



Case study

CISA partner with the UPTOWN project in MILAN

EuroMilano recently inaugurated the new “UPTOWN showroom” to promote sales of a new multi-property district in Milan.

“The contract with EuroMilano – says Carlo Neri, Sales Project Representative – is part of our strategy targeted to accelerate the creation of demand and build a solid process to address the new build and major renovation markets. EuroMilano – underlines Carlo - contacted us through cisa.com and since our first meeting, we have worked as its business partner and trusted security advisor, providing a tailor-made solution including mechanical and mechatronic technologies”.

EuroMilano confirms the partnership underlining “we chosen CISA - Allegion because security and innovation are two keywords of UpTown lifestyle. Day after day, we strive to combine tradition and solidity with a look to the future; with CISA - Allegion we think we have found the ideal partner for our families and their future in the most innovative smart district in Italy”.

“To support the customer – explains Carlo – we are organising training sessions with the UpTown sales networks to present the benefits and key values of our solutions. In the agreement with EuroMilano, we also include a co-marketing program to support the communication with the end users”.

UpTown is also a good example of collaboration with door manufacturing company. “The entry doors of the apartment are provided by Alias one of our main partners for armoured door – remarks Roberta Rizzo, Area Manager Italy Strategic Accounts Italy&Spain – “We worked together to consolidate a scalable proposal focused on the end user needs”.

UpTown is the new “smart district” located in Cascina Merlata, in the metropolitan area of Milan (Italy). More than 130 new apartments and residences will be ready in the next years. CISA has signed an exclusive partner contract for security around the door and adjacent areas.

The proposal is based on three options:

- CISA TopUpTown: mechanical solution with a combined Master Key Plan to simplify access and secure the doors.
- CISA UpPremium: combined mechanical and mechatronic solution (key + keypad + mechatronic lock)
- CISA UpExclusive: full package that combines a CISA mechanical and mechatronic solution with a Simons Voss electronic solution and remote access control through a smartphone.

In order to generate demand, one of the first activities in the communication campaign is a video that will be posted on social media. [You can see a preview of it here](#). Communication will also include coverage of this new “smart district” in the main newspapers. CISA is in contact with EuroMilano PRs to work on joint communications, leveraging their contacts and channels. For example, here you can see the story recently published in the [Corriere della Sera](#) (the main Italian newspaper).



The new showroom building, inaugurated on June 9. On the ground floor are corners for each of the partners, including Allegion – CISA. On the first floor an example of an apartment.



Layout of the new buildings.



The new construction site in Milano



The UpTown Team organizes Yoga lessons in the park next to the new residences. One of the values we are sharing is to help people to live in a healthy and safe environment.

About Allegion™

Allegion (NYSE: ALLE) is a global pioneer in safety and security, with leading brands like CISA®, Interflex®, LCN®, Schlage®, SimonsVoss® and Von Duprin®. Focusing on security around the door and adjacent areas, Allegion produces a range of solutions for homes, businesses, schools and other institutions. Allegion is a \$2 billion company, with products sold in almost 130 countries.

For more visit allegion.com

AXA ■  BRICARD ■ Briton ■  CISA ■  interflex
KRYPTONITE ■ NORMBAU ■  SimonsVoss ■  TRELOCK

