

Valerio Caglio
Communication Designer

2025

EN

Portfolio



Hey, I'm Valerio.

Graduated with top marks in Interior Design (2021) and Communication Design (2023) at Politecnico di Milano, I currently work as a Communication Content & Strategy Designer at Seraplastic, a well-established company with over 60 years of experience in indoor and outdoor solar shading systems.

In my work, I believe that creativity must always be grounded in reality. That's why feasibility analysis is the starting point of every project I take on. Ideas truly work only when they can be turned into concrete and effective solutions. I would describe myself as a creative yet pragmatic person: I enjoy thinking outside the box, but never lose sight of the goals. I'm curious, proactive, and detail-oriented, with a strong passion for design, photography, motors, and modern art. Thanks to my education at Politecnico, I've learned how to manage complex projects even under pressure, always focusing on careful organization and clear, effective communication.

click and discover the project on
www.valeriocaglio.it/citeaoutdoor

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Citea Outdoor

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Serbloc

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Seraplastic

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Valore D

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Deeply

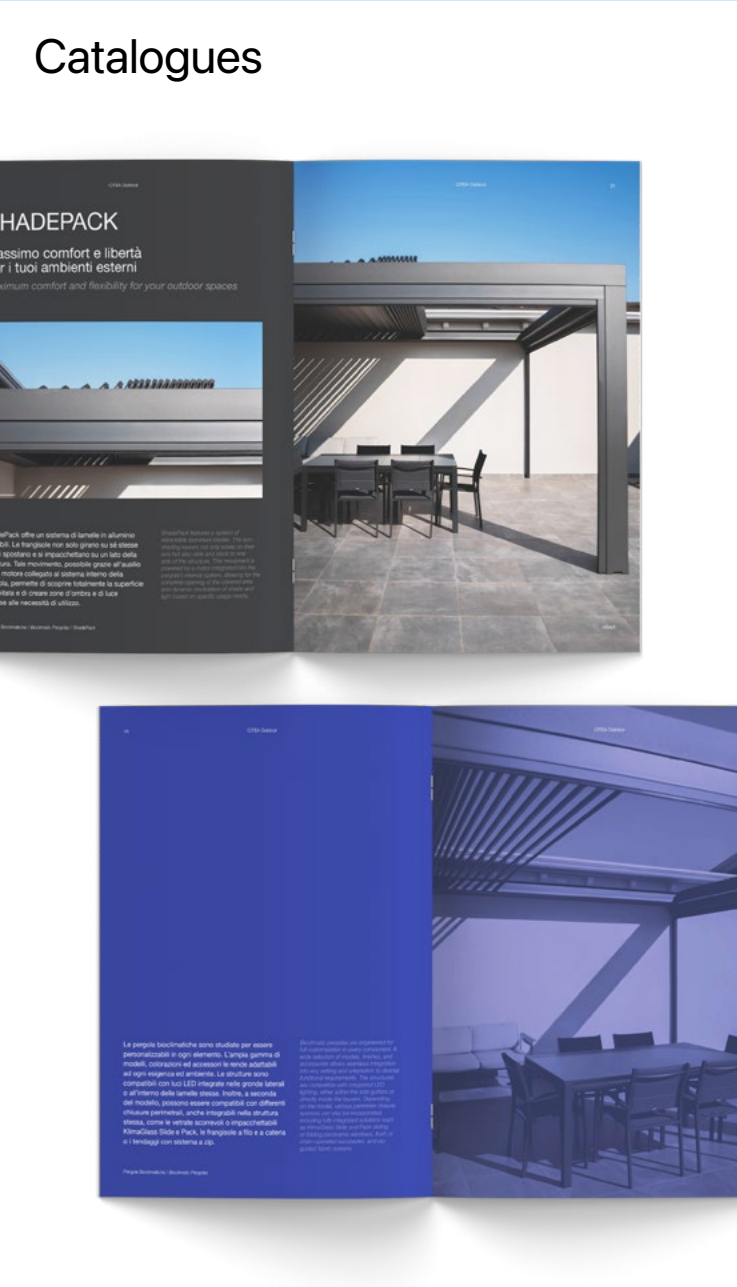
Citea

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Outdoor



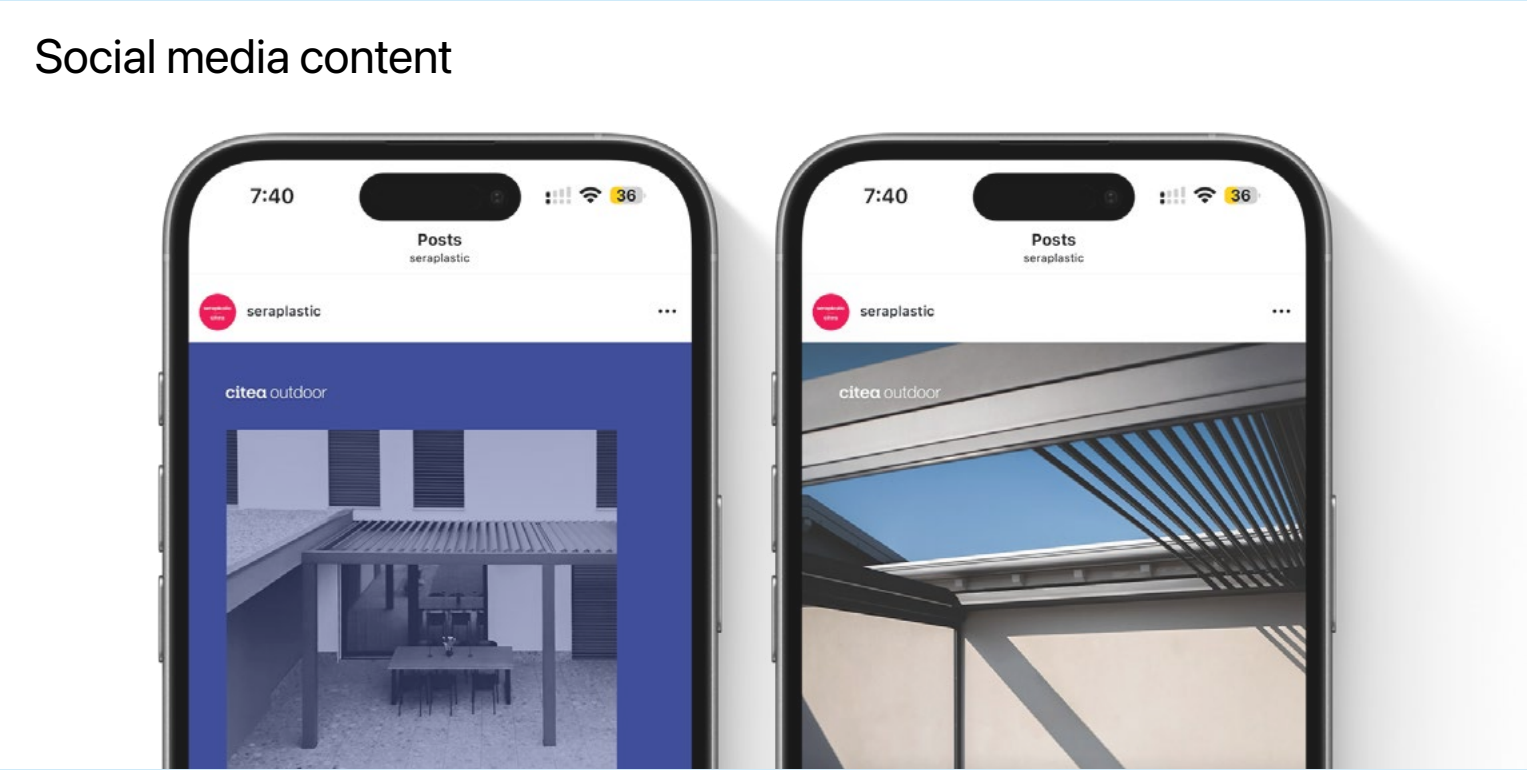
Rollup



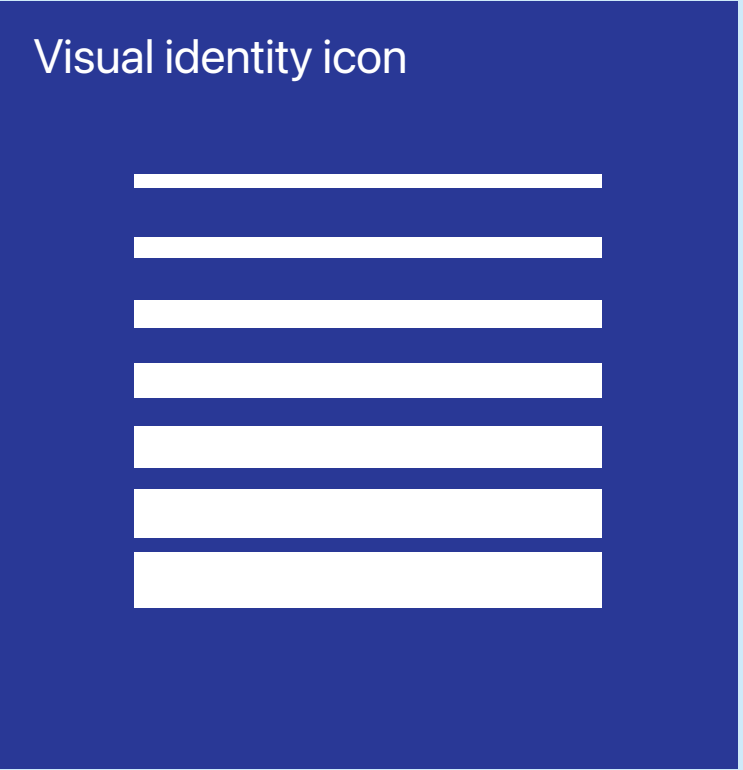
Catalogues



Product photos



Social media content



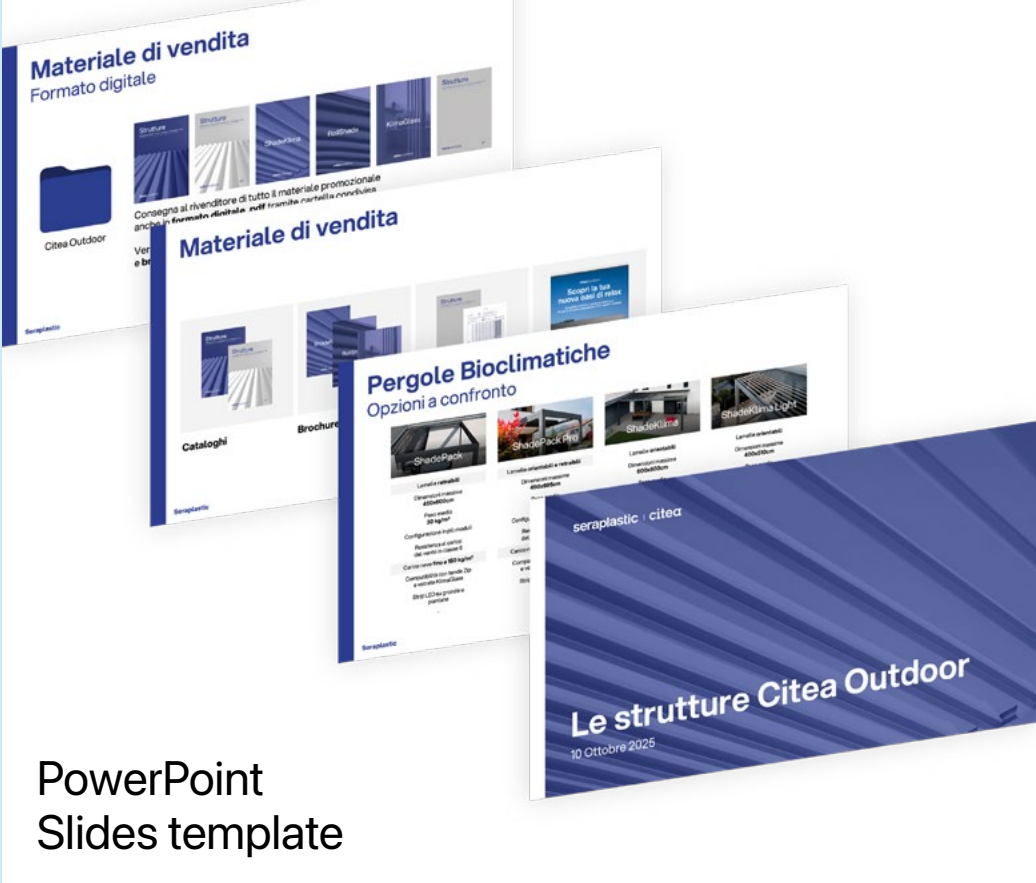
Visual identity icon



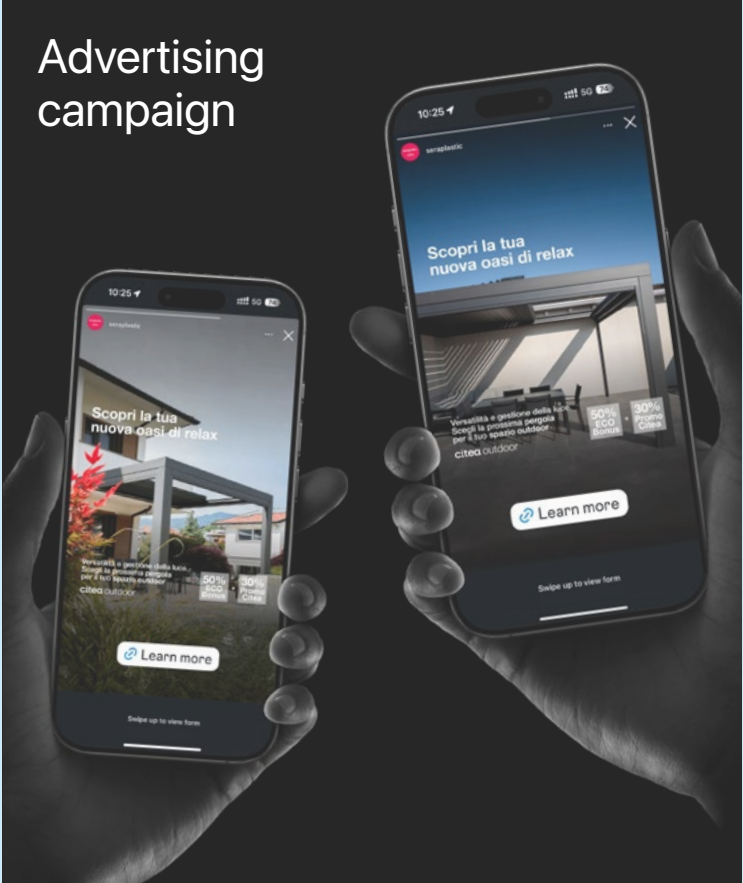
Logotype



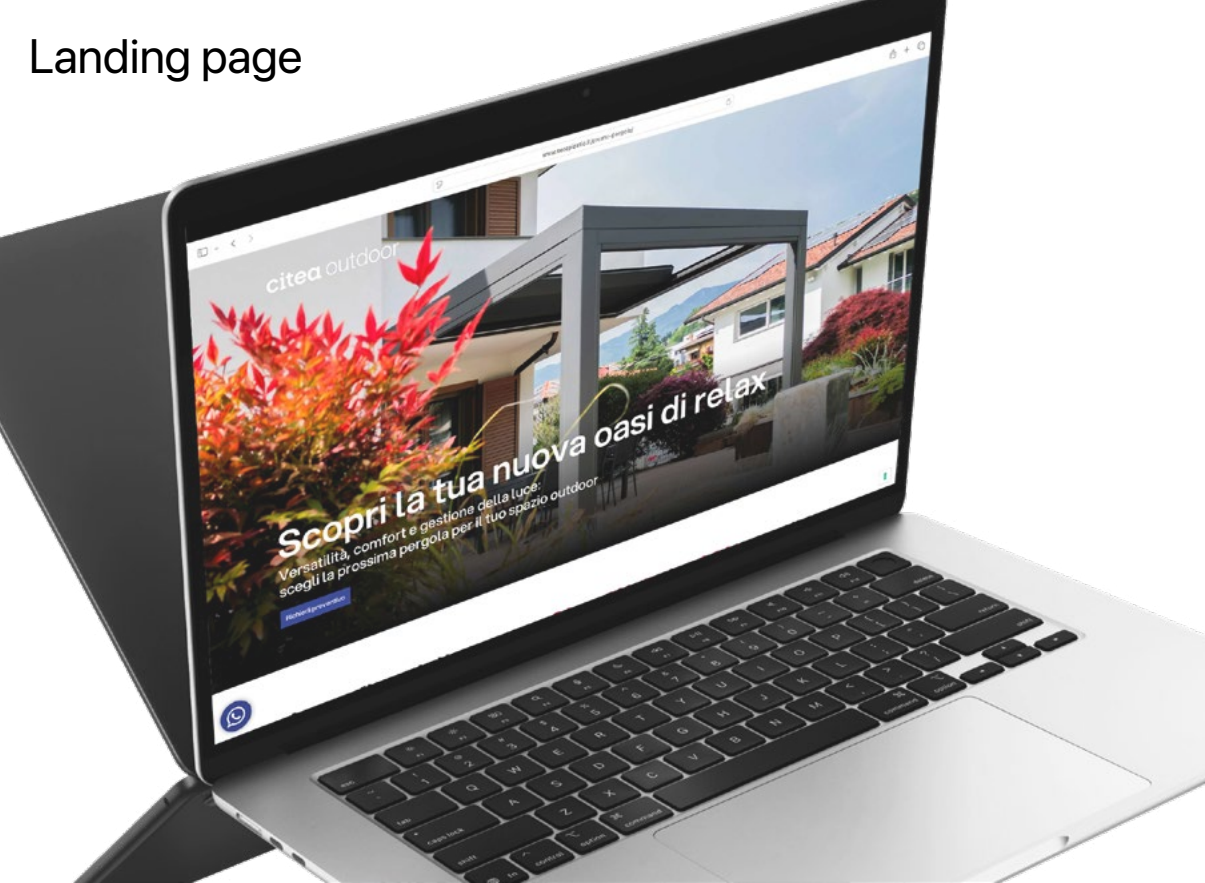
Brochures



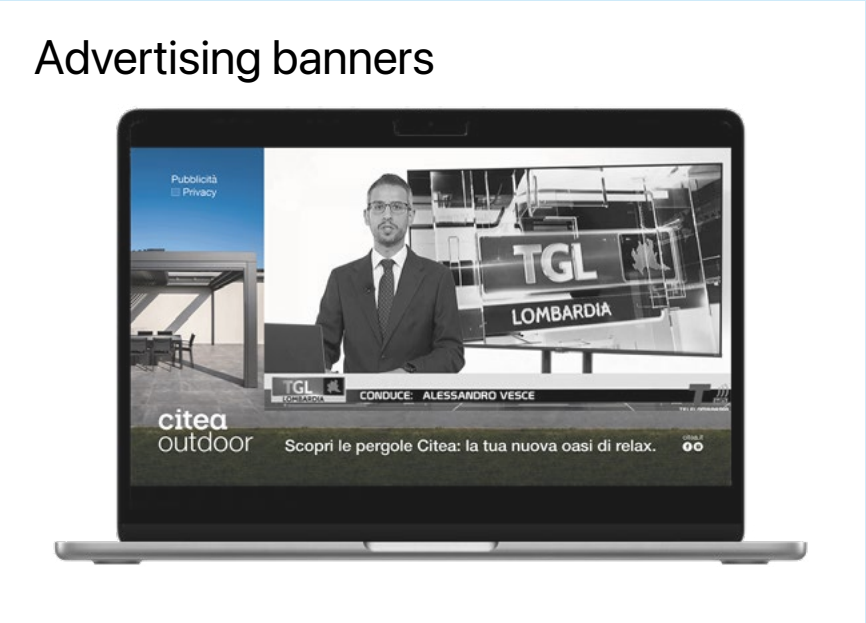
PowerPoint Slides template



Advertising campaign



Landing page



Advertising banners



Outdoor labels

A new story for Citea Outdoor, Seraplastic's brand dedicated to shading systems for outdoor spaces.

Citea Outdoor is Seraplastic's new brand dedicated to shading structures for outdoor spaces. The relaunch of the entire product line required a significant communication effort, involving all the company's main touchpoints, with the goal of building a strong, recognizable, and consistent visual identity.

The project began with the redesign of the Citea logo, accompanied by the creation of a specific logotype for the Outdoor line. From there, an integrated communication strategy was developed, covering both print and digital media. Technical and promotional product catalogs were created, along with brochures for the two flagship items, ShadeKlima and RollShade. Social media content was designed for the launch, as well as visuals for the advertising campaign dedicated to the pergolas and bioclimatic structures range. Supporting the online communication, a dedicated landing page was also developed to showcase the new products and the promotions linked to the launch phase.

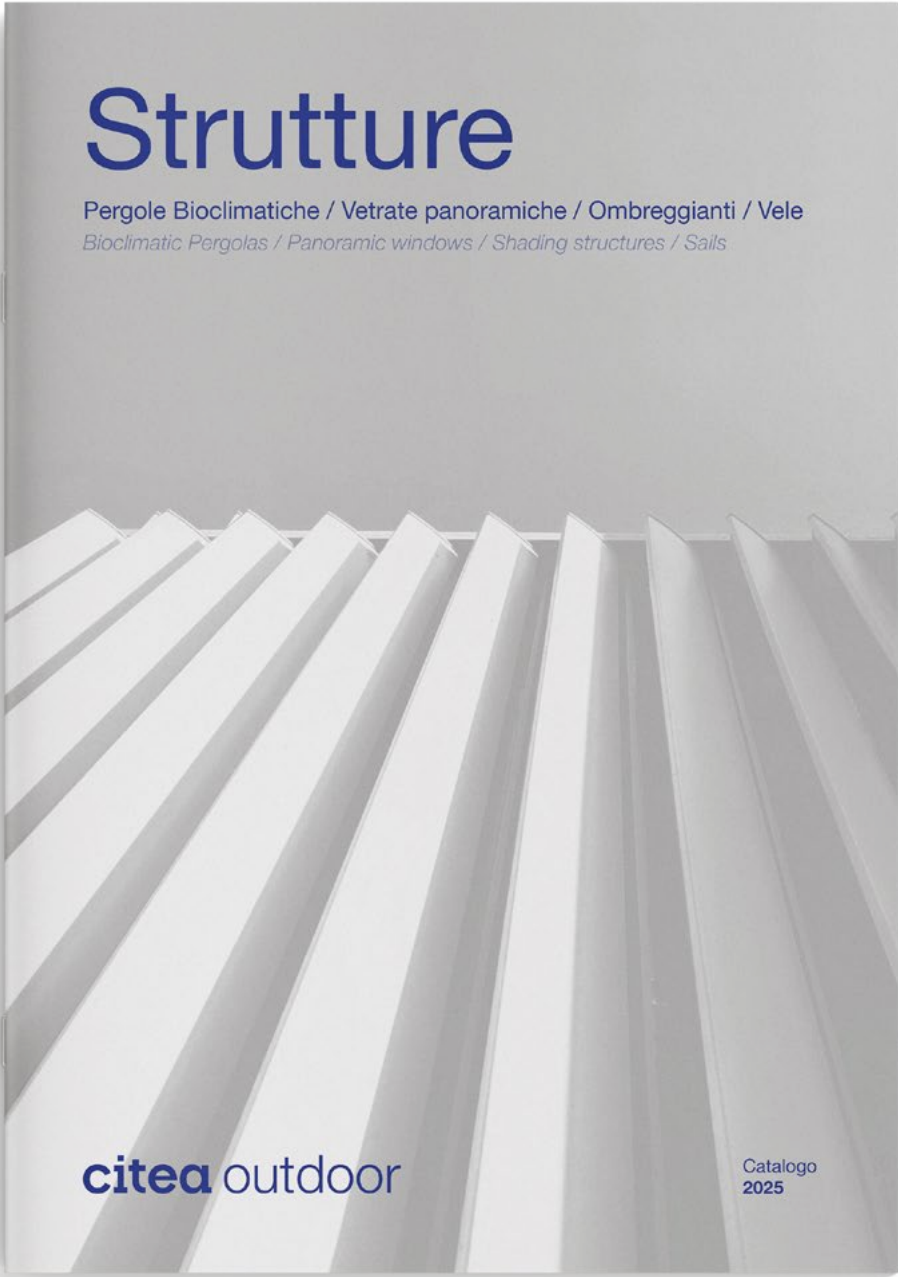
A deep blue color serves as the visual thread throughout the entire project, chosen as the dominant shade to evoke the clear sky and natural environment in which Citea Outdoor structures

are placed. This tone is consistently applied across printed materials such as catalogs and brochures, as well as digital content, ensuring continuity and coherence in the brand's visual storytelling.

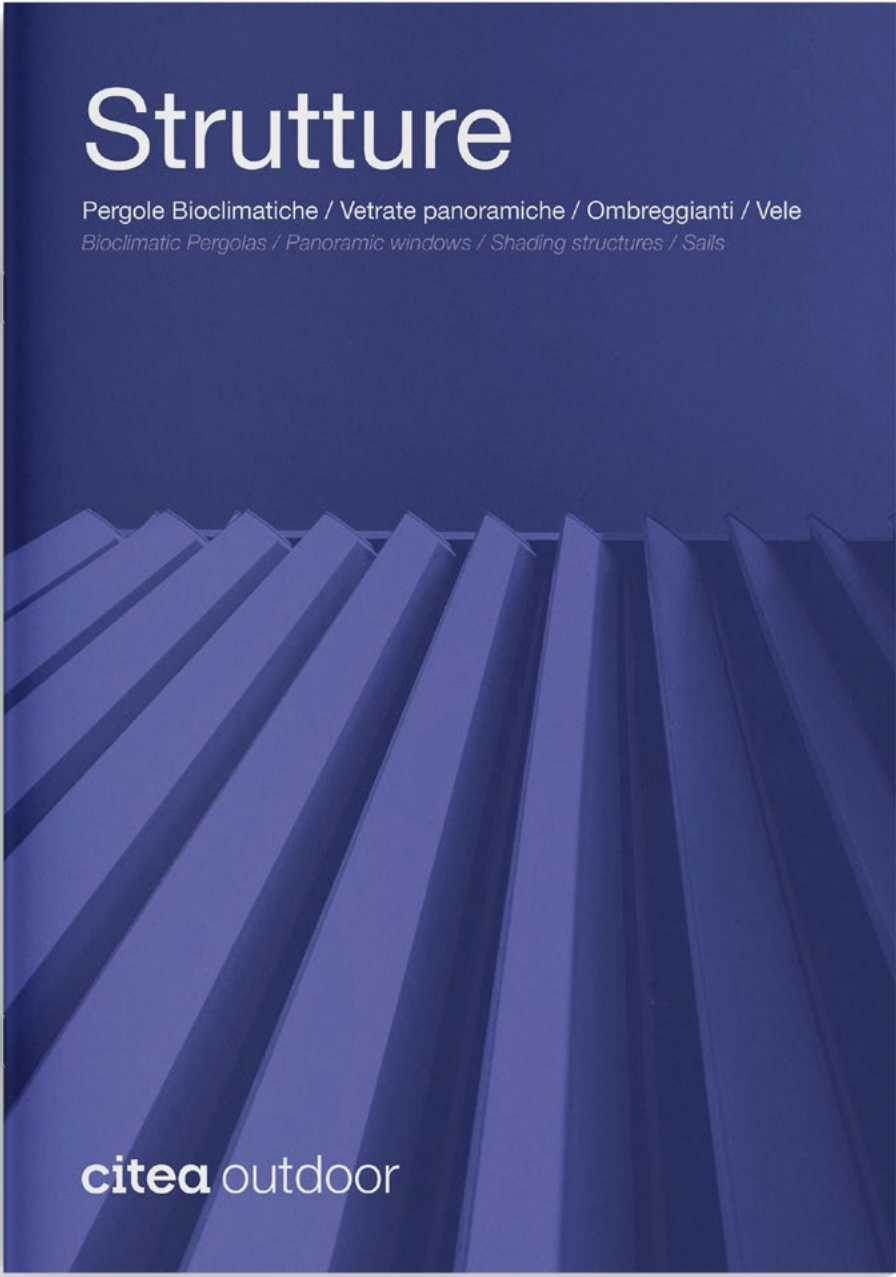
