

## **Resideo chooses Connexia for the launch of the brand onto the Italian market.**

*The US company is relying on Connexia for its Media Relation activities for 2020.*

Milan, June 24th, 2020 - **Resideo**, a world leader in providing intelligent solutions for an increasingly connected home, has chosen to entrust **Connexia** with its communication and Media Relation activities for the launch of the brand in Italy.

At a time that - in many ways - is unique and unpredictable for the brick sector, Resideo is counting on the Italian market, striving to meet the needs of Italians in terms of home comfort, safety and energy efficiency. The U.S. company, a market leader in intelligent home management, will provide all its customers with access to regulation, monitoring and control of their homes in a simple and smart way.

*"Since the beginning of its Italian adventure, Resideo has set itself the objective of identifying reliable partners, even ahead of suppliers, because we want to reach our KPIs. Above all, however, we want to do so by guaranteeing a new perspective, with an eye to the future. explains **Alessia Cartabia, South Marketing Manager at Resideo** - "Connexia was, so to speak, a natural choice: the agency's experience in integrated communication and its vision are perfectly aligned with our need to maintain a stronghold in a market that is new to us. We can't wait to start this new adventure in Italy, and to do it with the Connexia team by our side".*

*"We are delighted by our new partnership with Resideo, a leader in the home automation market. The intelligent solutions proposed by the brand are as close as possible to the needs dictated by the current moment in time: widespread use of*

*smart working has completely distorted the vision and needs of people, who are suddenly more aware of and eager for greater comfort in their homes. - explains **Stefano Ardito, Chief Growth Officer at Connexia** - We are therefore thrilled to have the opportunity to support Resideo in its entry onto the Italian market, and we are confident that we will be able to work well together and contribute to improving the quality of life of Italians in their homes".*

Connexia will be at Resideo's side for all communication consulting, with the aim of supporting the development of the relationship with the brand's stakeholders.

## RESIDEO

Resideo is a leading global provider of comfort and security solutions primarily in residential applications, and a distributor of low-voltage electronic products and security systems. Looking back on a heritage of 130 years, Resideo is present in over 150 million homes, installing 15 million systems in homes every year. We continue to serve more than 110,000 professionals through leading distributors and with our ADI Global Distribution business, which exports to more than 100 countries from more than 200 storage centres worldwide. Resideo is a \$4.8 billion company with approximately 13,000 global employees. [www.resideo.com](http://www.resideo.com)

## Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. [www.connexia.com](http://www.connexia.com)