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ZAMBON MUSEUM

THE HISTORY OF YESTERDAY, TODAY AND TOMORROW IN 6 LETTERS



AN ENCOUNTER BETWEEN CULTURE AND ENTERPRISE

Culture enters our entrepreneurial world where it is employed to improve the quality of work and to enhance a community of values with which each one of us can identify. Culture remains the transcendental horizon and the compass for everyday life while the enterprise becomes a potential ambassador of culture.

At Zambon we think the place for dialogue and encounter is our Museum born in July 2008 out of the recovery of an unusual infrastructure, the old industrial plant, following our centennial celebrations which occasioned a time for reflection upon the concepts of identity and the values of a cultural heritage of 100 years of history.

The cultural strategies that we pursue as an enterprise are intended to break down "walls" between the inside and the outside worlds: we have bent our efforts over these last few years to creating projects and new places and spaces for encounters that are open to visitors from outside, both Italian and foreign, so that we can reflect together and find a language in common to grow culturally as a society.

Much more than a self-congratulatory show of materials and products, the Zambon Museum is an authentic wellspring for recalling and recounting our history: it is unique and founded on passions and values, born of the sweat of the brow and the sense of initiative of generations of men and women who contributed in the past – and continue to do so even today – to weaving the tapestry of our community of enterprise. The Zambon Museum through bringing back the founder's ideas presents the history of a family strongly involved in the enterprise which still speaks to us through objects, writings, reports and thoughts and points to an ethical horizon which goes beyond the mere confines of Zambon so that the past may serve as a warning and a guide to the future. Being a community of value does not mean merely being a financial entity based on quantitative parameters but means, above all, commitment to a lasting pathway which integrates business aspects with a strong sense of identity and a culture of enterprise.

From this point of view, our initiative is part of the broader movement of company museums which through the exchange and spread of knowledge and experience contribute to the enrichment of an important chapter, that of the history of enterprises as a reflection of the culture and social fabric of our country.





THE HISTORY OF YESTERDAY, TODAY AND TOMORROW IN 6 LETTERS

Z as in **Zambon**
our history

A as in **Authors**
the protagonists of 100 years
of Zambon history

M as in **Make**
the enthusiasm for making

B as in **Brand**
the trademark, the name, the identity

O as in **Opportunity**
scientific progress

N as in **Now**
experiencing the new,
looking to the future

With our Museum we want to accompany the visitor on a voyage through time, our time, spelled out by the 6 letters that make up the Zambon name and which are also on six containers. The temporal route does not follow any logical and chronological sequence but meanders from one container to another along a pathway taking us through the emotions and values which are an integral part of the atmosphere which permeates the old plant. The Zambon Museum and its 6 containers are the symbols of the concreteness and that sense of craftsmanship that have always been our hallmark and it provides us with a unique occasion to relive our history, not for nostalgic reasons but with the desire and the enthusiasm to leap forward into the future.

Our Museum lays itself out as a pathway of values and through the values, and prompts the visitor to question his own set of principles; it is a way of revealing ourselves to those who do not know us well, to bring them into the circle, to foster that vital and continuing contact with us and with the spirit animating our community of enterprise. In the telling of our history, we want to document and celebrate Zambon's great entrepreneurial design, but at the same time we want to give due value to the contribution that each of us has made to this history. This is, in fact, what we think a Company Museum means: it must be a living Museum, a virtual challenge to those museums considered "industrial archeology".

CONTAINER Z

Z=ZAMBON=OUR HISTORY=A FAMILY=AN ENTERPRISE

“MAY OUR FUTURE BE ILLUMINATED BY OUR PAST”

The history of this company is that of a family like many others. It is a history of courage, courage handed down from generation to generation and reaches out to touch the visitor in this space, to give nourishment to his projects, his ideas and through more than 100 years of this wonderful history strengthens another history..the personal history of each one of us.

Gaetano, the only son, orphaned when he was only 11 years old completed his studies in pharmacy in which his maternal grandmother had encouraged him, and at the age of 26 he took on the responsibility of thinking about the future of his five sisters, Maddalena (1880), Carmela (1882), Antonia (1884) and the twins, Cecilia and Caterina (1886) who died in 1903. At the time, none of the sisters were yet married. In those days, that was a serious problem that needed to be solved and which over time, however, Gaetano's abilities managed to transform into an occasion to enlarge the family and along with it, the future enterprise.



