



Hygiene everywhere, hygiene for everybody

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Vitali Gastone : one life totally devoted to his enterprise

Vitali Gastone was born in Civita Castellana (VT) Italy on 24th of August 1940.

He was born to a very humble family of workers; since when he was child, Gastone Vitali has showed his entrepreneurial vocation. His professional experience goes from the manual labor to the managerial activities of the chairman of his company, the VARM Srl. His school was the building site ,and his academic studies were the global markets in which he started to operate.

After his first professional experience gained into the building sector that allows to him to reach in a short period important successes in the geographical context of the industrial park of ceramic in Civita Castellana (VT), he established the company VARM Srl in 1970s. At first, the production activities were devoted to the production of the tableware. Thanks to his perspicacity he started to create an authentic product never lunched before by any ceramic industry of the local context of Civita Castellana. The production of this special range of tableware characterized by a unique shape, color and function became a very important status of the interior design world.

He has reached a great success in the best international markets and he could obtain illustrious rewards thanks to the quality of his products, to the employment of skillful labor and of expert designers and to the usage of advanced technologies and intelligent commercial strategies. To the end of 90s the 90%-95% of the total amount of production were sold to the illustrious distribution chain companies of Europe and United States.

In 1995, VARM Srl obtained the “ International Sourcing” award, and during the same year he obtained also the “ International Item of the year JC Penny Purchasing Corporation Grand Prix Winner” from the most important distribution chain company of the United states of America. In 1998, VARM Srl achieved the quality standard certification of “ ISO 9001”, and in the same year, the Williams Sonoma Company gave to VARM Srl the recognition of “In appreciation of you being a partner of world-wide organization of quality suppliers”. In 1999 Vitali Gastone was included among the “500 European Dynamic Entrepreneur”.

Some of the main Varm Srl products clients were: Macy’s store, Mark & Spencer, Crate & Barrel, Sainsbury, Harrods, Carrefour, Bloomingdale, Saks, Wal-Mart etcetera.

Due to the opening of these markets to goods coming from the Far East and the concerning difficulties to compete with these items in terms of low production costs, the chairman Vitali Gastone has suspended his production of tableware and he has proceeded through a forward looking industrial reconversion. He has divided the company into two branches, one is managed by his son Daniele Vitali and it is devoted to the production of high quality fire-clay washbasins, these products are addressed to a very high level market

sector; in the second branch of the company the chairman Vitali Gastone has started to produce a new typology of sanitary products. After a scrupulous market analysis and combining together sanitary ceramic with some specific steel supports , Vitali Gastone has idealized and engineered multifunctional trolley with portable washbasin equipped with automatism that are very useful for a person hygiene in the various environmental situations.

Vitali Gastone has realized and patented the following products:

- 1) FIRST PATENT: multiuse trolley with portable washbasin for hands transmitted infections
- 2) SECOND PATENT: UV disinfection series for a complete bathroom (toilet seat cover, shower, washbasin, bidet and floor drain well)
- 3) THIRD PATENT: Viruses Free Toilet Seat Cover
- 4) FORTH PATENT: Viruses FREE WC