

WELCOME TO

# ALFA LUM s.p.a.

ITALIAN DESIGN,  
INTERNATIONAL TECHNOLOGY



## About us

Alfa Lum has a long history in the world of windows and doors, a tradition dating back to 1967 through patents and investments.

Today, we still want to revolutionise the market by introducing new materials and sustainable solutions, with a focus on PVC but not only.

## Our Story



It was back in 1967 when the Bruschi family gave life to a dream called Alfa Lum. From a reality as small as San Marino, the great will as well as the craftsmanship that transformed a modest company with just 40 employees into a colossus - with the alternation of over 7,000 collaborators in just fifty years - was astounding. An unthinkable success, just like the patents that enabled Alfa Lum to rise rapidly.

In fact, the company distinguished itself by being the first in Italy to introduce aluminium flyscreens, a revolutionary concept for the window and door industry at the time. Imagine also the 1980 patent for 'aluminium-wood frames', which consolidated Alfa Lum's monopoly in Italy, or even the innovative possibility of painting the aluminium itself. These avant-garde solutions were just unthinkable at the time.

Professionalism combined with innovative genius has always been distinctive at Alfa Lum. The headquarters soon adapted to market demand, using a monumental 15,000 square metre facility with 240 showrooms and guaranteeing a production of more than 4,000 frames per day.

In 1984, Alfa Lum was already a reference name in its sector, and with Mike Bruschi's succession in ownership, new investments followed: collaborations and expansions such as those of Beta Color, Alfa Solare, Top Glass and Alluminio Sammarinese were born. From a small country like San Marino, the doors of Europe now opened wide, and with them, new opportunities through strategic acquisitions. Etnall spa, acquired in 1988, became the aluminium distributor for the Brush Service spa group, another company set up in Spain to spread the various Alfa Lum patents among Spanish craftsmen.

This natural growth developed over more than 30 years of dedication, collaboration and a pinch of courage: Alfa Lum invested its profits in marketing, making its first appearance on national channels and offering sponsorships in the worlds of cycling and football.



Now in the new millennium, San Marino found itself on a financial 'black list' and faced an economic crisis. This complicated AlfaLum's path, forcing it for the first time to sell rather than acquire. Some key pawns within the company changed, and volumes also changed, but the heart remained true to the art of window frames.

So here we are in the more recent history of the present day, which sees Alfa Lum writing a new page under the leadership of the new CEO, Dr Francesco Russo, and a now historical figure such as Mike Bruschi. The new leadership firmly focuses on PVC as the main material and selects the best partners not only for distribution but also for production. Despite a downsizing in volumes, Alfa Lum continues to represent a synonym for guarantee and quality on the modern international stage, collaborating with prestigious brands and working on far-reaching projects.

The genius that has characterised Alfa Lum throughout its history continues to propel the company towards new patents and unexplored solutions in the world of windows and doors.



## Mission

Alfa Lum has a solid experience in the production and design of windows and doors since 1967. We have been on the main radar for a long time, but to this day we have not stopped thinking big: we collaborate with prestigious partners, invest in research and new patents, and try to combine design with cutting-edge solutions.

Our ability to adapt to our customers' needs continues to be impeccable simply because we think of windows and doors in a different way, always putting the well-being of people and the environment at the centre.

Therefore, we do not hide our ambitions, we want to be the industry leader again, and for this reason we are committed to identifying trends and innovations still unknown to the window and door market.



# Highlights

## Demo & Vision



## Leadership



Chairman, General Manager & Founder  
**Michael (Mike) Bruschi**  
 mike@alfalum.com



**Francesco Russo**  
 francesco@alfalum.com

## Team



Team Leader  
 Dennis Bizzocchi  
 d.bizzocchi@alfalum.com



Technical Adviser  
 Cristina Stacchini  
 c.stacchini@alfalum.com



Administration  
 Federica Romagnoli  
 f.romagnoli@alfalum.com



Human Resources  
 Loredana Balducci  
 amministrazione@alfalum.com



Technical & Logistic Office  
 Gulsher Ozturk  
 gul@alfalum.com



Customer Care  
 Cristina Ercolani  
 c.ercolani@alfalum.com



Purchase Office  
 Ulyana Moskvayk  
 uliana@alfalum.com



Project Manager  
 Fabio Linguerra  
 f.linguerra@alfalum.com

## Our Offer

Our offer is broad, the wide range of choices ensures that every customer can find high quality windows and doors at an affordable cost, with designs that perfectly complement their aesthetic concept. Included in our offer:

- A-rated PVC windows with an adjustable frame up to 91 mm and a glass package up to 44 mm thick

- Steel armoured doors for interior and exterior use

- Customised shutters, coffers and mosquito nets

- Window or sliding door systems with variable frame sizes and different tracks.



