

# GEICO TAIKI-SHA

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paintshop

Committed to a policy of continuous research, development, and innovation, Geico has built its reputation for technical expertise, design skills and effective project management to realize some amongst the most significant plants throughout the world, building Turnkey Automotive Paintshops.

Founded in 1963, Geico is a global supplier with more than 50 years' track record in the realization of Turn-key Coating Plants for the Vehicle Industry. Its origins however go back to the Italian division of Carrier-Drysys (established in 1905).

In 2011, Geico signed a strategic alliance with Taikisha Ltd of Japan and in 2012 founded the Geico Taikisha Group together with the six European companies acquired from its Japanese partner. After the recent Alliance with Taikisha of Japan,



Geico is now part of a USD 1.5 billion group operating in more than 50 locations in more than 20 countries worldwide and has become a global leader for the Automotive Coatings Plants.

Geico is strongly orientated to its Customers and focuses on delivering unique values and state-of-the-art technologies by understanding their critical expectations. Geico is extremely flexible and attuned to its customers' needs by providing them with plants with top-quality, competitive, and environmentally friendly innovative solutions.

Geico's distinguished value lays on its genuine attention to its people by creating a passionate and stimulating working environment governed by ethical behaviour. It derives its competitive edge from the motivation and integrity of people who share the goal of creating concrete value for its Clients.

Geico nurtures its people - clients, staff, suppliers and partners - respecting and motivating their differences to create a positive and stimulating working environment. Strong ethics is its guiding principle both in and outside the company.



## Geico SpA

Via Pelizza da Volpedo, 109  
Cinisello Balsamo (Milan), Italy

Tel: +39 02 660221  
Fax: +39 0266022321

sales@geicotaikisha.com

marketing@geicotaikisha.com

www.geicotaikisha.com

### QUICK FACTS

percentage of business automotive - existing customers - 45%

who are your main automotive customers? All car manufacturers all over the world

annual turnover - USD \$1.5 billion

in which countries is your company active? We are present in 28 different countries with 51 offices and 6 manufacturing facilities in China, Thailand, India and USA.



## Pardis Innovation Centre

The culture of innovation is one of the key points of Geico's strategy in the automotive market. Pardis Innovation Centre – Geico's R&D facility - represents the perfect balance between cultural and technological innovation, where right and left side of the brain achieve their best expression. The Centre was set up with the primary aim of testing prototypes for new technologies, with a primarily objective of reduction of energy consumption and total flexibility to its customers' needs. On occasion of its 50th Anniversary in 2013, Geico inaugurated its new headquarters and new Pardis Innovation Centre, which is now the global technology centre of Geico Taikisha Alliance.

The centre owes its name to Geico's internal division dedicated to ecology, Pardis, meaning "paradise" whose primary goal is to develop technological solutions, which meet sustainability requests, protection of the environment and energy efficiency in automotive coating plants.

Pardis' mission is to realize the first self-sufficient, zero environmental impact paintshop, that will be offered to the market on June 16th 2020 during the Energy Independence Day.

Furthermore Pardis Innovation Centre represents the innovation hub for Geico's clients where they can examine from close the new technologies of the most important phases of the painting process: tanks for pre-treatment and cataphoresis, automated sealing lines, booths for liquid and powder

paints, drying ovens, conveyors and systems for the handling of car bodies, liquid and dry scrubbers.

The concept of "Experiment Day" has been put in action with several customers since its inception and is a key moment where Geico and its clients can discuss through different brainstorming meetings by which we determine what are our customers' critical issues in the coming years and assign teams to reach the adequate solutions.

### Laura's Garden of Thoughts

If innovation in its broadest sense is not just technological but most importantly cultural as well, Geico, in the person of its President and CEO Ali Reza Arabnia, gave shape and substance to this philosophy.

The main building, which houses Geico's engineering offices, provides access to the soul of the company - Laura's Garden of

Thoughts - an area that Arabnia dedicated to his wife Laura and, according to his philosophy, to all his extended family, Geico's employees. Here there is room for human creativity, passing through a meditation area (a real Zen garden, for physical well-being), the company gym, a cultural and entertainment area - which consists in an amphitheatre and a breathtaking photograph gallery - and ending in the bistro area, where employees can taste Italian dishes.

Here human creativity - involving the right side of our brains, that of emotions, sentiments and sensations - reigns supreme. The Garden, like man's creativity, is a fundamental part of our life and, combined with rationality, derived from the left side of the brain, is capable of creating the unimaginable: the Pardis Innovation Centre, Geico's centre of research and development.