The print communication is organized into three main types of materials: a comprehensive technical catalog with detailed descriptions of all models, an institutional brochure presenting the product line, and two leaflets dedicated to the best-selling products. The entire layout follows a precise and modular graphic language: blue pages introduce the product families, dark grey pages focus on individual structures, and white pages are reserved for technical data sheets.

The development of editorial content was carefully managed at every stage, from designing the index and layout to selecting fonts and colors, producing photographic content, and editing and inserting texts. Every element was meticulously crafted, both in its descriptive and technical components, to ensure a clear, functional reading experience that aligns perfectly with the brand's identity.





Technical catalogue



Citea Outdoor line brochure



ShadeKlima foldable brochure



RollShade foldable brochure



KlimaGlass foldable brochure

214 CITEA Outdoor

ShadePack Configurazione standard € 15.240,00*
Pergola bioclimatica a tre pannelli in alluminio anodizzato da 27° a 107° con bracci in acciaio inossidabile e pannello in PVC opaco 22 kg/m². Pannello medio 22 kg/m².

ShadePack Pro Configurazione standard € 19.000,00*
Pergola bioclimatica a tre pannelli in alluminio anodizzato da 27° a 107° con bracci in acciaio inossidabile e pannello in PVC opaco 22 kg/m². Pannello medio 22 kg/m².

ShadeKlima Configurazione standard € 12.260,00*
Pergola bioclimatica a tre pannelli in alluminio anodizzato da 27° a 107° con bracci in acciaio inossidabile e pannello in PVC opaco 22 kg/m². Pannello medio 22 kg/m².

ShadeKlima Light Configurazione standard € 10.000,00*
Pergola bioclimatica a tre pannelli in alluminio anodizzato da 27° a 107° con bracci in acciaio inossidabile e pannello in PVC opaco 22 kg/m². Pannello medio 22 kg/m².

215 CITEA Outdoor

KlimaCover Configurazione standard € 16.360,00*
Pergola bioclimatica a tre pannelli in alluminio anodizzato da 27° a 107° con bracci in acciaio inossidabile e pannello in PVC opaco 22 kg/m². Pannello medio 22 kg/m².

Klima360 Configurazione standard € 14.640,00*
Pergola bioclimatica a tre pannelli in alluminio anodizzato da 27° a 107° con bracci in acciaio inossidabile e pannello in PVC opaco 22 kg/m². Pannello medio 22 kg/m².

ShadeSmart Configurazione standard € 7.200,00*
Pergola bioclimatica a tre pannelli in alluminio anodizzato da 27° a 107° con bracci in acciaio inossidabile e pannello in PVC opaco 22 kg/m². Pannello medio 22 kg/m².

RollShade Configurazione standard € 11.120,00*
Pergola bioclimatica a tre pannelli in alluminio anodizzato da 27° a 107° con bracci in acciaio inossidabile e pannello in PVC opaco 22 kg/m². Pannello medio 22 kg/m².

LEADER GROUP STANDARD - 2020 CITEA Outdoor

16 CITEA Outdoor

Le pergole bioclimatiche sono studiate per essere personalizzabili in ogni elemento. L'ampia gamma di modelli, costruiti ed accessori, rende adattabili ad ogni esigenza ed ambiente. Le strutture sono compatibili con luci LED integrate nelle gronde laterali o all'interno della lamella stessa. Inoltre, a seconda del modello, possono essere compatibili con diversi chiusure pannello, anche integrabili nella struttura stessa, come la versione scorrevole o ripiegabile KlimaGlass Slide e Pack, le frangiole a filo e a cattedra o i tendaggi con sistema a zip.

17 CITEA Outdoor

Progetto: Studio Outdoor - Realizzazione: Pergolas

18 CITEA Outdoor

Il prodotto
La pergola "Shade" è una struttura a tre pannelli in alluminio anodizzato da 27° a 107° con bracci in acciaio inossidabile e pannello in PVC opaco 22 kg/m². Pannello medio 22 kg/m².

Caratteristiche
Pergola bioclimatica a tre pannelli in alluminio anodizzato da 27° a 107° con bracci in acciaio inossidabile e pannello in PVC opaco 22 kg/m². Pannello medio 22 kg/m².

Colori struttura
Struttura in alluminio anodizzato da 27° a 107° con bracci in acciaio inossidabile e pannello in PVC opaco 22 kg/m². Pannello medio 22 kg/m².

