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## MACHINES AND PLANTS FOR CONCRETE BLOCKS AND ELEMENTS: ROSACOMETTA RENEWS ITS IMAGE

**A sign of continuity, with a focus on the future.**

Rosacometta, a historic company specializing in the production of **machines for concrete blocks and elements**, now part of the **Edilteco Group**, presents its new logo and website: two symbols of an evolution that strongly combines tradition and innovation.

### **New brand identity for Rosacometta**

The update of the **visual identity** and the **digital platform** is not just an aesthetic choice, but represents the evolution of a company that, since November 25, 2020, has embarked on a major renewal journey under the guidance of ESB Srl, which has significantly reorganized the technical and commercial departments.

With this rebranding, Rosacometta confirms its **commitment to growth and adaptation** to the new challenges of the industry, while maintaining a strong connection to its long tradition.

The new logo retains **iconic elements** from the past, such as the globe and the font style, which symbolize the company's solidity and international vision. At the same time, the more modern and clean lines reflect an increasingly dynamic corporate identity, focused on innovation.

In parallel, the **website** has also been completely revamped to provide a **more intuitive, modern, and functional browsing experience**. With an improved structure, updated content, and enhanced accessibility, the new website allows visitors to easily explore the products, solutions, and services offered by Rosacometta. This evolution is necessary to effectively meet the needs of an increasingly digitized market.

### **Who is Rosacometta**

For over a century, **Rosacometta** has been a global leader in the manufacturing of **machines for vibro-compressed precast products**, renowned for its commitment to quality and reliability. With a strong presence in numerous international markets, the company continues to build on its pioneering legacy. Today, it moves forward with a renewed vision and a strong focus on the future, while maintaining the same dedication that has made it a key player in the industry.