CONTAINER A

A=AUTHORS=THE CREATIVES=ZAMBON PEOPLE

A, THE CONTAINER DEDICATED TO ZAMBON COLLABORATORS

At the core beats the corporate heart: upon entering this warm place, one has the sensation of touching and feeling the mysterious interweaving of work and references to the myth, the experience of factory and project and tales and dreams.

Some symbolic objects testify to the desire for growth together: the university mortar board symbolises the willingness and the responsibility to put one's own knowledge at the service of others. The book, La Gratifica, written by Forcellini, shows how with a bit of irony in the company too you can say everything.

Young Energies: the children of our employees are our children too, especially in difficult times; this is an international programme for student grants which asserts the desire for growth.

The wall in front is home to a mosaic re-assembling the badges of the corporate world and near the exit is what used to be a coat rack which no longer is hung with clothing but with only one important message, to read and to love.

And now we come to today: HUMAN RESOURCES have become HUMAN RELATIONS.

Different talents, enthusiasms, curiosity and stories with the desire to grow, to stay "on the pathway" amongst projects, tales and dreams... but together!

Just as the 100th anniversary of the company was celebrated together for the entire year of 2006 around the world in the various countries where Zambon is present. The film clips are living witness to it.



CONTAINER M

M=MAKING=MANUFACTURING=DOING=PRODUCING=INDUSTRIAL STRATEGY

THIS MAKING WHICH RANGES FROM GALENICAL TO INDUSTRIAL COMPLETES THE VALUE CREATION CHAIN

Making focused on improvement in the quality of life and in health along an integrated chemical-pharmaceutical path. The opening up of production for third parties, a real benchmark to measure up against, urges us to compare ourselves with others outside and spurs us to continue to be stimulated by the new.

The concrete way of thinking, the marks of experience, and the physical fatigue of shiftwork in the factory where great attention is also concentrated on the risks inherent in handling delicate substances at high temperatures. The codification of precise rules, the protective headgear and the lab coats are our daily companions, and respect for them makes safety our certainty.

All this means the addition of the solidity of an industrial reality where experience is considered one of the great values that have always guided Zambon. It means offering solid and reliable opportunities for investment or partnerships to a competitive and increasingly demanding market.



CONTAINER B

B=BRAND=TRADEMARK=NAME=IDENTITY

WE SPEAK THROUGH OUR BRAND, IT IS THE WAY WE PRESENT OURSELVES
AND SAYS WHO WE ARE AND WHAT REALLY COUNTS

Our product brands are so many big and small stories of communication and of imagination. They express the vivacity of our times: our ways change, communications technology changes; people inside and outside the company talk, interact and merge.

Clients and Zambon authors are one and the same person.

Advertising, posters, graphic signs and adaptation; 100 and more years of narration recount and assert the desire to build relationships of trust and of affinity with our clients.

Words are just tools because they talk around what we are doing and around the company we are.

Even after one hundred years we were moved when we looked deep into our corporate identity; how each one of us is unique in being himself or herself,

with his or her own personality and with his or her biographical history that records the signs of time and of what he or she has lived while still continuing to change.

What we really feel strongly about is that the brand and everything that it reflects must interpret this our corporate identity as faithfully as possible.

Because we want Zambon to be perceived from the outside through its values, the expression of what it believes in.



CONTAINER 0

0=OPPORTUNITY=INNOVATION=RESEARCH=DEVELOPMENT=SCIENTIFIC PROGRESS

RESEARCH IS OPPORTUNITY

To innovate means to put one's own abilities at the service of progress: the ability to seek, to listen, to see and to seize upon ideas from everywhere for experimentation. And, in any case, the ability to get involved and to throw oneself immediately into doing and making. Once scientific research was regarded as a "deep faith", a form of "artistic inspiration" for stretching the imagination and plumbing the depths of the unknown in order to provide man with new knowledge. At the centre were laboratories in the universities, in the research centres, just as in the company.

In the eighties and nineties research was measured in terms of the number of researchers involved, the number of square metres of area occupied by laboratories and the extent of investment, but the need to measure actual productivity was undervalued.