19 CITEA Outdoor

Progetto: Studio Outdoor - Realizzazione: Pergolas

20 CITEA Outdoor

SHADEPACK
Massimo comfort e libertà per i tuoi ambienti esterni
Maximum comfort and flexibility for your outdoor spaces

21 CITEA Outdoor

Progetto: Studio Outdoor - Realizzazione: Pergolas

102 CITEA Outdoor

Pergotende
Pergolas

Una finestra sul cielo, per la massima fruibilità degli spazi esterni
A window to the sky, enabling full enjoyment of outdoor spaces.

103 CITEA Outdoor

Progetto: Studio Outdoor - Realizzazione: Pergolas

42 CITEA Outdoor

Il prodotto
"ShadePack" è una pergola bioclimatica a tre pannelli in alluminio anodizzato da 27° a 107° con bracci in acciaio inossidabile e pannello in PVC opaco 22 kg/m². Pannello medio 22 kg/m².

Caratteristiche
Pergola bioclimatica a tre pannelli in alluminio anodizzato da 27° a 107° con bracci in acciaio inossidabile e pannello in PVC opaco 22 kg/m². Pannello medio 22 kg/m².

Struttura autoportante
Self supporting structure
SR10

Configurazioni
Configurations

43 CITEA Outdoor

Progetto: Studio Outdoor - Realizzazione: Pergolas

44 CITEA Outdoor

Progetto: Studio Outdoor - Realizzazione: Pergolas

45 CITEA Outdoor

Progetto: Studio Outdoor - Realizzazione: Pergolas

220 CITEA Outdoor

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221 CITEA Outdoor

Progetto: Studio Outdoor - Realizzazione: Pergolas

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Progetto: Studio Outdoor - Realizzazione: Pergolas

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Progetto: Studio Outdoor - Realizzazione: Pergolas

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Colori e tessuti
Colors and fabrics

107 CITEA Outdoor

Progetto: Studio Outdoor - Realizzazione: Pergolas

108 CITEA Outdoor

Progetto: Studio Outdoor - Realizzazione: Pergolas



Il prodotto
Product

ShadeKlima è una pergola bioclimatica a lamelle orientabili, in alluminio anodizzato. Grazie al suo sistema di apertura a pannello, è possibile orientare le lamelle in 140° per creare un'ombra fresca o lasciare passare la luce. È adatta per terrazzi, giardini e piscine.

Configurazione standard
€ 12.260,00*

Caratteristiche
Features

- Gestione personalizzata: controllo remoto via app o telecomando.
- Protezione UV 30+.
- Spazio di 3 a 4 persone.
- Copertura totale in alluminio anodizzato.

Configurazioni
Configurations

- Struttura autoportante.
- Con sistema di apertura a pannello.
- Con sistema di apertura a pannello e motorizzazione.
- Con sistema di apertura a pannello e motorizzazione.



Il prodotto
Product

ShadeKlima Light è una pergola bioclimatica a lamelle orientabili, in alluminio anodizzato. È più leggera e compatta rispetto al modello standard, adatta per spazi più piccoli o come elemento decorativo.

Configurazione standard
€ 10.000,00*

Caratteristiche
Features

- Gestione personalizzata: controllo remoto via app o telecomando.
- Protezione UV 25+.
- Spazio di 2 a 3 persone.
- Copertura totale in alluminio anodizzato.

Configurazioni
Configurations

- Struttura autoportante.
- Con sistema di apertura a pannello.
- Con sistema di apertura a pannello e motorizzazione.
- Con sistema di apertura a pannello e motorizzazione.

Spazi esterni più vivibili grazie a versatilità e funzionalità di "ShadeKlima Light". La struttura, grazie al sistema a lamelle orientabile fino a 140°, garantisce un ottimo livello di comfort climatico sia: indoor esterno, riprendendosi giardino e parco. Elegante design degli elementi della struttura in pannello in modo discreto sul panorama circostante, favorendo così armonia in ogni spazio.

Outdoor spaces become more functional and comfortable with the versatility and performance of ShadeKlima Light. The structure, thanks to the system of adjustable slats up to 140°, ensures a good level of climatic comfort both: indoors and outdoors, enjoying the garden and park. Elegant design of the structure in panel in a discreet way on the surrounding landscape, favoring harmony in every space.

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ShadeKlima Light è una pergola bioclimatica a lamelle orientabili, in alluminio anodizzato. È più leggera e compatta rispetto al modello standard, adatta per spazi più piccoli o come elemento decorativo.

Configurazione standard
€ 10.000,00*

Caratteristiche
Features

- Gestione personalizzata: controllo remoto via app o telecomando.
- Protezione UV 25+.
- Spazio di 2 a 3 persone.
- Copertura totale in alluminio anodizzato.

Configurazioni
Configurations

- Struttura autoportante.
- Con sistema di apertura a pannello.
- Con sistema di apertura a pannello e motorizzazione.
- Con sistema di apertura a pannello e motorizzazione.

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Il prodotto
Product

ShadeKlima è una pergola bioclimatica a lamelle orientabili, in alluminio anodizzato. È adatta per spazi più grandi o come elemento decorativo.

Configurazione standard
€ 12.260,00*

Caratteristiche
Features

- Gestione personalizzata: controllo remoto via app o telecomando.
- Protezione UV 30+.
- Spazio di 3 a 4 persone.
- Copertura totale in alluminio anodizzato.

Configurazioni
Configurations

- Struttura autoportante.
- Con sistema di apertura a pannello.
- Con sistema di apertura a pannello e motorizzazione.
- Con sistema di apertura a pannello e motorizzazione.

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Struttura autoportante
Self-supporting structure



Diagram showing the dimensions and components of the self-supporting structure. Dimensions: L (Length), H (Height), B (Width). Components: S (Support), A (Aluminum), C (Cable), D (Dowel), E (End cap), F (Fastener), G (Gasket), H (Hinge), I (Inlet), J (Joint), K (Key), L (Lock), M (Mount), N (Nut), O (O-ring), P (Pin), Q (Plug), R (Ring), S (Screw), T (Tab), U (U-bolts), V (V-bush), W (Washer), X (X-bush), Y (Y-bush), Z (Z-bush).

ShadeKlima è una pergola bioclimatica a lamelle orientabili, in alluminio anodizzato. È adatta per spazi più grandi o come elemento decorativo.

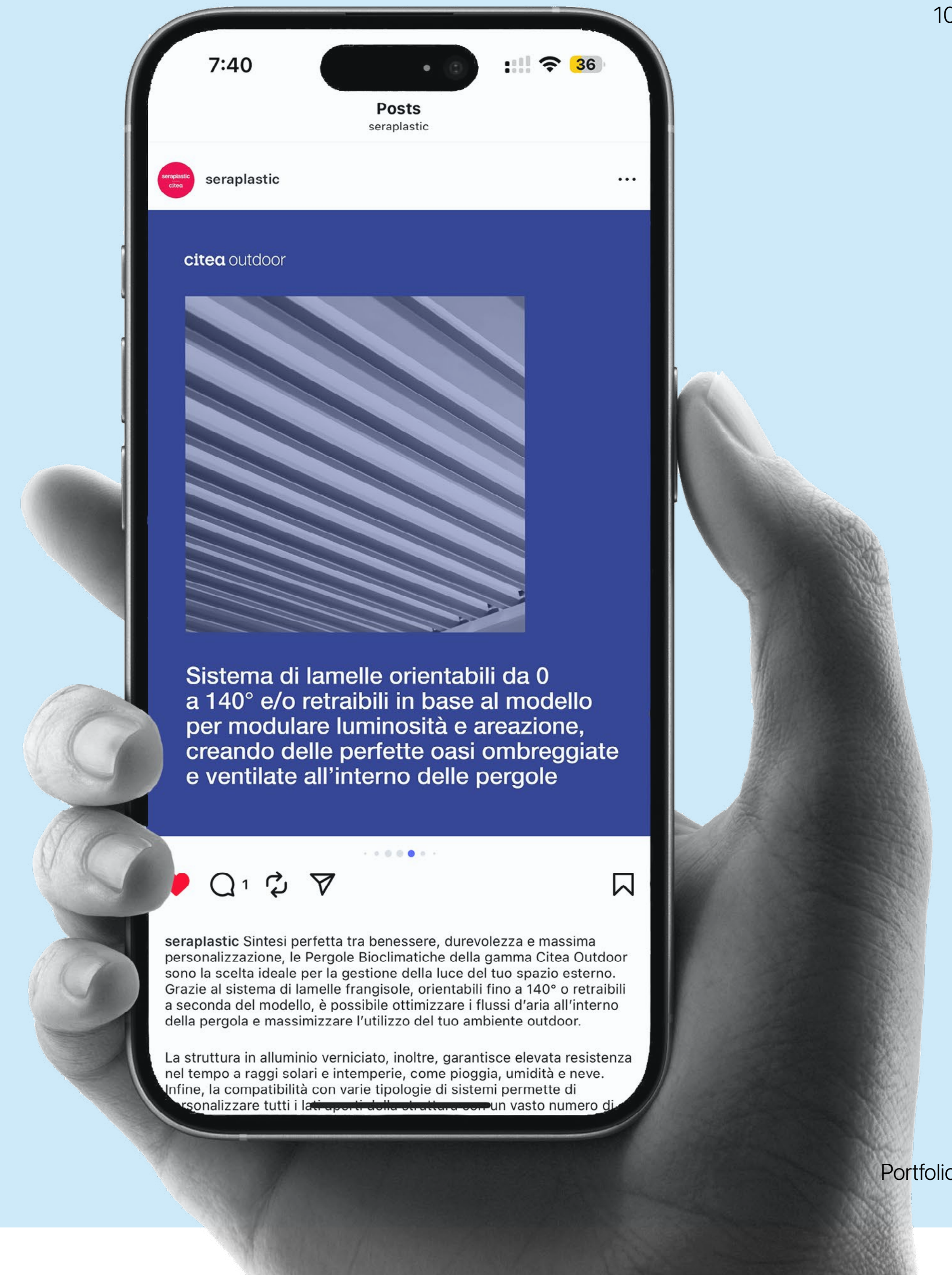
Configurazione standard
€ 12.260,00*

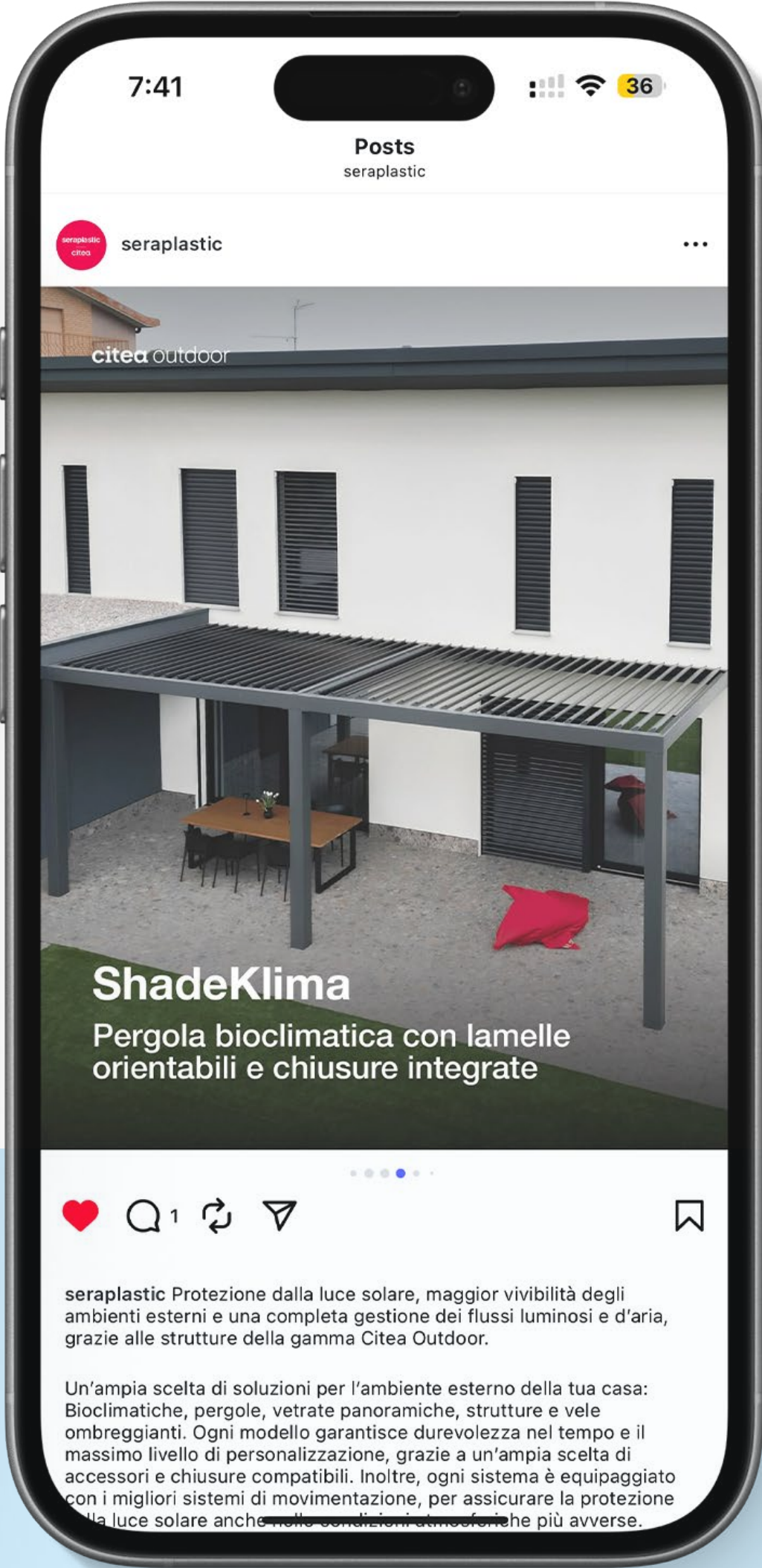
[illegible][illegible]

The social content dedicated to the Citea Outdoor line on Seraplastic's profiles highlights the features of each product range.

The social media content dedicated to the Citea Outdoor line, published on Seraplastic's [Instagram](#), [Facebook](#) and [LinkedIn](#) pages, maintains visual and stylistic consistency with the brand's printed materials. Colors, fonts, and graphic language closely follow the identity established for the catalogs, creating a seamless narrative between offline and online communication. The posts showcase the entire range of structures in the catalog, such as pergolas, bioclimatic solutions, and shading sails, alongside focused insights on individual products, including the ShadeKlima model.

The design of the social content was carefully managed at every stage, from defining the visual concept to graphic development, and writing all the accompanying texts. This thorough and detailed work aims to strengthen the brand's digital presence and highlight each product through clear, coherent, and recognizable communication.





