**
- **INSECTS**

CLASS 4 resistance
certification for UNI EN 1630
anti-burglary tests

«S» hook
- Thefts at home



Premium Products

— —
BICOLORE
LA TAPPARELLA CHE METTE TUTTI D'ACCORDO

Bicolor is a darkening system that allows you to respect condominium restrictions or the guidelines of urban planning projects without giving up your favorite color for the home furnishings.

STANDARD COLORS AND
MATT COLLECTION

2 PROFILES AVAILABLE
BIC

+ **COLORS AVAILABLE WITH**
OVER 490 COMBINATIONS



OBLIQUA®

IL SISTEMA FRANGISOLE
A LAMELLE ORIENTABILI

Obliqua is the sunshade system with adjustable slats. Perfect combination between roller shutter and roller shutter.

You will be able to ventilate, illuminate and protect the house from the sun's rays. It is installed like a normal roller shutter. It guarantees constant operation over time that does not require maintenance.

+ VISIBILITY
+ PRIVACY

3 positioning modes

Adjustable slats
+ AIR
+ LIGHT



SOLEIL

LA TAPPARELLA CHE NON SI DEFORMA

La Soleil is the new design roller shutter created specifically by Pracal to resist without deform due to prolonged exposure to the sun. The material it is made of allows low conductivity of hot and cold. Guarantee of thermal insulation and greater living comfort.

Reinforced structure
anti-shipping

+ Thermal insulation

+ Sun resistance



SHUTTERS AND GARAGE DOORS

Garage doors define spaces with functionality and elegance.

Optima is the double opening system with manual or motorized rolling. Very simple to install, it is tailor-made according to the customer's needs.

Optima has a wide availability of colors and a vast set of accessories that allow customization of the roller shutter.

Ribalta is the new double sliding opening system. Silent and easy to install, it is the best solution for those who have limited space and do not want to give up a reliable garage door/shutter.



Rolling shutter - Optima

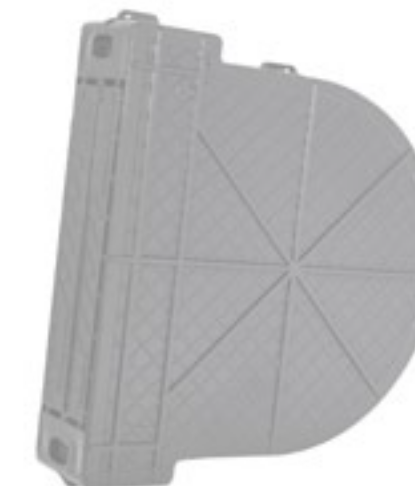


Shutter - Ribalta

The accessories

The assential components for our innovative darkening system

07



Our accessories

Available for immediate delivery



Gearmotors

Available for immediate delivery

Movitec is the line of motors proposed by Pracal, designed to make roller shutters and shutters more efficient.

It is synonymous with guarantee and reliability, all models are designed to perfectly adapt to the customer's requests and needs.

We offer diversified products, from models that adapt to the smallest roller shutters, to radios controlled motors, with and without emergency operation and with limit switch adjustment systems.

Models from 10Nm up to 120Nm.



Certifications and our patents

Our products have won international certification

08

ISO 9001
ISO 14001
ISO 45001
BUREAU VERITAS
Certification



Our certifications

We certify our products to ensure quality and safety

We test, certify and guarantee our lines, to give functional, safe and quality results. Pracal's business management system is certified according to the following standards:

- ISO 9001:2015 for quality management;
- ISO 14001:2015 for environmental management;
- ISO 45001:2018 for the management of worker health and safety.

ISO 9001
ISO 14001
ISO 45001

BUREAU VERITAS
Certification



Our roller shutters are built with materials that last over time. We ensure that our customers purchase with complete peace of mind, which is why we also offer a guarantee of up to 15 years on all Pracal products. Our roller shutters are built with materials that last over time.

We ensure that our customers purchase with complete peace of mind, which is why we also offer a guarantee of up to 15 years on all Pracal products.

