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#### HIGHLIGHTS

- Private LPG Marketer
- BBox and My BBox cylinders launched in October 2014
- 12.5 L / 18.2L / 24.5L / 33.5L cylinders

#### REFERENCE CASE

## BEYFIN S.P.A

### A PIONEER IN ITALY

BEYFIN S.p.A is one of Italy's largest LPG marketers, with more than half a million cylinder customers. They operate in central and northern Italy. Through nine regional branches that are equipped with warehousing and filling plants, and an extensive network of fuel and service stations, the company guarantees customer safety in terms of supply, quality and 360 degree service.

The Beyfin Holding is made up of three companies and supported by a fully Italian shareholding: Beyfin SpA, Beyfin Immobiliare Srl and Beyfin Romania Srl.

With customer satisfaction at the core of their activities and a strong drive to remain at the forefront of new technologies, Beyfin decided to

introduce our composite LPG cylinders under the brand name BBox as the first ones in Italy.

The decision was also supported by a strategic plan to stand out in the market and differentiate from other distributors, by adding a new cylinder





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type to their offering, that consisted only of steel cylinders, thus providing enhanced customer value.

The introduction of composite LPG cylinders was carefully planned by Beyfin. A selected number of locations launched the cylinders first and each location was visibly branded with billboards and banners to announce this new item. The campaign included roadshows in local cities and villages with a Beyfin branded van that allowed sales representatives to display the product range and provide passers-by with more information. Newspaper, magazine advertisement and road signs, flyers and dedicated social media channels complemented the launch activities.

The BBox cylinders are distributed and exchanged by authorised dealers, at fuel stations or through home delivery service. In Beyfin's area of distribution, the cylinders are mainly used for home cooking, barbecue, camping and fuel patio heaters. By the end of 2019, Hexagon Ragasco had delivered over 80,000 cylinders to Beyfin.

*"Adding the BBox and My BBox to our product offering has allowed our company to deliver further on our customer promise with a view to meeting the highest customer and safety requirements. A large number of local LPG users have converted to composites and helped us increase our market share and reinforce the image of our company brand. Lighter cylinders have also had a very positive impact on our logistic*

#### MARKET INFORMATION ITALY

- Major LPG market
- Yearly average consumption of 1.4 million tonnes (decreasing trend of 4% per year)
- Applications: cooking and heating 56%, leisure (BBQ and camping) 44%
- Major European market for autogas

*operations and enabled easier handling and less noise at the filling plants"* Beatrice Niccolai, CEO Beyfin S.p.A.

Beyfin's business continues to expand at a national level. Composites have become a known product in the country and account for 10% of all cylinder fillings at Beyfin after only 4 years. With a buoyant outlook and increasing demand, composites will grow to become the new standard for bottled LPG in the country.