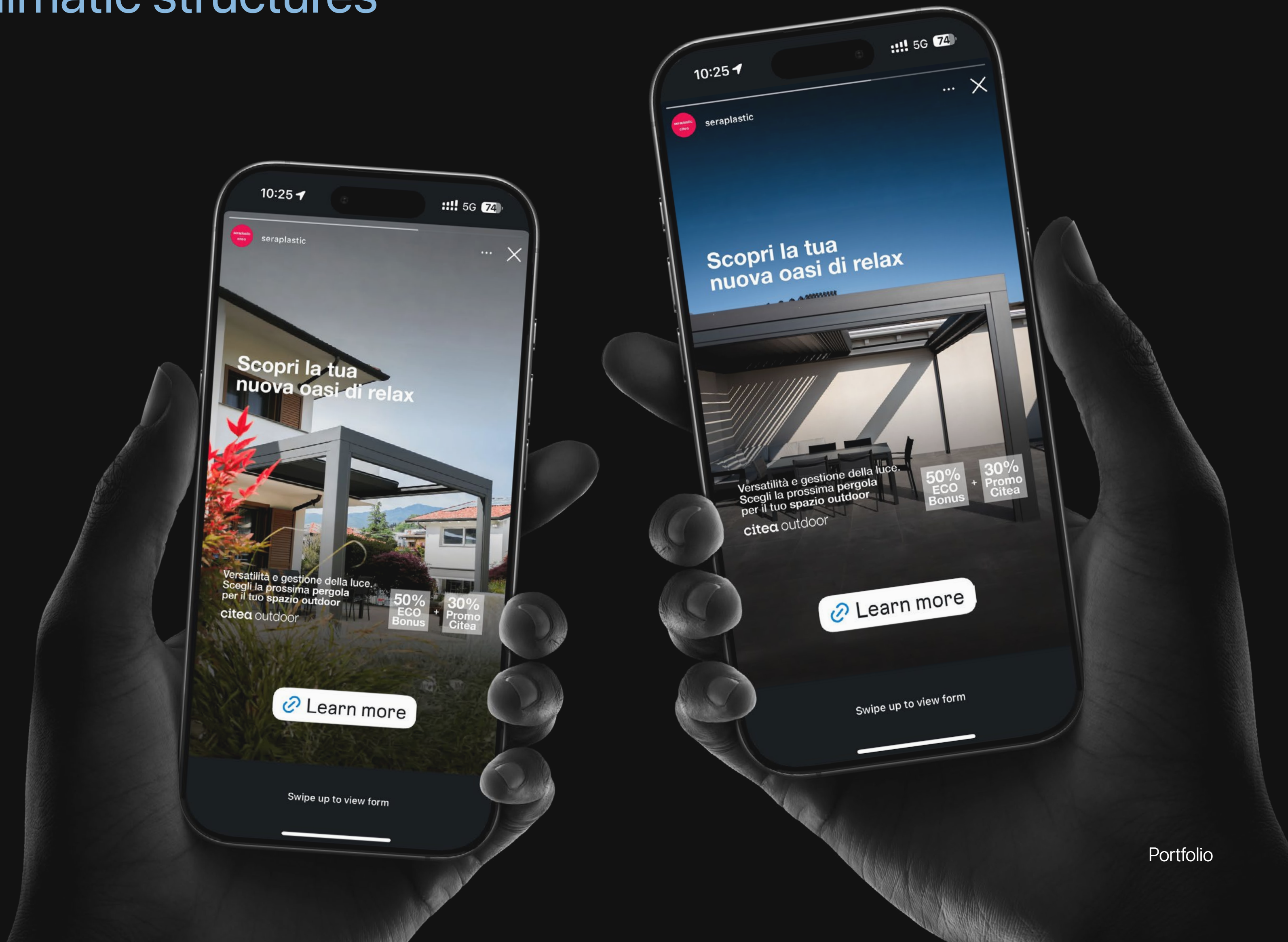
"Discover your new oasis of relaxation": the social campaign dedicated to pergolas and bioclimatic structures for the launch of Citea Outdoor.

Alongside the launch of the Citea Outdoor line on Seraplastic's official channels, a social campaign titled "Discover your new oasis of relaxation" was created and rolled out across Facebook, Instagram, and Google Ads. Unlike communications targeted at professionals, this campaign is aimed at a B2C audience, with the goal of directly engaging end customers interested in installing a pergola or shading structure in their outdoor space.

For social media, the work involved the complete visual design of the campaign, with graphics carefully crafted to showcase the product clearly, aspirationally, and in line with the brand's visual identity. Each visual was paired with tailored copy, designed to speak directly and effectively to the private consumer audience.

Supporting the promotional campaign is a combined offer that merges the 50% ECO Bonus tax deduction for solar shading systems with an additional 30% discount offered by the company.

All social content links to a landing page dedicated hosted on the official website, where users can explore the technical features of the products and review all details of the current promotion. This campaign was an opportunity to combine visual storytelling, promotional strategy, and customer focus, helping to strengthen the brand's visibility in the consumer market.





The landing page for the social campaign aims to showcase key strengths, current offers, and guide new leads to contact the company through the dedicated form.

The social content for the Citea Outdoor campaign, dedicated to pergolas and bioclimatic structures, links to a [landing page](#) hosted on [seraplastic.it](#), designed with three main objectives: to clearly present current promotions and the applicable models, to describe the main features of the products, and to guide potential new customers to a contact form for requesting technical and commercial information.

The page was developed using Elementor for WordPress and includes a form connected to Mailchimp, designed to activate an automated lead management system. Once a potential customer completes the form, the system

automatically sends a confirmation email to the provided contact and simultaneously forwards all the necessary information to the technical-commercial team to start preparing the requested quote.

This approach has enabled the creation of a complete and effective user experience, from discovering the product through social content to direct interaction with the brand, simplifying the contact collection process and improving the efficiency of request management. The project combines visual communication, copywriting, digital strategy, and marketing automation tools.

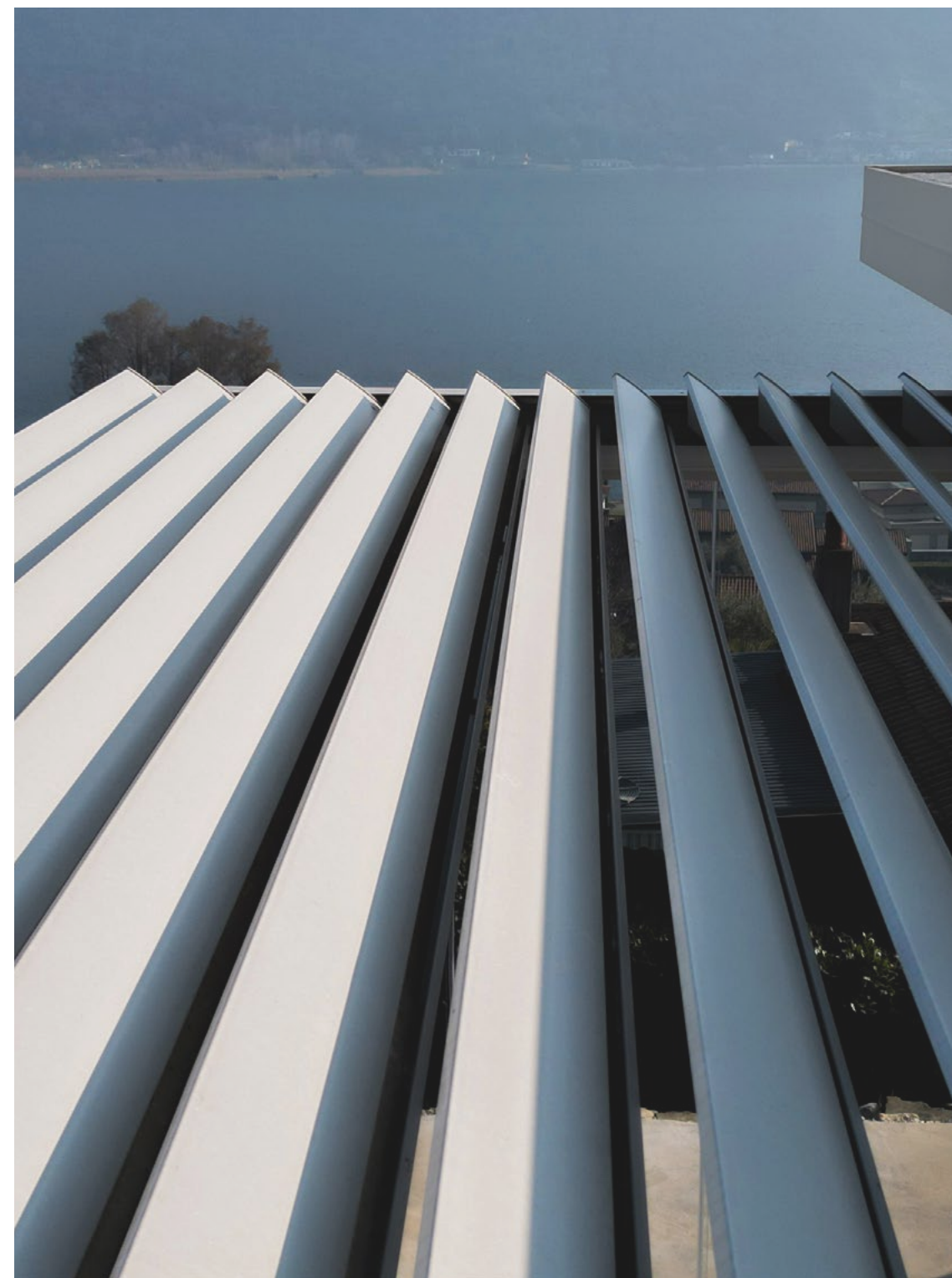


The photographic documentation of Citea Outdoor products highlights the benefits of installing a shading structure in outdoor spaces, focusing on details, colors, materials, and the ability to control light in the environment.

The entire photographic archive of the Citea Outdoor structures was created in the spring of 2025, with the aim of building a complete visual database to support the dealer network and the development of all digital and print content related to the new product line. The photoshoot involved all the structures in the catalog, documented through a combination of aerial shots and close-up images, designed to deliver a clear, immersive visual narrative consistent with the brand's identity.

The photographs were taken using a DJI Mini 3 Pro drone to provide panoramic views and contextualize the structures in the outdoor space, and a Leica Q camera to capture the technical and material details of the products.

Each shot was carefully post-processed using professional software such as Lightroom and Photoshop, aiming to achieve high-quality images versatile for both online and offline use. The final output was also optimized for large formats, such as roll-ups or display materials requested by dealers, always ensuring visual consistency and high-level color accuracy.







click and discover the project on
www.valeriocaglio.it/serbloc

Serbloc

A new, more distinctive and recognizable visual identity to represent Serbloc, Seraplastic’s division for integrated window opening management dedicated to construction companies and the building site environment.

R 230
G 144
B 8

#E69008

R 29
G 29
B 27

#1D1D1B

R 255
G 255
B 255

#FFFFFF

In the autumn of 2024, following the significant increase in the impact of the monobloc product on the company’s turnover, Seraplastic decided to strengthen its offer directed at the construction sector by developing a new entity specialized in supporting professionals in the field.

Thus, Serbloc was born, a brand created for construction companies, designers, and architects, with the goal of offering a complete and integrated management of the window opening at every stage of the project. A single partner alongside the designer, to create a coordinated technical package designed to simplify and enhance every intervention on the window opening.

The brand launch required the development of the entire communication sector, starting with the definition of the logotype, pictogram, institutional font, and color palette. These elements were accompanied by technical and commercial materials, such as catalogs and product sheets, as well as brand image applications on physical supports destined for the construction world, including document folders, vehicle screen printing, and construction site banners.

After the official presentation of the brand, a responsive website dedicated to Serbloc was

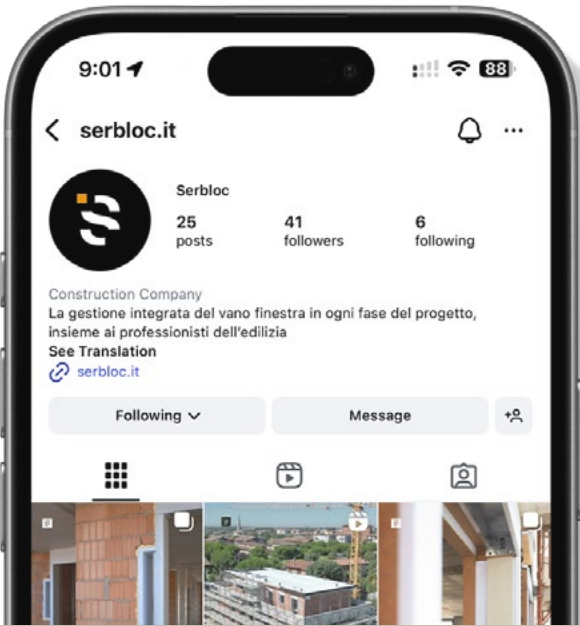
created, supported by an initial phase of digital communication through Seraplastic’s official social channels.

Subsequently, the communication migrated to a proprietary account entirely dedicated to the new brand, with editorial content, videos, and photos designed to detail the values and projects of Serbloc.

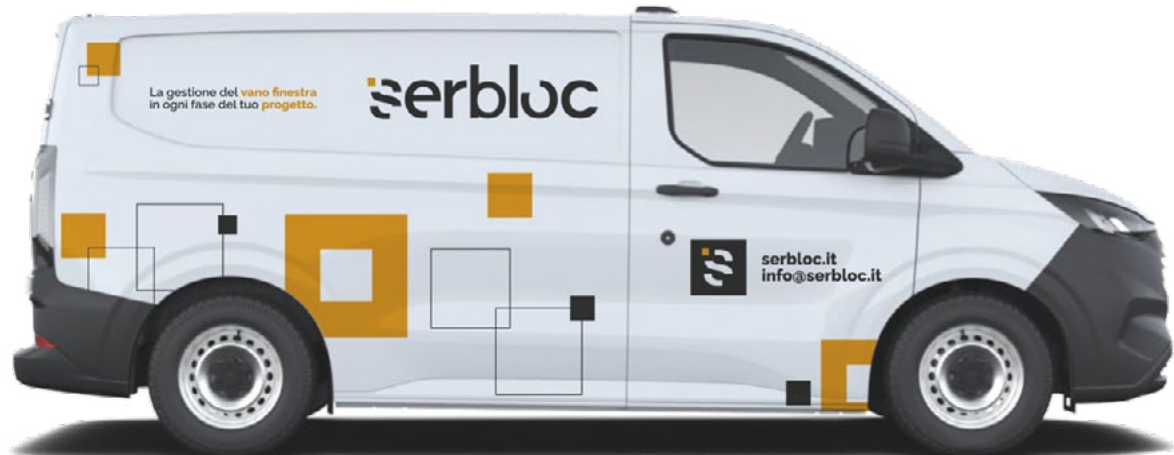
In parallel, continuous documentation work was activated for all construction sites where Serbloc is involved. Each project is narrated through images and videos, aiming to highlight the key points of the collaboration and the added value of Serbloc’s integrated proposal. The same approach was applied to the visual coverage of all the trade fairs in which the brand participated, including SAIE Bologna in autumn 2024 and EDIL Bergamo in spring 2025.

Consistent with the brand’s visual identity, a new nomenclature was also defined for the monobloc models in the catalog. Each product logo was designed to stylistically align with Serbloc’s brand image, both in shapes and colors, strengthening the connection between the new brand identity and Seraplastic’s established production experience.