Our patents

Available for immediate delivery

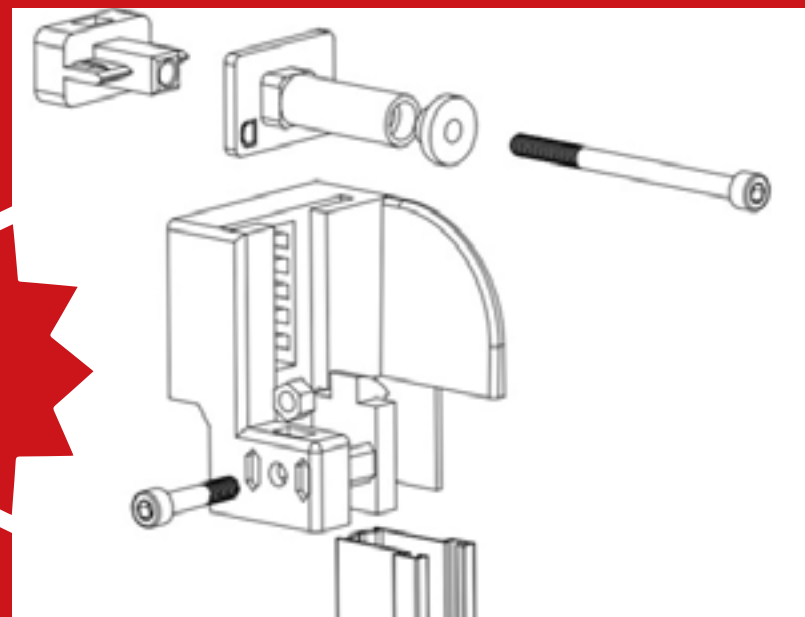
Invitation to the Universal Guide®

Our Patent comes as a single pre-assembled piece

It can be installed on different guide models, allowing both horizontal and vertical adjustment guarantees better adaptability even in cases of outages of quadrature.

Our invitation, through the use of a roller, allows you to facilitate the sliding of the roller shutter.

NEWS



Our patents

Available for immediate delivery!

Double brush guide®

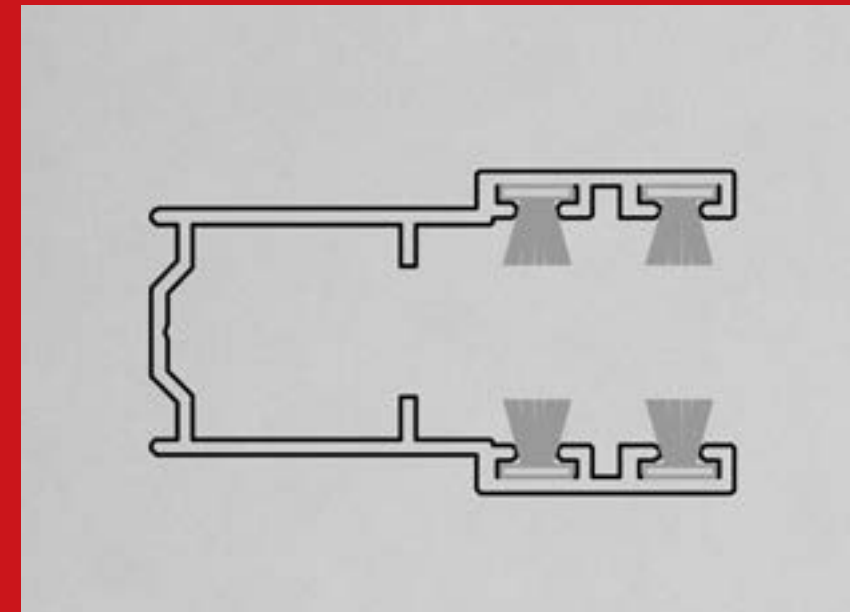
Our patent allows the installation of the new unit without removing the old one, when present still working or cannot be removed.

This type of track has 4 space slots 16 mm, which accommodate the anti-noise toothbrushes capable of limiting friction and the presence of drafts.

For greater safety in case of exposure to strong winds, 2 fins are expected at the bottom the guide that, together with an anti-wind bolt, allow the shutter to be fixed, preventing it from coming out of the guides.

It is the ideal solution for those who are renovating home.

NEWS



The advantages for our customers

We help our partners grow.
Commercial area, merchandising, marketing...find out how.

09



Our advantages

A satisfied customer is a source of pride!

This is why we accompany, step by step, those who believe in our work.

From choice to purchase, to installation of the shutter, to after-sales assistance.

This is possible thanks to our team of local agents who aim to make your experience with Pracal even more pleasant!



