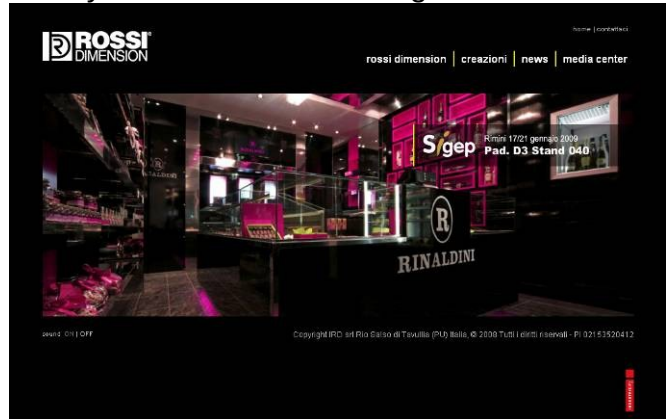


**“CUSTOM-BUILT” EXCELLENCE
NOW IN A VIRTUAL VERSION**

The world of a company which has been a leader for more than 40 years in custom-built fittings for the food & beverage sector as seen by its new web site.

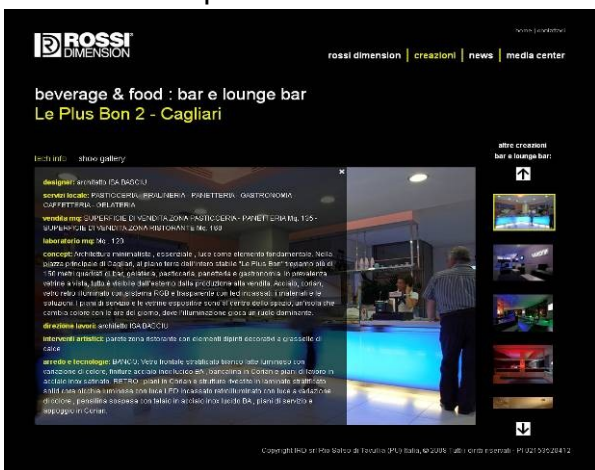
www.rossidimension.it Rossi Dimension has an entirely new web site, designed as a virtual showcase where users can enter the “Creazioni” section and browse a “custom-built” world – where luxury and elegance reign, where excellence and innovation stand for passion and experience.

The new Rossi Dimension site, which goes on line in early January 2009, showcases the creation of venues, taking visitors on a journey accompanied by ambience music, dynamic views and changing shades and hues. The music, colour and pictures all evoke a contemporary, on-trend venue – the signature style of Rossi Dimension – and engage visitors - recreating the sensations of venues created throughout the world, with accompanying picture galleries.



The site comprises four macro-areas. The first is about the company, the designers that work with Rossi Dimension and testimonials, as well as leading pastry and gelato makers that have chosen the experience and creativity of Rossi Dimension to style their premises.

The second area contains a virtual gallery of venues developed for the food & beverage and contract sectors. The third area contains news and events, while the last area - for the press - has downloadable press releases on attendance at trade shows, ad hoc events and openings of premises styled by Rossi Dimension.



Rossi Dimension has been designing and developing top-of-the-range fittings for bar cafes, patisseries and gelato parlours since 1964. The company works with leading architects and its own staff who develop the entire project based on client needs, before production start-up.

*The signature style of Rossi Dimension venues effortlessly combines tradition with innovation – reflecting a design excellence where the most advanced production processes go hand in hand with the utmost attention to detail. Modern design meets the time-honoured tradition of craftsmanship, sophistication stands alongside functionality. Rossi Dimension's clients include **Honda HRC, Hilton Hotels, Mc Donald's, Ikea, Illy, Avenance, Gemeaz Cusin Ristorazione...** thanks to a network offering a "turnkey" service in Italy and the rest of the world. High quality standards are guaranteed by certification and supported by the latest technologies.*

Rossi Dimension at SIGEP 2009
Pad D3 stand 040

Rossi Dimension
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