Social media content



Company vehicles



S-Frame lines logos



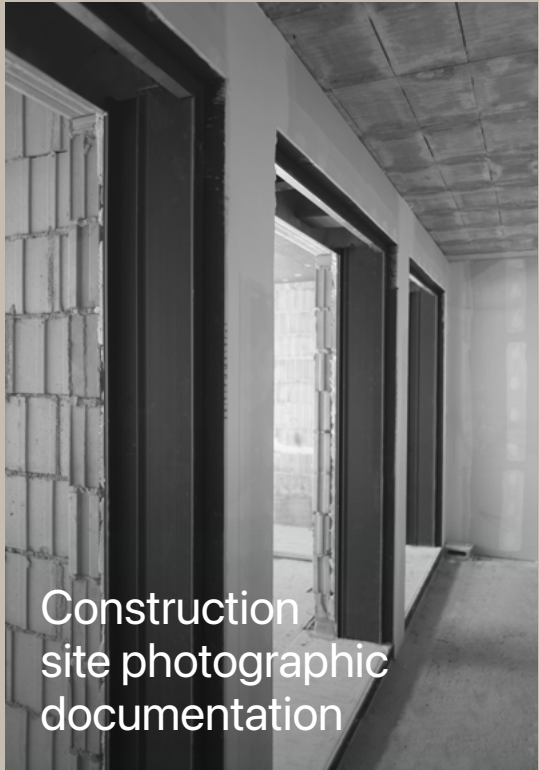
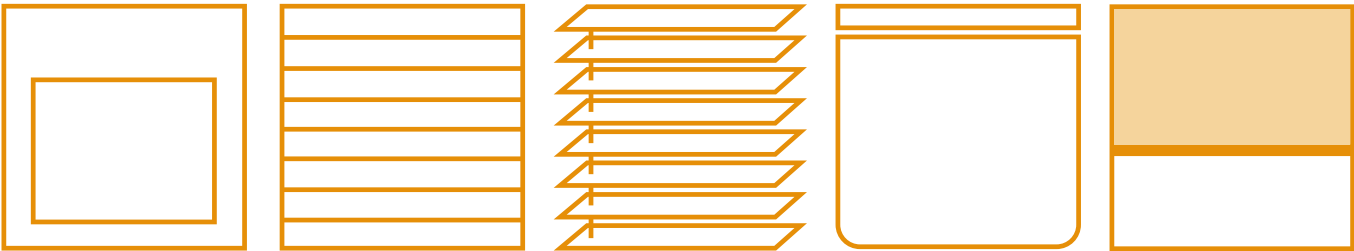
Document folders



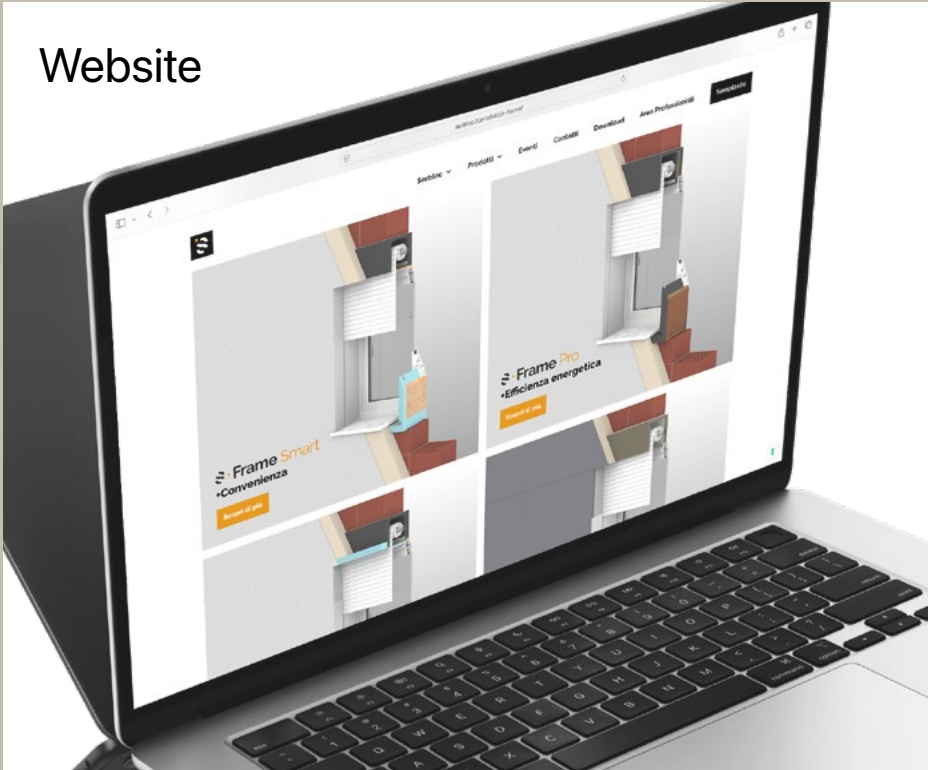
Logo



Products Icon



Website



Catalogues



Construction site banners



The focal point of Serbloc's materials is the monobloc, showcased through two types of documents: the technical catalog and the presentation brochure.

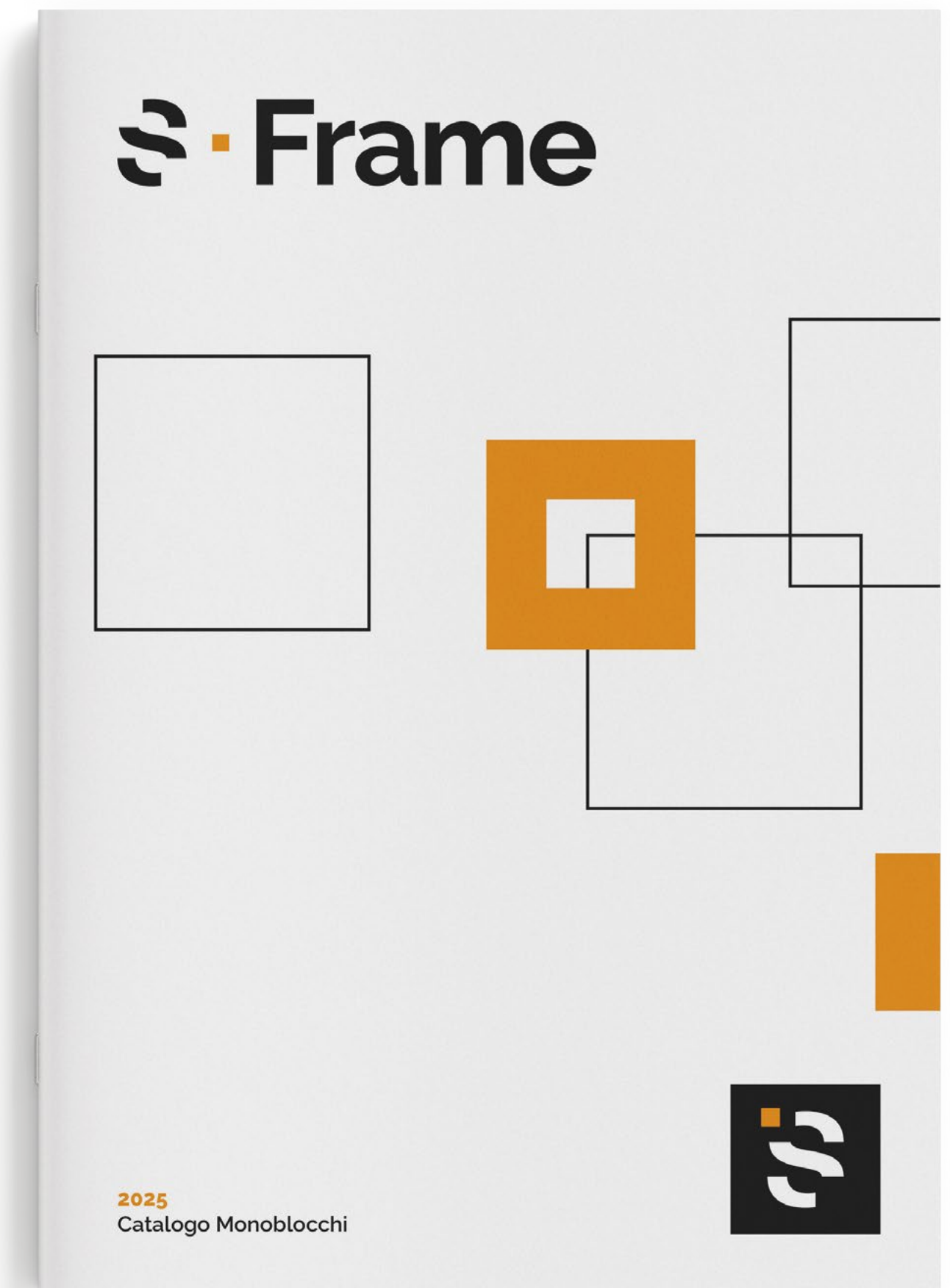
As the core element of the Serbloc offering, the monobloc also takes center stage in the brand's editorial materials. The product communication is structured on multiple levels, aiming to provide a comprehensive technical tool for professionals alongside more introductory materials designed to facilitate understanding of the entire service.

In addition to a detailed technical catalog, which illustrates all wall configurations and available product variants according to different construction types, a presentation brochure has been created to clearly highlight the advantages of the Serbloc solution. This publication emphasizes the value of the integrated service for window frame management, stressing the importance of a single point of contact throughout all project phases.

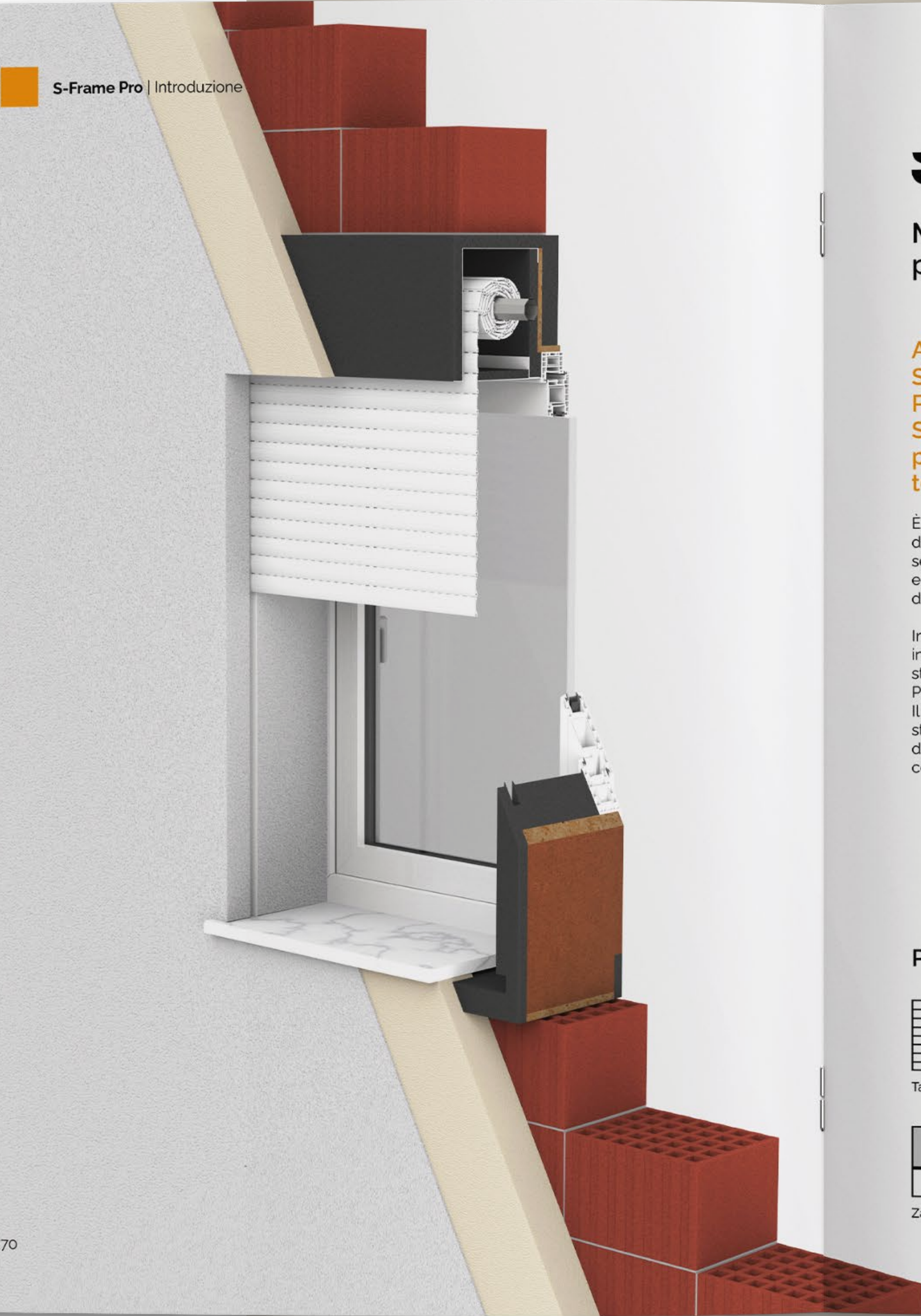
The brochure also includes brief descriptions of the main compatible elements within the Serbloc system, such as shutters, sunshades, roller blinds, and mosquito nets, as well as all models in the S-Frame monobloc range—the technological and functional heart of the entire offering.



Presentation Brochure



Technical Catalog



S-Frame Pro

Massime prestazioni di isolamento termoacustico per un comfort abitativo senza confronti.

Al vertice della gamma S-Frame si trova il modello Pro, il monoblocco di Serbloc che offre le migliori prestazioni di isolamento termoacustico.

È il sistema più avanzato e resistente dell'intera gamma, progettato per migliorare sensibilmente l'efficienza energetica degli edifici e il comfort degli spazi, grazie all'utilizzo di materiali e soluzioni tecniche specifiche.

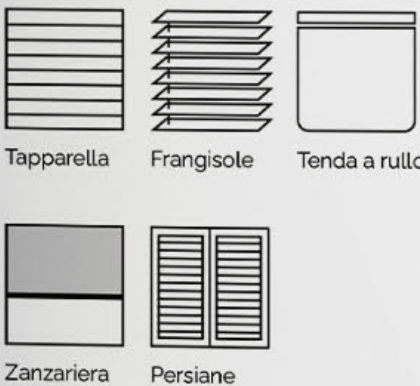
In particolare, è l'unico sistema S-Frame ad integrare l'incasso superiore della finestra. La struttura offre l'esclusivo sottobancale isolato Pro, compatibile anche con alzanti scorrevoli. Il componente è integrato interamente nella struttura e sagomato per una posa a regola d'arte della soglia, garantendo un livello di coibentazione termica ancora più elevata.

La compatibilità con tutte le soluzioni oscuranti (tapparelle, frangisole, tende a rullo) e filtranti (zanzariere) di Seraplastic e Citea è qui garantita da una struttura in grado di ospitare tutti i prodotti ad incasso all'interno del sistema.

Caratteristiche del sistema

Il cassonetto utilizza XPS Pro come materiale isolante e legno SPB per la parte strutturale, rinforzato da una struttura interna in alluminio. Le spalle coibentate e il sottobancale Pro, variante esclusiva di questo sistema, sono anch'essi realizzati in XPS Pro e legno SPB.

Prodotti Compatibili



Proprietà



serbloc.it

Common graphic style, two different levels of complexity: an overview of services and technical product details.

Both catalogs created for Serbloc, the presentation catalog and the technical catalog, share a common graphic layout and an introductory section dedicated to the services offered and the advantages of the monobloc system. This first part is designed to provide a clear and accessible overview of Serbloc's integrated approach to window frame management, highlighting efficiency, reliability, and streamlined design.

The second part, specific to the technical catalog, contains all the construction details of the S-Frame product range. It fully represents all options related to different wall conditions, the variants available for each model, and specific cases that may arise during the design or execution phases.

Completing the document is the product's technical specification, a crucial element for effective communication with architects, designers, and construction companies, ensuring the correct inclusion of the monobloc within the project's technical documentation.

S-Frame

S-Frame

Il monoblocco coibentato di nuova generazione

S-Frame | Caratteristiche

Performance di livello

S-Frame è la scelta ideale per garantire le migliori prestazioni termoisolanti ed energetiche ad ogni progetto.

La gamma di materiali e il design del sistema S-Frame elevano le proprietà fondamentali del monoblocco a un altro livello.

La struttura del controteatro coibentato lo rende configurabile e adattabile alle esigenze di ogni spazio. Questo permette una realizzazione del prodotto capace di soddisfare vincoli o richieste specifiche del progetto e un perfetto inserimento nel vano finestra del progetto.

La scelta del materiale isolante è stata cruciale per garantire i migliori livelli di isolamento termico ed acustico. L'uso di XPS, polistirene estruso di nuova generazione, garantisce fino al 18% in più di capacità isolante rispetto alla media degli altri estrusi, migliorando così il comfort abitativo. Le sue caratteristiche meccaniche contribuiscono alla stabilità della struttura, grazie alla perfetta impermeabilità all'acqua e al passaggio di vapore. L'elevata durabilità e il mantenimento delle proprietà meccaniche nel tempo rafforzano ulteriormente la resistenza del prodotto.

L'utilizzo di due tipologie di legno tecnico, SPB SuperPan Build e OSB Oriented Strand Board, offre prestazioni superiori rispetto ai tradizionali pannelli in legno. L'SPB è realizzato tramite un processo di pressatura continua, una tecnica che garantisce al legno elevate prestazioni meccaniche e un'ottima resistenza alla flessione e all'umidità.

L'OSB, con la sua particolare struttura interna a scaglie, possiede una maggiore resistenza meccanica alla trazione e alla compressione. Assicurano inoltre elevata stabilità dimensionale, prevenendo deformazioni causate da variazioni di umidità e temperatura.

Il collante utilizzato per unire le componenti è un adesivo elastico ad alte prestazioni a base di Polimero Sili-Terminato. Le sue caratteristiche offrono eccellente resistenza meccanica al sistema. Mantiene la sua elasticità nel tempo, assicurando un'ottima resistenza all'invecchiamento, alle condizioni atmosferiche e ai raggi UV. La capacità di assorbire i movimenti dovuti a dilatazioni termiche riduce notevolmente il rischio di rotture e rafforza ulteriormente la stabilità del monoblocco nel tempo.

Scegliere S-Frame per la predisposizione del vano finestra significa disporre di un sistema integrato che combina prodotto isolante e sistemi oscuranti e filtranti. Tutti i modelli sono compatibili con taparelle, frangisole, tende a rullo e zanzariere di Serplastic e Clea. L'inserimento delle guide all'interno delle spalle del monoblocco garantisce una perfetta integrazione nel cantiere, su richiesta, anche la predisposizione per l'incasso della zanzariera.