Sampling case

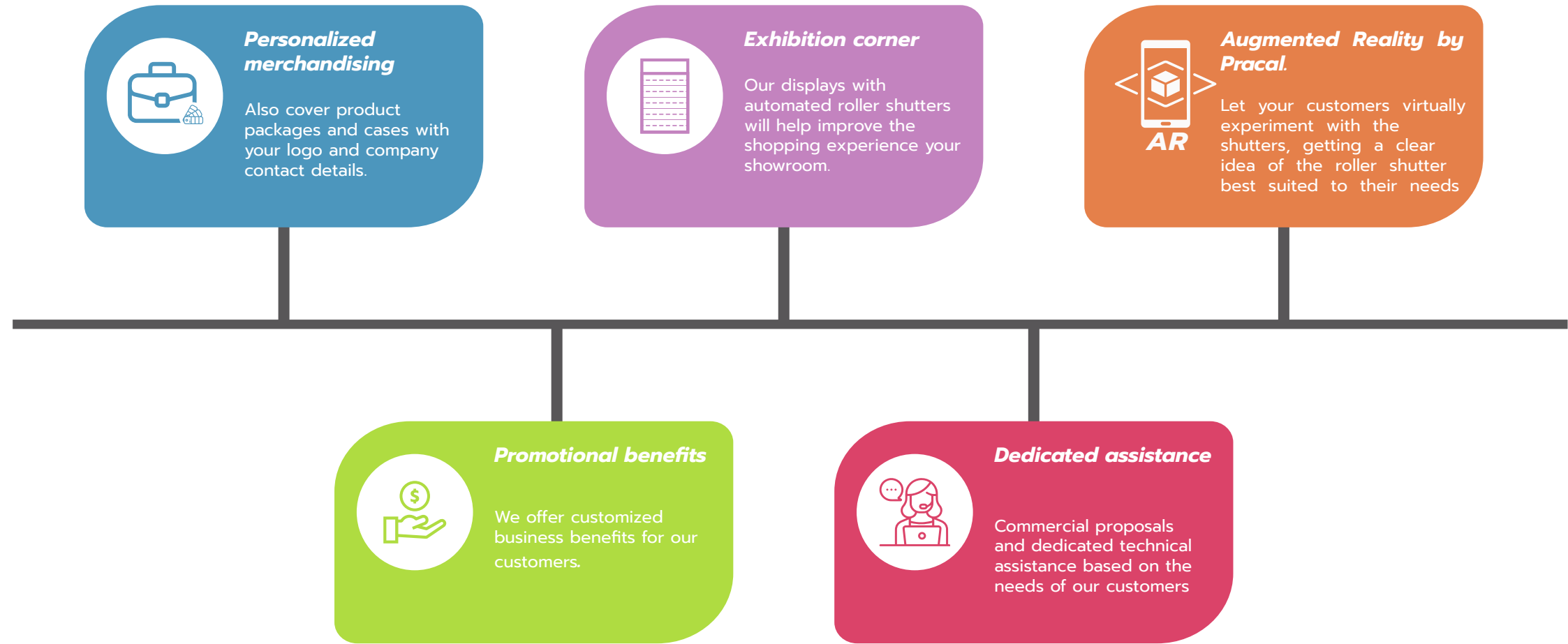


Aluminium color fan



Steel color switch

Our advatages



Customer service office

A team of people is responsible for assisting customers before, during and after the purchase of products.

Offer proactive, timely and functionality is an important prerogative for us.

Our assistance service is attentive to your needs of the customer and works to increasingly improve our services, taking into account the feedback of those who purchase our products.

Customer satisfaction is the result of hard work well crafted, aimed at ensuring a positive purchasing experience.



