

**Craftsmanship and innovation for a quality service.**

Since 1918, APIR has been designing and providing indoor and outdoor signs, furnishings, accessories and light switches for hotels, apartments, villas and luxury offices in Italy and Europe. A handicraft company, born as an engraving, with a consolidated family history, now in its third generation and whose headquarters and production site are based in Acquaviva in the Republic of San Marino.

APIR’s DNA has not changed over the years: the handicraft engravers of the beginning remain; when the laboratory supplied railway, individuals and professional firms with brass plates, electrical switches and pushbuttons. Over time, APIR has consolidated and developed a high level of competence and quality service in the production and supply of products, cooperating with the hotel and residential sectors, both national and international, and collaborating on projects with the most prestigious architectural and interior design firms.

Continuous research into the product and its applications, the evolution of forms and finishes and the development of a total and personalized service, have enabled APIR to stand out on the market. Its products faithfully convey the values of tradition, and enrich them through advanced processing techniques, following a logic of constant innovation. The spirit of craftsmanship lies in the ability to combine modern technologies with manual skills, which was and still is fundamental to offer a high level of quality product customization.

The connection to the territory has been an important element in APIR’s growth. When the Romagna Riviera became a major tourist center, the company developed and consolidated its work in the area, supplying hotels in Rimini and then expanding nationally and internationally, with a significant presence in European markets. Today, APIR is the supplier of some of the most prestigious international hotels and is able to dialogue and work out projects with prestigious architects and designers in this field, with special attention to the realization of creative ideas and products for a public and private clientele.

**GREAT FLEXIBILITY IN PRODUCTION**

APIR is an innovative company whose internal production allows it to ensure maximal flexibility and to make or modify a prototype according to specific demands of customers, finding application solutions that best combine design, functionality and aesthetics. This strength of the company characterizes it in the market, both for signs and for switches, where the two worlds interact.

Over the years, the taste for signage has evolved. The provider who addresses to a ‘traditionalist’ clientele, must offer clean, linear and essential signs while considering the current trend of vintage with a patina of time, to specific categories of hotel whose high-end clientele is very *style conscious*.

The ability to handle these style stratifications is made possible using flexible and efficient technologies and by the control of the entire production process. Each stage is followed and cared for with the utmost attention, from packaging to logistics, to the installation of products.

**APIR TOTAL LOOK**

Key element of the company’s strategy, the customer approach is the APIR TOTAL LOOK, that is the ability to present itself as a reliable project partner, capable of providing solutions to the various market demands with the value of craftsmanship and the indestructible expertise and strength of a 360° service, from the design phase, research and development, production, quality control, packaging and logistics to installation.

This way, customized collections have been developed for interior and exterior indoor signs, furnishings such as newspapers holders, umbrella stands, clothes rail-on wheel, suitcases stands and a wide range of accessories, from luggage carts, room service carts and stanchions to accessories for receptions and hotel management. And still following the company’s logic of constant innovation, APIR offers a new collection of handmade electrical switches whose finishes, materials and forms are fully customizable, with engravings of logos and writings according to the customers’ requests.

**THE MATERIALS**

APIR works mainly with brass, but also with stainless steel, aluminum, and iron. The language of materials, satin finishes and countless color hues, was born from the expertise and knowledge of processing techniques. The choice of materials is made according to the type of product and the characteristics related to the function and project.

**THE VALUES**

The consolidated history of the company is based on fundamental values that are now its driving force. People are the most important value. APIR’s achievements in the field of hospitality and residential have been achieved thanks to the flexibility and expertise of the specialized teams that today manage the various company processes, from production, research and development, innovation, marketing, commercial to logistics. This also includes the people who, over the years, have become APIR’s customers and with whom there is a strong bond of trust and sharing of the essential values of craftsmanship, integrity, reliability and quality.

**TOWARDS THE FUTURE**

APIR has always been attentive to sustainability to meet the ecological demands of the market, adopting a series of internal company efforts.

APIR’s business decisions are fully conscious and respectful of the environment: ecofriendly varnishes are used in the production stages; three of the most recyclable materials - aluminum, brass and steel - are chosen for material processing; and most importantly, in daily life, water bottles have replaced plastic thanks to an osmosis machine that transforms the tap water into pure drinking water, and digital and paperless systems, such as the media library, have been implemented.

For Apir, it is important to guarantee a functional product that meets the demands of a clientele increasingly aware *o*f sustainability issues.

Since April 2022, a range of products made in the circular economy and capable of furnishing a room with sustainable accessories, especially for hotels, is available. This is especially true for products that are subject to frequent replacement, it being understood that the guarantee of a durability of a quality product is the first prerequisite for a lower environmental impact.

**APIR**

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