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ELEVATOR CABLE PRODUCTS

- ETT Traveling Cable
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IGV Group: A 50-Year Passion

Italian manufacturer celebrates golden anniversary in style.

submitted by IGV

On June 25, IGV Group celebrated its 50th anniversary with a party at its headquarters in Vignate, Italy. More than 600 guests, from sector operators to representatives of authorities and employees, enjoyed entertainment that included cooking demonstrations, live music and *corde lisse* rope acrobatics on the side of the building. Eng. Giuseppe Volpe, who founded IGV in 1966, was joined by his son, Matteo, IGV general director; his daughter, Maria, journalist; and her two children, Lucia and Giuseppe.

The story of the family goes on and keeps on spreading the IGV brand worldwide. The company is intimately connected to its founder, who, 50 years ago in a small office with three people, gave rise to the IGV adventure. Today, IGV is a leading company in the lift sector, with 200 employees and an ever-growing market. During his speech, Giuseppe Volpe drew attention to the need to never give up and keep on innovating. He thanked family, employees, customers and suppliers for taking part in the celebration and remarked how IGV has survived tough times, such as the 2009 financial crisis. Observing the life of a company is similar to that of a man, he reflected on milestones in IGV's 50 years, such as the debut of its signature product, DomusLift.

Giuseppe Volpe stated he has no intention of retiring and ended with:

"I am sure you will never leave the IGV brand, because you know that this company is supported by passion, responsibility, heart and mind, innovation and tradition, care for details and technology, quality and flexibility, research and professionalism, and loyalty. This will never change. I promise you. And as you know, I keep my promises."

Continued



IGV founder Eng. Giuseppe Volpe

Today, IGV is a leading company in the lift sector, with 200 employees and an ever-growing market.

Matteo and Maria Volpe then introduced the new DomusLift Art — Limited Edition line, a new version of the lifting platform enriched with Italian art masterpieces.

They pulled back an ivory satin sheet to reveal lifts decorated with fine art by Francesco Hayez and Michelangelo. This is the concept of the new line: to provide the opportunity to enjoy art, genius and harmony at home.

The 50th-anniversary party was a great success. Guests mingled and enjoyed the flavors of gourmet Italian hors d'oeuvres and the music of a saxophone player. Children were treated to face painting and balloon sculpting. The warm and informal atmosphere was a welcome reward for the hard work of these last 50 years. 🌐



Matteo and Maria Volpe, children of founder Giuseppe Volpe



DomusLift Art — Limited Edition featuring The Kiss by Italian artist Francesco Hayez. The original is an 1859 piece on display at the Pinacoteca di Brera in Milan, Italy.

Cheers to 50 Years!

Volpe family raises a toast to tradition.

Members of the Volpe family, (l-r) Matteo, Giuseppe, Maria, Lucia and (little) Giuseppe, welcomed approximately 600 guests to their 50th-anniversary soiree at company headquarters in Vignate, Italy, recently (see story, p. 86). The event included a Champagne toast and the cutting of a raspberry-topped cake big enough for all the guests. Watch a video of the party action at bit.ly/Volpe50, as well as a colorful description of the company's history by both the eldest and youngest Volpes, who have their own distinct thoughts and opinions about the elevator industry, careers and a certain family member's dietary habits! 🌐