Il design del sistema assicura procedure di assemblaggio semplici e rapide. Inoltre, l'utilizzo di un modulo preassemblato permette una posa in opera molto veloce, semplificando le attività in cantiere e consentendo un notevole risparmio di tempo.

S-Frame | Materiali

I materiali di S-Frame

XPS Polistirene Estruso

Il Polistirene Estruso di nuova generazione si presenta sottoforma di pannelli rigidi estrusi e rappresenta un prodotto innovativo e ad elevate prestazioni.

Possiede un'elevata capacità isolante e una perfetta impermeabilità all'acqua. In particolare assicura il 18% in più di isolamento termico ed acustico rispetto alla media degli altri estrusi, grazie a uno standard produttivo che prevede un minimo garantito del 95% di celle chiuse, fondamentale per consentire tali capacità di coibentazione e impermeabilità.

I pannelli in XPS sono resistenti all'assorbimento d'acqua e al passaggio di vapore: la struttura evita infatti il fenomeno di condensa interstiziale, rendendosi resistenti a ripetuti cicli di gelo e disgelo.

Inoltre la struttura non crolla, non si ritra, e garantisce un'elevata resistenza alla compressione. Il materiale contiene infatti un additivo ritardante di fiamma che lo rende autoestinguente, ossia in grado di inibire l'accensione accidentale dovuta ad una piccola sorgente di fiamma.

I principali vantaggi dei pannelli in MDF e in truciolato. Il materiale combina tutti i vantaggi del legno SuperPan ma con resistenza all'umidità più elevata, prestazioni meccaniche migliori e un'alta resistenza alla flessione.

Il legno tecnico OSB si presenta in pannelli composti di strati di scaglie ligneo orientate in direzioni specifiche e pressate insieme con resine termofondenti. Questo processo lo rende più resistente al truciolo e al compostato.

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Il collante adesivo elastico

Il collante utilizzato per il sistema S-Frame è un collante adesivo monocomponente a base di Polimero Sili-Terminato. Il materiale, una volta estruso, polimerizza con l'umidità atmosferica formando un adesivo elastico ad alte prestazioni.

In particolare offre un'elevata durata superficiale e mantiene la sua elasticità inalterata nel tempo, resistendo efficacemente a contrazioni senza rischio di rotture e assorbendo i movimenti causati da dilatazioni termiche e vibrazioni. Offre un'ottima resistenza all'invecchiamento, alle condizioni atmosferiche e ai raggi UV.

Inoltre è incolore ed è privo di isocianati e solventi. Può quindi essere utilizzato senza necessità di simboli di sicurezza.

Lana di roccia

Prodotto a partire da materiali rocciosi, come basalto e diabase, fusi e fusi insieme per formare fibre sottili, la lana di roccia è un materiale incombustibile capace di resistere a temperature fino a 1000°C senza subire danni.

Ottimo isolante termico, assicura anche un buon assorbimento acustico. Inoltre mantiene le sue proprietà isolanti anche in situazioni di elevata umidità, grazie a una struttura impermeabile.

Duripanel

Il Duripanel è un pannello composto da fibre di legno e cemento capace di offrire capacità di supporto strutturale a strutture ingegnerizzate. In caso di esposizione al fuoco, infatti, non emette fumi tossici e non perde la sua integrità strutturale per un periodo significativo.

Offre ottime capacità di isolamento termico ed acustico, di resistenza alla compressione e alla flessione ed assicura elevata durabilità nel tempo. Estremamente resistente all'umidità e alla degradazione biologica, resiste ad ogni condizione climatica, anche la più rigida.

S-Frame | Prodotti

La linea monoblocchi S-Frame

S-Frame Smart **S-Frame Pro**

S-Frame Fiber **S-Frame Fire**

Proprietà

| | |
|---|---|
| Prestazioni termiche Potere fonoisolante | Prestazioni termiche Potere fonoisolante |
|---|---|

Caratteristiche

| | |
|--|--|
| Predisposizione zanzariera Sottobancale isolato Sistema autoestinguente Compatibile predisposizione VMC S-Frame Air | Predisposizione zanzariera Incasso superiore serramento Sottobancale isolato Pro Sistema autoestinguente Compatibile predisposizione VMC S-Frame Air |
|--|--|

Materiali

| | |
|---|---|
| Materiale Isolante XPS Pro + XPS Smart Materiale Strutturale Legno OSB | Materiale Isolante XPS Pro Materiale Strutturale Legno SPB |
|---|---|

Serbloc | Perché Serbloc

Perché scegliere Serbloc

Un'unica realtà per l'intera gestione del vano finestra.

+ Flessibilità
+ Integrazione
+ Risparmio
+ Formazione

Nello sviluppo di un progetto, la gestione del vano finestra è spesso affidata a più fornitori. Il cui lavoro deve essere coordinato per garantire il corretto avanzamento dei lavori in cantiere e il raggiungimento delle prestazioni ottimali dell'edificio. Questo, tuttavia, può causare rallentamenti nei processi, in quanto ogni realtà opera con metodi e tempistiche differenti.

Affidarsi ad un unico partner permette di avere un solo interlocutore con cui interfacciarsi, con notevoli vantaggi sia in termini di efficienza dei prodotti, sia nell'ottimizzazione dei processi.

Serbloc offre un'integrazione perfetta tra soluzioni isolate e sistemi oscuranti per il vano finestra. Questo consente di proporre un'ampia gamma di opzioni compatibili con le esigenze architettoniche, assicurando sempre i massimi livelli di efficienza. Il cliente ha la possibilità di selezionare i sistemi più adatti alle proprie necessità, costruendo, insieme al nostro team di esperti, un pacchetto completo e personalizzato. Questo è possibile grazie anche all'elevato grado di flessibilità dei nostri prodotti.

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L'ottimizzazione dei processi, in fase progettuale e in cantiere, è uno dei punti di forza del servizio. La gestione centralizzata del vano finestra assicura un notevole risparmio di tempo e risorse.

Da un lato, si crea insieme un flusso di lavoro fluido ed efficiente, mantenendo alta l'efficienza del cantiere ed eliminando eventuali criticità dovute al coordinamento di più realtà, dall'altro lato i costi vengono ridotti grazie alla prefabbricazione delle soluzioni isolate e alla gestione integrata del foro finestra.

Scegliere Serbloc significa anche accedere alle attività di formazione continua offerte da Serplastic e Clea, di cui Serbloc fa parte. Il programma Seracademy, dedicato alla formazione del network aziendale, offre aggiornamenti costanti sulle nuove tecnologie per il vano finestra, sessioni di formazione per il cliente per aiutarlo a gestire al meglio i prodotti durante le fasi progettuali e in cantiere.

S-Frame | Il monoblocco

Il monoblocco coibentato

Un sistema isolante fondamentale per la sostenibilità ambientale degli edifici.

Scegliere il sistema monoblocco significa integrare nel vano finestra una soluzione progettata per migliorare l'efficienza energetica e la sostenibilità ambientale dell'edificio.

Rappresenta l'evoluzione, in chiave moderna, del tradizionale sistema di controteatro, ora concepito come un elemento isolante.

Il monoblocco è una struttura prefabbricata che unisce il controteatro per il serramento, la predisposizione per l'oscurante, e l'isolamento del sistema stesso.

Il suo inserimento nel vano finestra ottimizza la gestione dei nodi primario tra muratura e controteatro e secondario tra controteatro e serramento del vano, affrontando così uno dei punti più problematici per la dispersione energetica. Questo approccio offre diversi vantaggi a livello energetico e ambientale.

Grazie all'utilizzo di materiali isolanti, il monoblocco garantisce elevate prestazioni in termini di isolamento termoaustico, grazie all'eliminazione dei ponti termici, punti vulnerabili dell'involucro edilizio in cui si verifica una dispersione di calore.

Evitando che ciò accada, è possibile raggiungere performance isolanti nettamente superiori e ridurre significativamente i consumi energetici per garantire il medesimo livello di comfort. Inoltre, l'elevato isolamento acustico assicura una riduzione dei rumori esterni anche in contesti molto rumorosi.

Quindi, da un lato si ottengono ambienti più confortevoli e con temperature più stabili, migliorando così la qualità della vita e il benessere degli occupanti. Allo stesso tempo, la diminuzione dell'energia necessaria per riscaldamento e raffreddamento degli edifici promuove una gestione più sostenibile delle risorse riducendo la domanda energetica.

La riduzione dei costi legati ai consumi energetici si affianca a quella relativa alla sostenibilità dei materiali del sistema. Il monoblocco richiede infatti una manutenzione notevolmente inferiore rispetto al controteatro tradizionale, grazie alla sua struttura semplificata. Questo riduce la necessità di sostituzioni di componenti e riduce ulteriormente l'impatto ambientale del prodotto a lungo termine, preservando al contempo l'integrità strutturale dell'edificio. Oltre a un'ottimizzazione dei costi, la prefabbricazione del sistema permette

di ridurre significativamente i tempi di installazione rispetto a sistemi tradizionali, dove ogni componente viene montato separatamente ed elimina fasi di lavorazione intermedie. Il monoblocco, integrando più elementi, permette la posa in opera di tutta la predisposizione per il vano finestra in un unico passaggio, abbreviando tempi e costi di costruzione.

L'integrazione con l'architettura rappresenta uno dei punti di forza del design del monoblocco. La sua struttura unificata e personalizzabile si adatta facilmente all'edificio evitando sporgenze antestetiche o disallineamenti e migliorando l'aspetto complessivo del progetto. Scompare sotto intonaci e rasature e si integra perfettamente nell'intera costruzione.

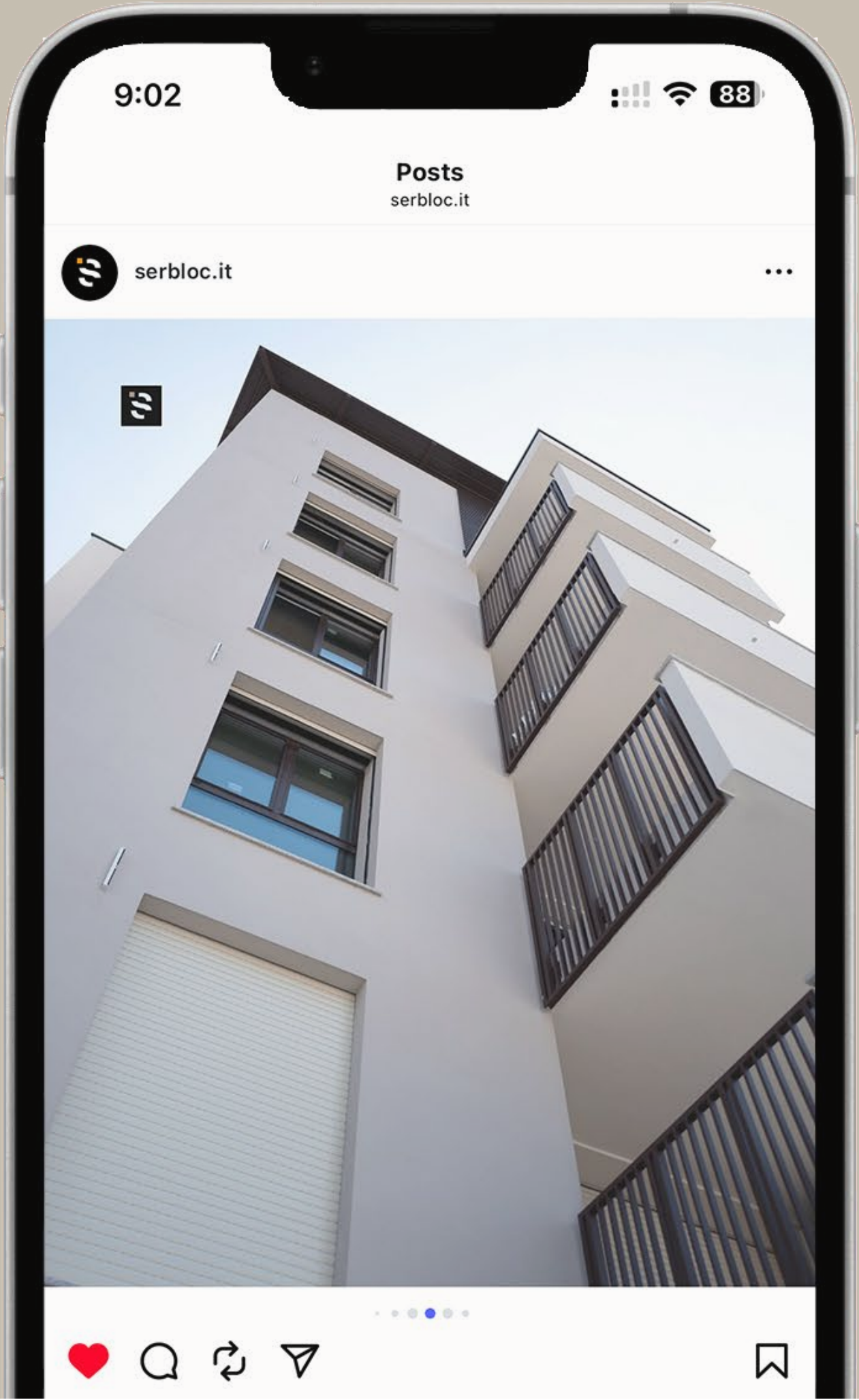
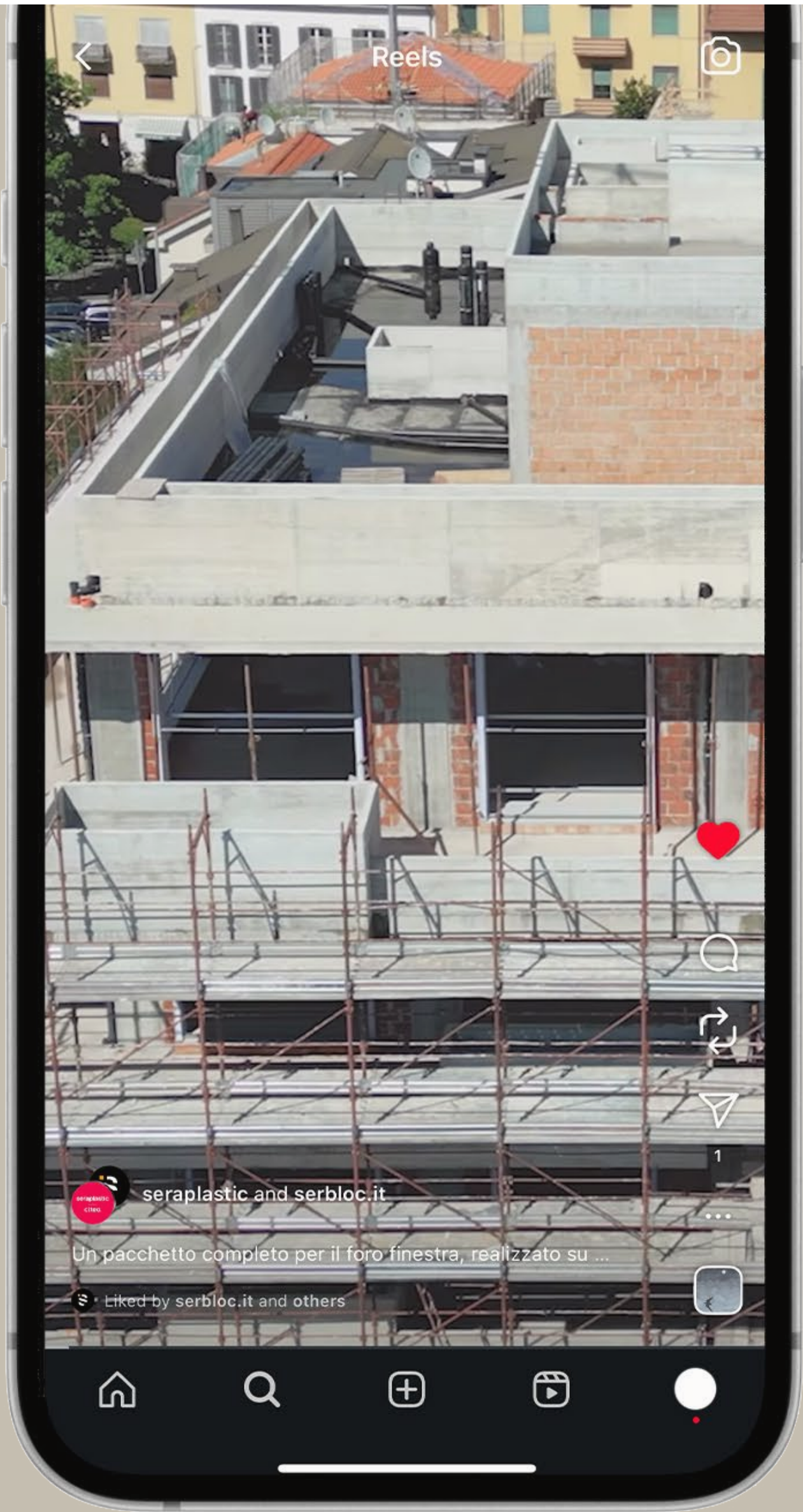
@serbloc.it offers a detailed account of all the construction sites where the company collaborates as a partner.