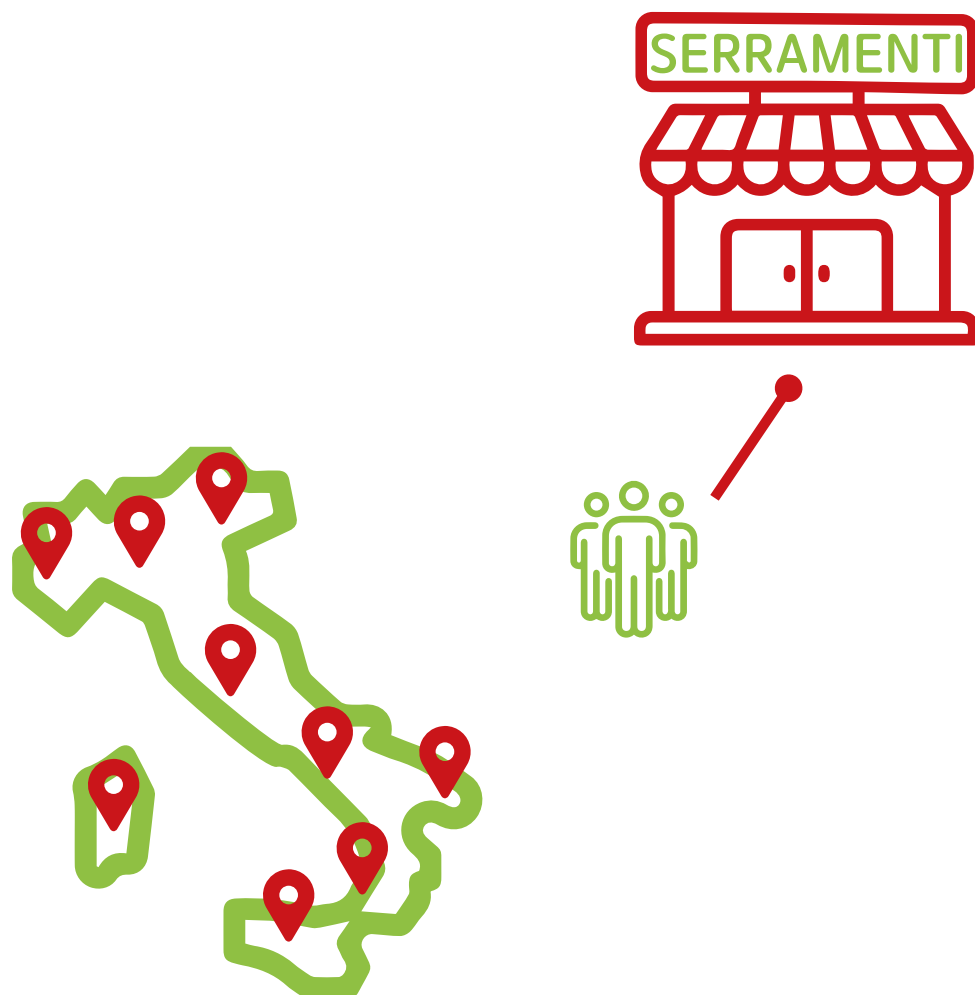
Store Locator

We improved customers' shopping experience

From the Pracal.com website it is possible to access the Store Locator area to find out the location of the showrooms closest to the customer.

The localization service will give greater visibility to your business by increasing customer traffic and sales.

- **Efficient geolocation search results quick and precise.**
- **Increased visibility of your showroom too with dedicated campaigns.**
- **Increased in customers a presentation sheet is provided with detailed information about your showroom.**



Pracal.com

Eco-sustainability

Eco-sustainable packaging, recycling of materials, photovoltaic energy production

10



PRACAL
Sistemi oscuranti innovativi

We are an eco-sustainable company

Protection of the environment with respect for future generations

We carefully evaluate the environmental impact of our company.

We do not give up on the production of products that they meet international demands and we do choosing the advantages offered by natural resources.

The energy needs of productionmain is guaranteed by the installation of panels photovoltaic systems that reduce the impact to a minimum environmental.

We protect nature while respecting others generations by completely eliminating waste: recovering processing waste.



We pack

Eco-sustainable and personalized packaging

We follow the entire supply chain of our products up to the packaging phase.

This phase is designed to guarantee maximum protection for the profiles and shutters using eco-sustainable and recyclable materials.

For this reason, our collaborators ensure the integrity of the product during loading, during transport and upon delivery to the customer.

Our automated packaging system optimizes delivery times, allowing us to significantly reduce our customers' waiting times.



Corporate eco-sustainable progress

Transparent communication

By 2025 we expect to obtain a Sustainable Budget that entirely reuses the production waste of the raw materials used:

- Aluminum;
- PVC;
- Polyurethane foam;
- Cardboard;
- Packaging plastic.



Industry 4.0

New processes and corporate computerization to connect the company with the outside

11

Industry 4.0

Perfect combination of people and technology

We are a modern production system, which operates internationally.

