

120 years of AVE: an all-Italian story of energy and design

More than a century of continuous innovation in the electrical sector, a Made in Italy excellence recognised worldwide. 100% Italian-owned.

This year AVE celebrates the 120th anniversary of its foundation, a journey full of successes and goals. AVE has recently been awarded the title of "Historic Trademark of National Interest" by the Italian Patent and Trademark Office and the "Historic Company of Italy", a distinction awarded by the Chamber of Commerce of Brescia in recognition of AVE's century-long activity and its significant and lasting entrepreneurial contribution, which has been able to pass on its heritage of skills and knowledge. **AVE is historically the leading manufacturer of electrical equipment in Italy.**

AVE was founded in 1904 in Vestone, in the province of Brescia, and has remained a family business ever since. For more than a century and five generations, AVE has had a special relationship with innovation and the territory: it keeps its production lines in Italy, mainly concentrated in the current headquarters in Rezzato. Over the years, **AVE has won numerous awards** (including the Compasso d'Oro in 1979) for its technological and design innovation, creating solutions that often anticipate trends. Closer to the present: in 2010 it launched the first "touch" switch of the Ave Touch series, followed in 2017 by an original reinterpretation of the toggle switch - a contemporary celebration of retro style - and by the Connected Wiring Accessories series, protagonist of the Smart Revolution Tour, a travelling event with which AVE involved thousands of professionals throughout Italy in the two-year period 2022-23.

Always at the forefront of the adoption of innovative solutions, AVE is today a leading player in the scenario of high-quality electrical and electronic equipment manufacturers. A brand that is recognized worldwide as a **synonymous with Italian excellence**, as demonstrated by its inclusion among the "100 Italian excellences" in 2016, for having distinguished itself in the enhancement of Made in Italy as a national and international heritage.

It is a truly Italian story: a company that has been able to evolve and reinvent itself, but also a **story of values** to which it has remained faithful over time. In fact, AVE has always put human relations first, fostering relationships based on mutual respect and, over the years, building a corporate philosophy made up of precise choices aimed at offering the highest quality for electrical professionals.

And it is to the true interpreters of its innovation that the company looks to the future. **The year 2024 will mark another important chapter in the AVE's history**. During the course of the year, AVE will launch several new products dedicated to professionals, thus confirming the company's commitment to its vocation of **continuous innovation since 1904**.

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