## Sustainability

We would like to highlight some positive features about PVC or unplasticised polyvinyl chloride, as it has hidden environmental benefits that customers may not be aware of. Surprisingly, its main ingredient is derived from common salt, making it a sustainable choice first. Moreover, being a thermoplastic, it can be easily remoulded and, at the end of its long life, can be recycled efficiently, reducing the need for landfill disposal.

At Alfa Lum, we pride ourselves on our ecological approach. Many of our products already incorporate recycled materials without compromising quality or appearance. Furthermore, PVC's easy maintenance avoids the use of harsh chemicals, wood preservatives and paints, protecting the natural environment.

PVC acts as an excellent insulator, reducing energy consumption and promoting energy efficiency. As a responsible company, we meet strict environmental standards and proudly boast EPD certifications for environmental management, achieving an excellent energy rating (A) for our windows.

## Partners



## Certificates



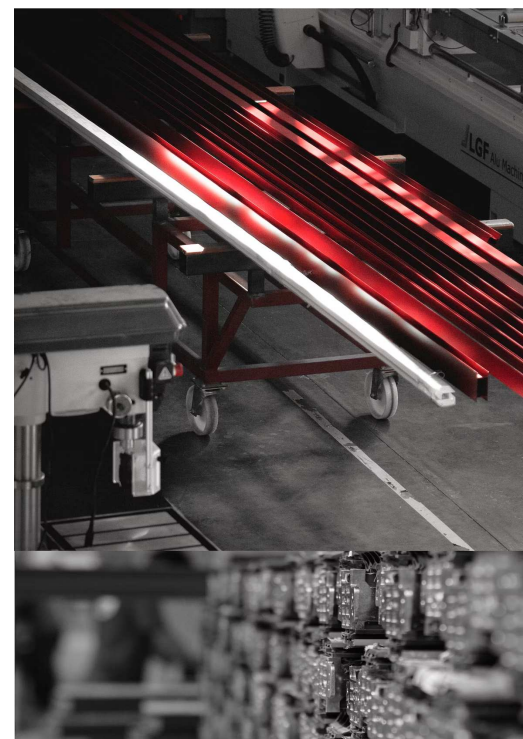
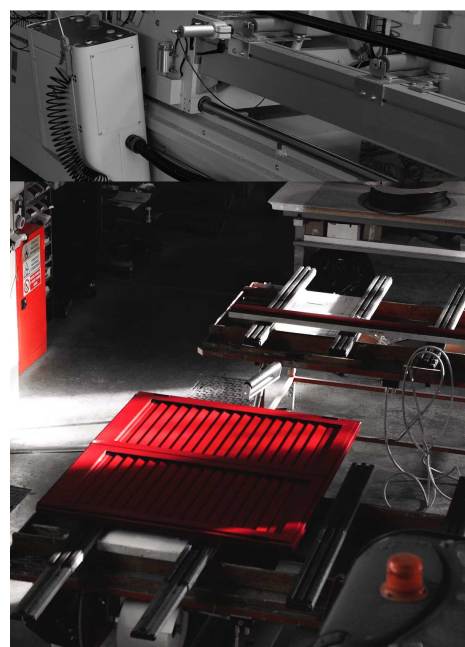
## Benefits

### SUSTAINABILITY

We focus on PVC because it provides resistance against the worst weather conditions, guaranteeing you a safe and comfortable environment.

### DELIVERY TIME

At Alfa Lum we are well aware that delivery is one of the most critical factors in the market: we have made this one of our strengths with 3 weeks delivery time on standard orders.



### PATENTS & CERTIFICATIONS

Our innovative materials ensure that our windows and doors are durable, giving you peace of mind saving you money.

### PROFESSIONALISM

By choosing our brand you can trust our team of experts to advise you on quality, functionality and enhancement of your space.

## Stay tuned

[www.alfalum.com](http://www.alfalum.com)

140 via Biagio di Santolino, 47892 - San Marino

email: [info@alfalum.com](mailto:info@alfalum.com)

instagram: [@alfa.lum](https://www.instagram.com/alfa.lum)