Serbloc Instagram profile is designed to provide, on one hand, a continuous and up-to-date account of all active projects, and on the other, a comprehensive overview of the collaborations developed in the construction sector. It serves as a constantly evolving digital portfolio, created to showcase the companies Serbloc works with and to highlight the company's reliability.

Through the published content, Serbloc's ability to manage complex projects is emphasized, such as interventions on buildings with over 350 window units, as well as its flexibility to adapt to more specific contexts by offering customized, tailor-made solutions. A notable example is the project in Monza, where the storytelling highlighted the development of a hybrid monobloc combining two catalog models, specifically designed to meet the unique needs of the building involved.

Each project is documented with a dual narrative format: a video featuring aerial and overall shots of the building, and a photo carousel that delves into the details of the work, focusing both on the S-Frame monobloc product and on the Serbloc technical team's intervention on site. The result is a visually coherent and informative channel that effectively communicates the quality and versatility of Serbloc's services.



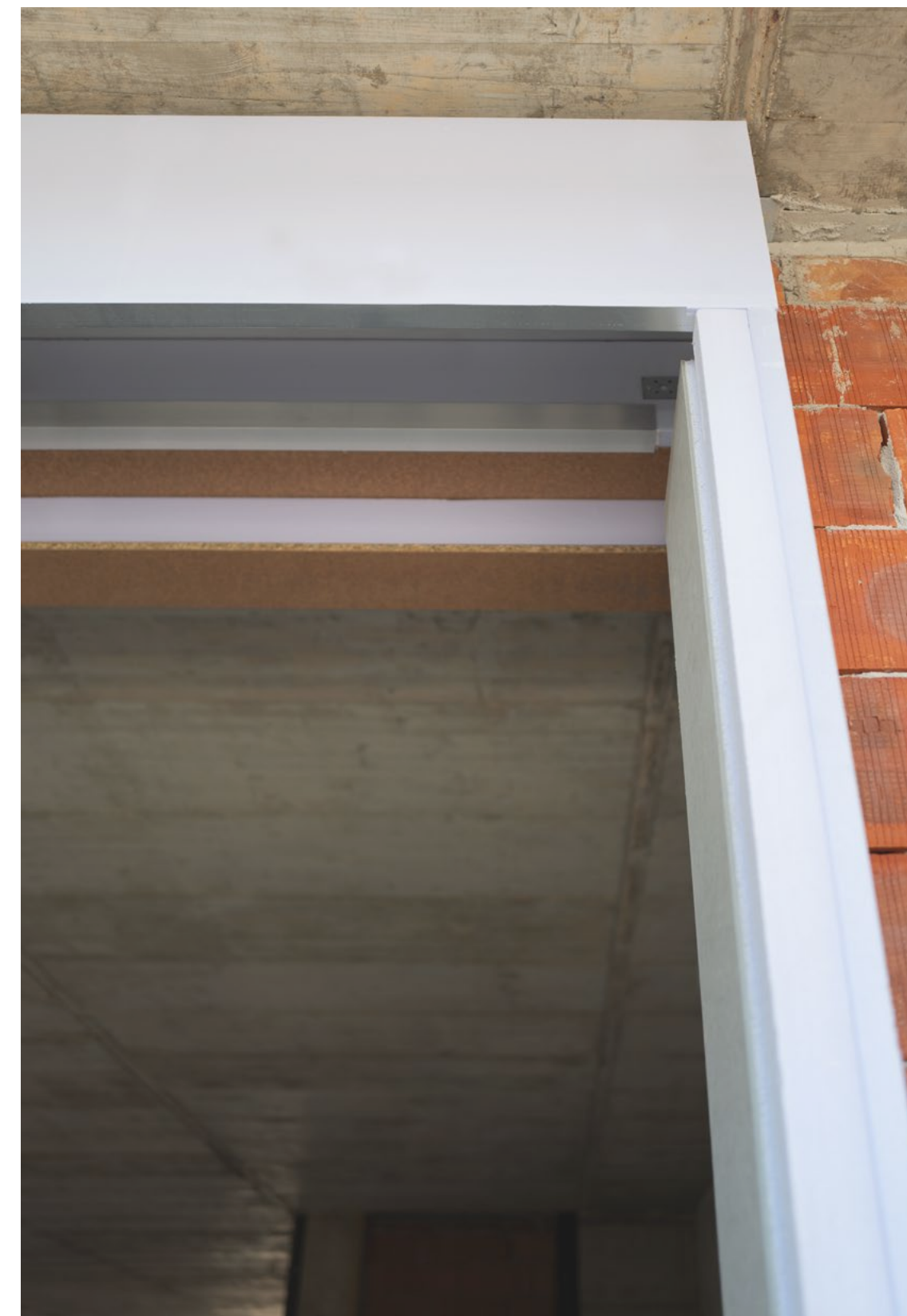


The photographic and video documentation of each project focuses on the details: every construction site is portrayed to highlight the strengths of the products and services offered by the Serbloc team.

Every Serbloc project site is documented with the aim of highlighting the technical details of the products and the architectural benefits resulting from an integrated window system management. Photographs taken with a professional camera and aerial shots captured by drone are then edited for use on social media channels and in the company's communication materials.

Aerial footage allows capturing the overall scale and complexity of the project, providing a comprehensive view of the building and its surrounding context. In contrast, ground-level photos taken inside the construction sites enable a close-up look at the technical details of the monobloc, emphasizing the technical solutions used and any customizations made for each specific project. These images allow the system to be understood directly in its real-life application by visually showing a monobloc installed on site.

This approach not only enables precise documentation of each project but also effectively communicates the real impact of the product on the building's aesthetics and functionality.





serbloc.it is the go-to reference to discover all tailor-made services for designers.



A comprehensive portal where you can view all Serbloc products and services: a complete package for the window opening and continuous support for the customer.

serbloc.it website represents the most comprehensive access point to discover Serbloc, the Seraplastic brand dedicated to the integrated management of the window opening. Designed to offer a clear and structured overview, the site is built to guide industry professionals, designers, architects, and construction companies in exploring the services, products, and benefits offered by the Serbloc system.

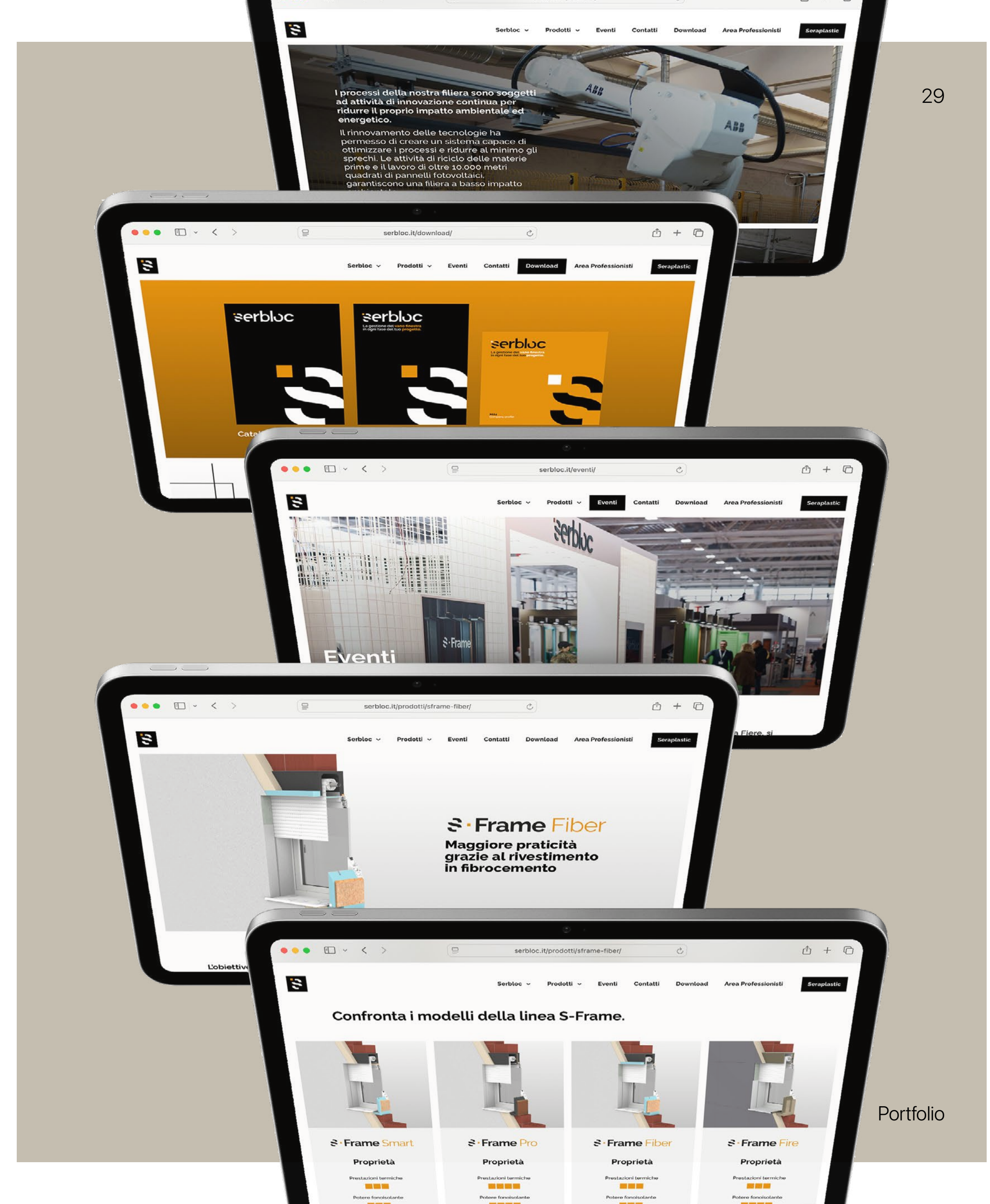
The “Serbloc” section, divided into “Company” and “Service” illustrates the brand’s strengths, with particular focus on the added value of collaborating with a single interlocutor capable of providing integrated solutions for every phase of the construction site and improving building performance. The “Products” section collects detailed descriptions of all systems compatible with the Serbloc offering, each accompanied by technical information and application examples.

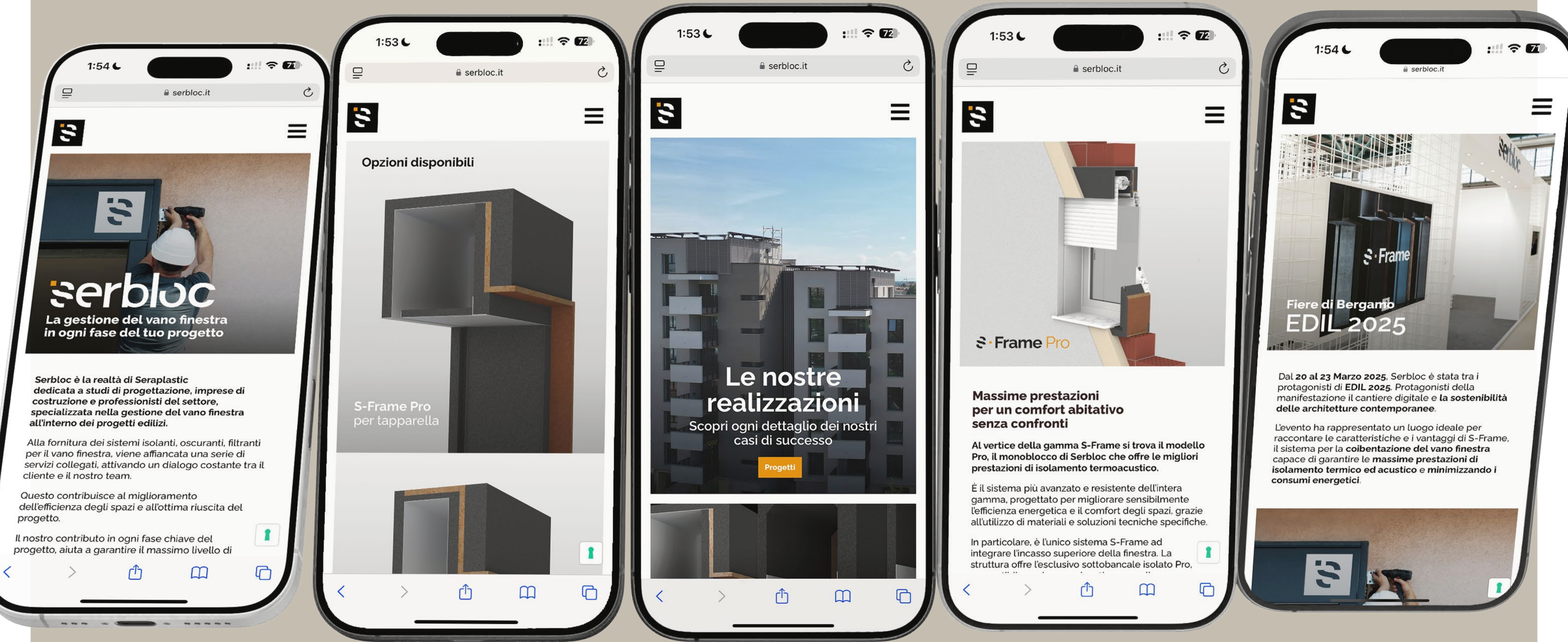
A more detailed focus is reserved for the “S-Frame” section, entirely dedicated to the

insulated monobloc, the technological core of the Serbloc system. The pages related to other compatible products, such as shutters, sunshades, awnings, and mosquito nets, provide brief introductory descriptions and, for more in-depth content, link to the corresponding pages on seraplastic.it.

The site’s architecture is completed by the “Events” section, documenting Serbloc’s participation in trade fairs and industry appointments; “Contacts” with company information; and “Download” where catalogs, technical materials, and company profiles can be downloaded.

The website is fully responsive, optimized for navigation on smartphones, tablets, and desktops. Every detail, from font choices to colors and photographic content, adheres to the brand’s visual identity guidelines, ensuring stylistic coherence and recognizability at every level of digital communication.





Sera plastic

click and discover the project on
www.valeriocaglio.it/seraplastic

The complete management of communication for Seraplastic, a leading company for over 60 years in the sector of shading, filtering, and thermal insulation systems for window openings and for indoor and outdoor environments.

R 239
G 1
B 64

#EF014A

R 49
G 51
B 51

#313333

R 235
G 235
B 235

#EBEBEB

Developing an effective communication plan for a company like Seraplastic, active for over sixty years, with three production sites, more than one hundred employees, and nearly two hundred products in the catalog, is an activity as challenging as it is stimulating. A journey that began almost two years ago and is still ongoing, with the goal of building, step by step, a coherent, recognizable communication system capable of enhancing every aspect of the company.

The first step was the development of the new corporate website, conceived as a true digital business card: extensive, complete, complex, and exhaustive. The site presents in detail the entire range of products, services, and company activities, and is constantly updated to reflect internal developments. At this stage, the new institutional claim "Il tuo comfort, al centro del nostro lavoro" (Your comfort, at the center of our work) was also defined, summarizing the company's mission and vision, later translated into the international version of the first bilingual catalog published in summer 2025 as "Your comfort. Our work."

Starting from this core, a coherent visual identity was built for all corporate communication, extended to catalogs, product brochures, and company profiles, the latter realized for the first time in 2024 and now in its second updated edition. The coordinated image was progressively integrated into every tool: from technical catalogs to promotional brochures, to informational leaflets for key products.