The automation technology activated on the 35 production lines allows us to have greater control of the entire production process and a greater level of order customization.

Logistics managed with internal means guarantees faster delivery times.

Our innovative dimming systems are the result of a perfect combination between the work of highly qualified people and advanced technology.



Augmented Reality by Pracal

Shutters like you've never seen them before

12

PRACAL
Sistemi oscuranti innovativi

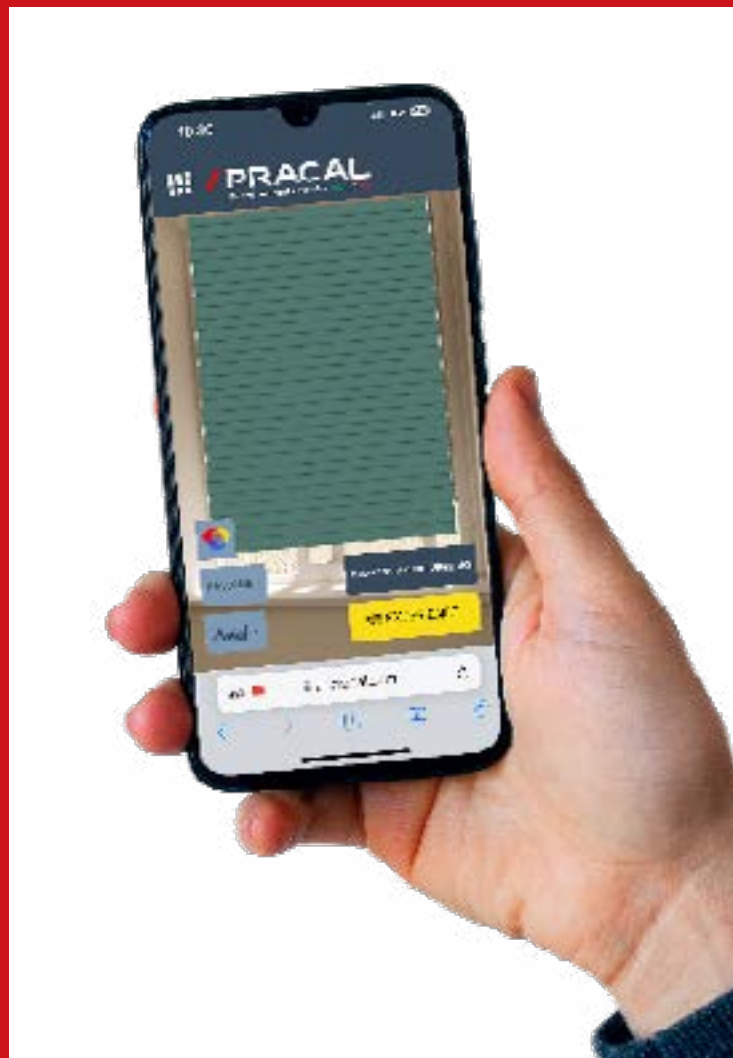
Augmented Reality di Pracal

Shutters like you've never seen them before

At Pracal, we are determined to drive change in the blackout industry by focusing not only on perfecting products, but also on enriching the shopping experience.

With Pracal Augmented Reality we offer you an unprecedented way to interact with our innovative darkening systems. Your customers can now virtually experience Pracal shutters by understanding their technical specifications and obtaining a clear vision of the preferred model installed virtually on the window hole.

But that's not all, in AR there is a section dedicated to you entitled "Exhibition Corners" which also allows you to configure and position the displays in the new exhibition corners of your showroom.