Today we measure ourselves in terms of flexibility and agility: the business model changes and in 2003 we established Z-Cube, our industrial incubator to support the group's chemical and pharmaceutical research involving other operators in the sector and reducing the financial risk for investors.



CONTAINER N

N=NOW=EXPERIENCE THE NEW=CONTINUAL SELF-RENEWAL=LOOK TO THE FUTURE

“THE PAST IS HISTORY, THE FUTURE IS A MYSTERY AND THE PRESENT IS A GIFT”

The demonstration...Kung Fu Panda Walt Disney 2008

We are on our way, backed by our DNA but also by our love for the new. Research and technology, life styles and quality of life – solutions and not just “products”. Contemporaneousness comes from the ability to interpret our times with modern “realisations” in all fields: from knowledge to values, from the means of effective delivery to the launch of new products and to communications. Zoé –Zambon Open Education – our foundation was established in Vicenza on the occasion of the celebration of the first hundred years of the Group's activity as a social, cultural and training commitment. We want to contribute to the growth of awareness on matters of health and wellbeing and to correctly interpret the idea of a future that Vicenza looks forward to for 2015. The Didactys aerosol brings together several functions since it was created with children in mind and makes it possible to integrate an interactive computer with advanced aerosol technology that ensures the proper nebulisation speed of micro particles. The new pain products, a German patent that associates two molecules for a more complete action, and the antibiotic of Japanese origin for a more effective targetting of the pathologies affecting the respiratory tract. The development at our head office of Open Zone here in Bresso began with a wide-reaching project, an ideal place to make ideas grow, an environment where one can gain fresh vigour; the model in the centre together with the video images shows the dream of a new citadel for the future which is itself a statement of how even the way of working today evolves to become our Benvivere. On the walls images are superimposed of what we were like and how we have reinterpreted that today and use the simplicity of Walt Disney in the film clips which speak through fables to the new employees in the company who are welcomed in informal interviews where clothing and gym shoes, strictly Italian, are the expression of the high value we place on made in Italy.







A MUSEUM THAT LIVES:

THE EXPRESSION OF A CULTURE OF VALUES INTEGRATED WITH BUSINESS

Today our enterprise cannot stop to reflect and rest on the laurels of our past efforts but must forge ahead and persist, and it can do this only by creating a continuous exchange of ideas, thoughts and possibilities with other worlds and other ways of feeling and doing things. The places where we work become the basis for fostering inspiration and the fertilisation of ideas that make possible the exchange of different cultures and contributions, our work centres become sources of inspirational energy which we can touch, see with our own eyes and test. The Museum, the Open Circle and the Training Factory all have areas for listening and communication and for holding wider meetings to include the sales force, doctors, medical students, pharmacists and the work force.

Ours is a Museum that lives because it is the people, our Authors, who make it come alive. When it becomes a place of culture, as an expression of contemporaneity, the Museum gives breath to the soul of the enterprise determined upon constant evolution. For us that is the only way because one does not simply visit it but one lives it as a real experience. The museum is not just a place for relations with those outside the company but is also a dedicated experiential opportunity for training within the company. That is why the Museum represents for its Authors a place for meeting and socialising, an area for hosting business presentations, seminars, conventions, events and company festivities such as the Christmas celebrations or the days dedicated to the employees' children. And the more our people from around the world ask to come to the Museum, the more we consider that to be the highest testimony to the fact that we have succeeded in creating a precious nucleus, our time-honoured old company heart which has been beating since 1906, where all the Zambon people throughout the world have the chance to share that sense of belonging. That is why not only the central head offices but the factories too open up, communicate and become training centres for a growth shared by all which also benefits from more contributions, a growth consisting of people who talk together and enhance the richness of diversity typical of a multinational reality such as ours. We are thinking of pharmacists, doctors, university professors, pharmacologists and those people who use our drugs: we want to learn and to work alongside them to give them the chance to get to know us close up and we want to make such a complex world as the health world become a more comprehensible environment, easier to understand and to become familiar with.

What we have in common is one single soul in Zambon, and that is what we call the human side of the enterprise, something that makes our efforts worthwhile and for which we want to be recognised.



The Zambon Museum is a place open to you all, for your important occasions, for being together at important times, with your company. With your people.
Call us to find out more.

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