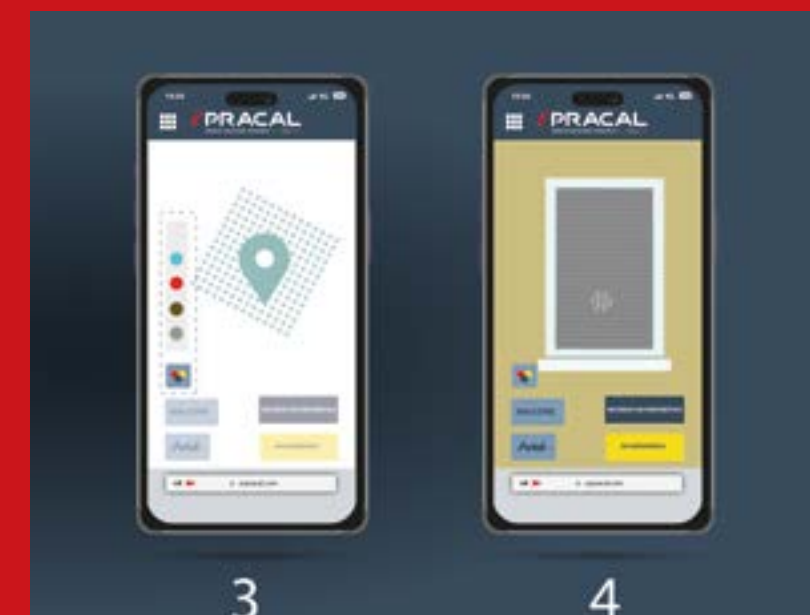
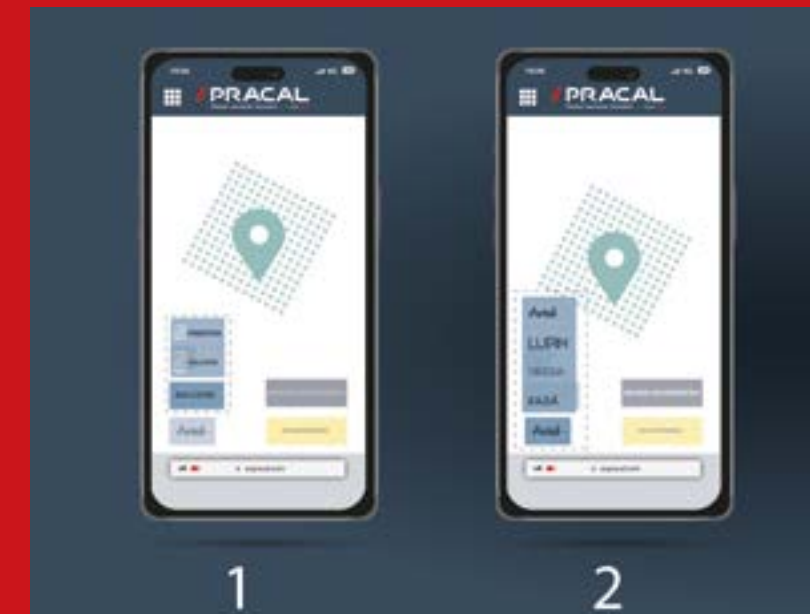
Pracal Augmented Reality

Offer your customers an easy and fun shopping experience with Pracal AR

Pracal Augmented Reality transforms the selection of roller shutters into an interactive, simple and well-informed experience. In addition to the AR functions, the platform offers detailed technical data sheets on each roller shutter model, demonstration videos and practical advice, such as "how to take the correct measurements". To do all this, all you need is a smartphone!

Point the phone towards the window and follow the instructions you find in the Pracal AR guide. Select your favorite roller shutter model with a tap and let the AR configure the roller shutter directly on your window or balcony. With intuitive gestures you will be able to explore the design, position the roller shutter in the window hole and evaluate the color in harmony with the furnishings of your home.

Go to ar.pracal.com or scan the QR Code and get started right away.



About us

What you think of Pracal

13

About us



La cosa che più ci rende soddisfatti di collaborare con Pracal è la disponibilità delle persone che ci lavorano.

Alberto C.

CAMPANIA



Sono molto soddisfatto di lavorare con un'azienda come la Pracal, raccomando e consiglio i loro prodotti.

Carmelo S.

SICILIA



Raccomando Pracal perché riesce a fornire un prodotto competitivo e un servizio puntuale e competente.

Enrico G.

PIEMONTE

About us



Grazie alla qualità del prodotto e alla puntualità nelle consegne si è creato un rapporto di fiducia e collaborazione.

Gianni M.

 PIEMONTE



La scelta di collaborare con la vostra azienda è legata ad una comunanza dei valori aziendali e alla genuinità dei prodotti.

Mario B.

 LIGURIA



*Inoltre il marchio Pracal, ormai molto conosciuto e rinomato, ci rende agli occhi dei nostri clienti **affidabili** rivenditori.*

Giovanni L.

 BASILICATA

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**Contact us on
our website.**



Thanks for the attention.



www.pracal.com

PRACAL registered trademark