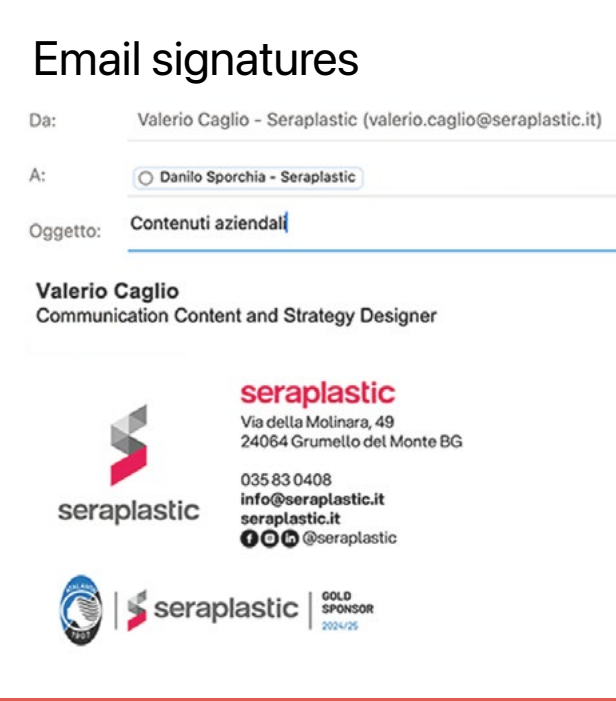
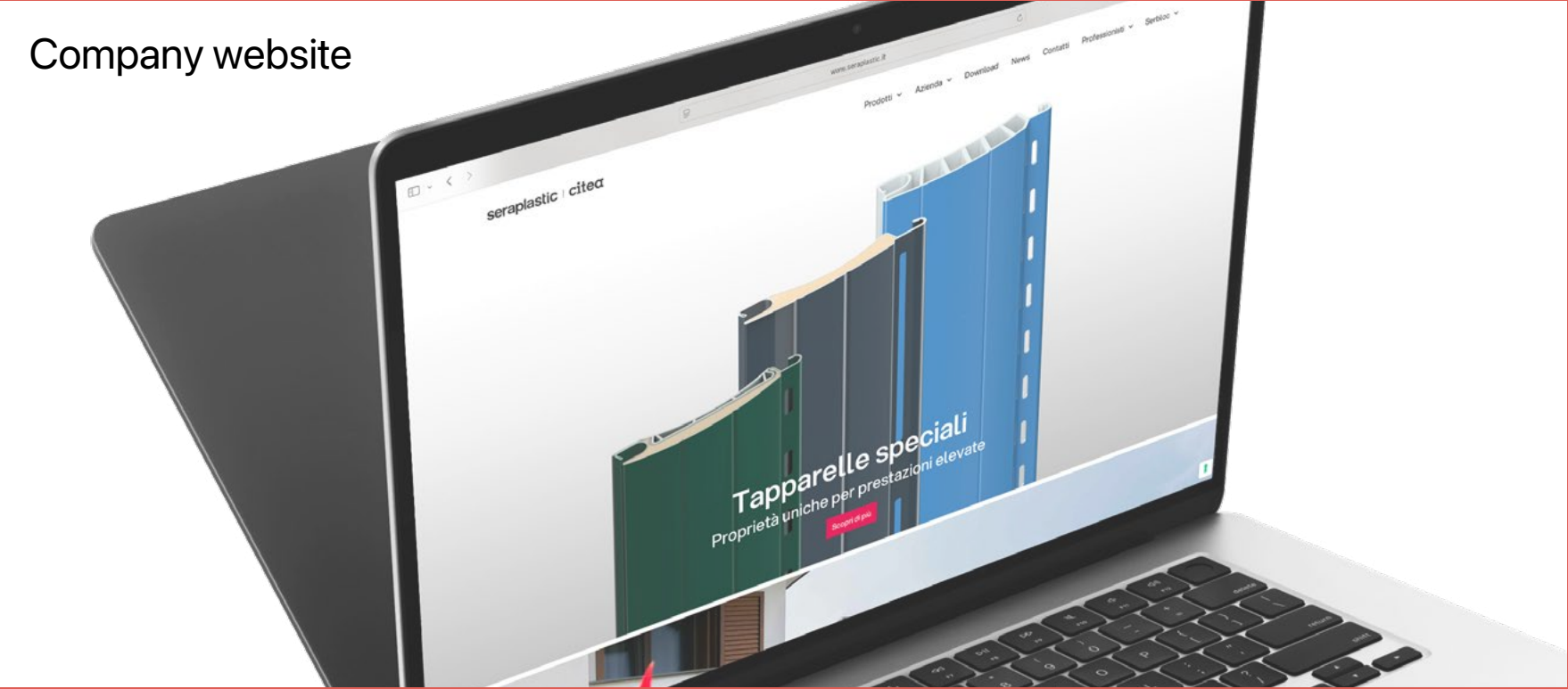
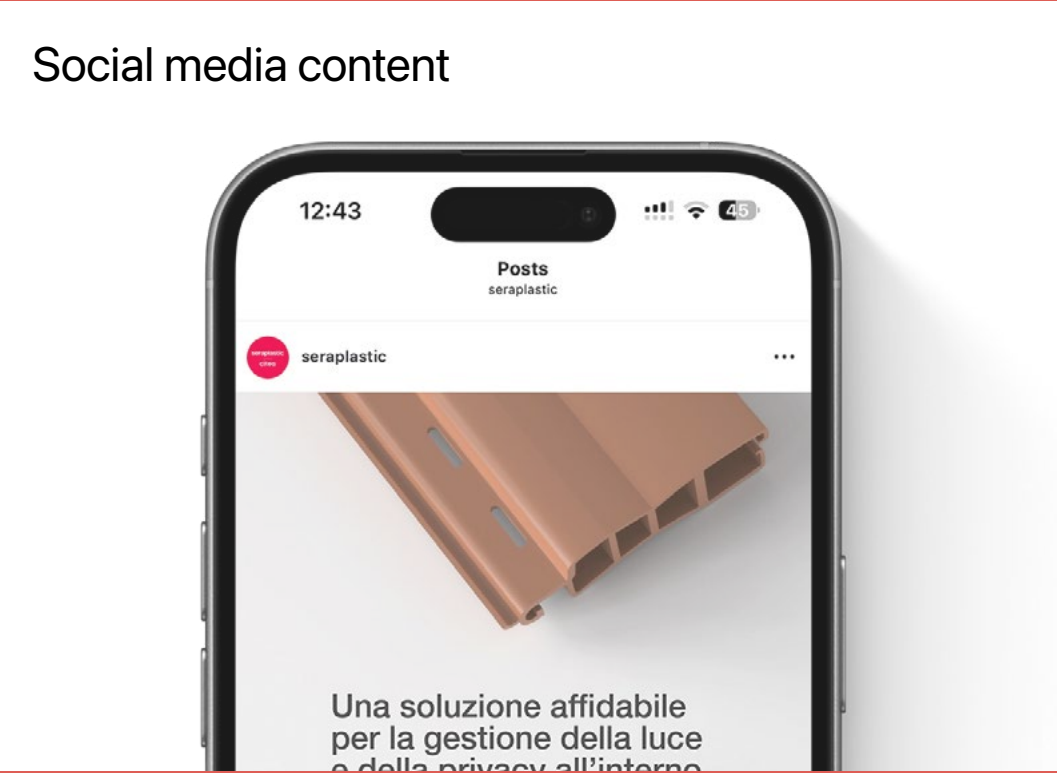
In parallel, a product iconography system was developed, creating dedicated logos for the most requested lines while maintaining graphic consistency with the Seraplastic identity. Since autumn 2024, products such as Looking, Combi, and Twincolor, among the best-selling roller

shutters, have been equipped with distinctive logos unified in typographic style and color palette, helping to strengthen their recognizability within the catalog.

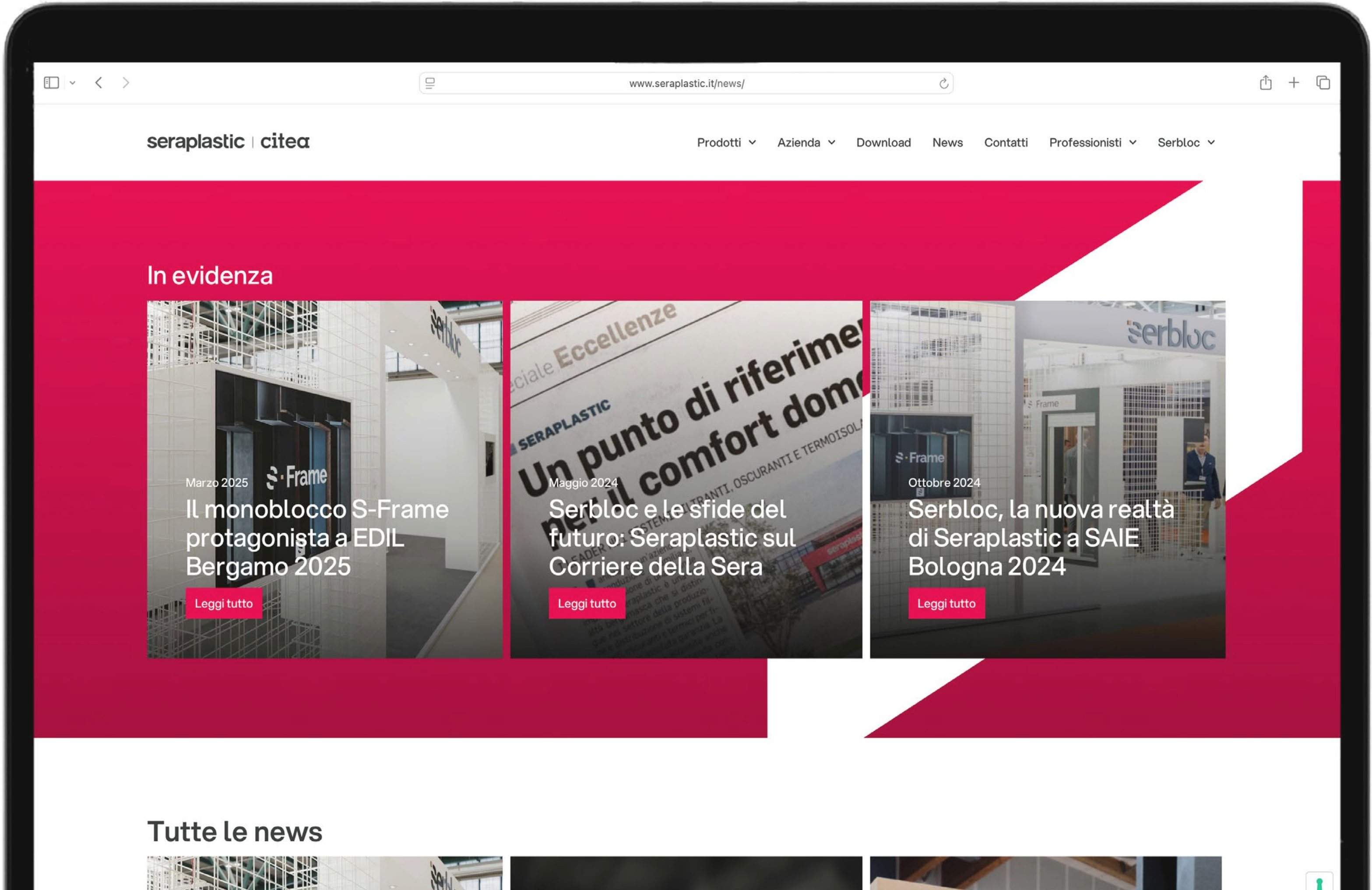
The brand narrative then extended to official social channels, where the company shares its projects, products, and training activities, also documenting participation in trade fairs and new solution presentations. Every content is carefully curated in every detail, from texts to visuals, to the production of original photographic and video materials, also used in the "News" section of the website to strengthen corporate communication.

The new corporate claim has also been conveyed through more traditional advertising channels, such as print media and mass media, with ads in nationally circulated newspapers including Corriere della Sera, and with advertising banners at the sidelines of the Atalanta Bergamo stadium. On the occasion of the sponsorship of the first team for the 2024-2025 football season, the Seraplastic brand accompanied all home Serie A matches, offering significant visibility within the Italian sports panorama.

Finally, to further strengthen corporate identity, a revision and update of existing communication materials has been initiated, including email signatures, company vehicle graphics, and document folders. A visual coordination activity designed to bring order, uniformity, and coherence to all physical and digital supports, making Seraplastic's communication solid and recognizable both inside and outside the company.



seraplastic.it represents the most comprehensive resource for both B2B and B2C clients: a complete overview of products and the company, updates on activities and events, downloadable company materials, and a dedicated dealers area.

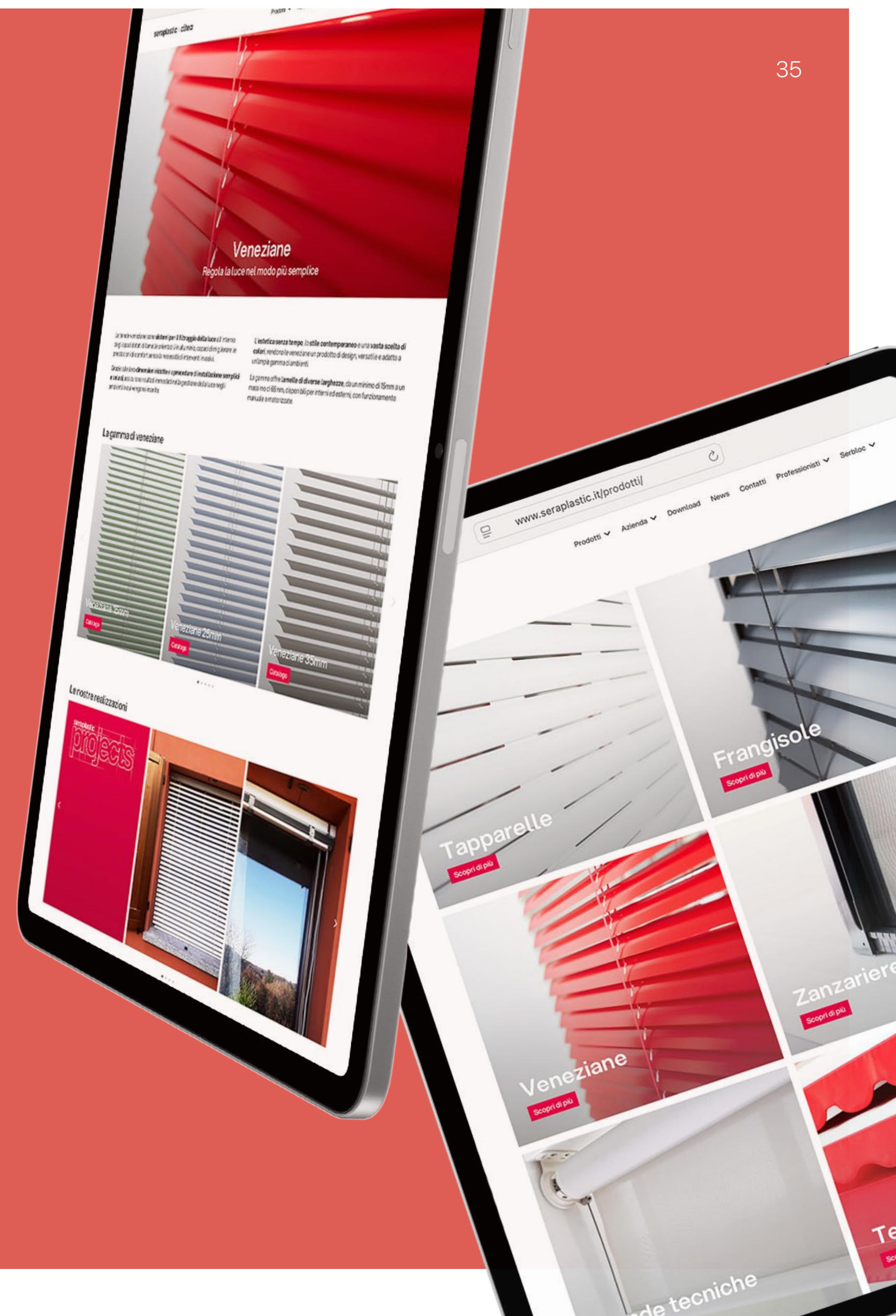
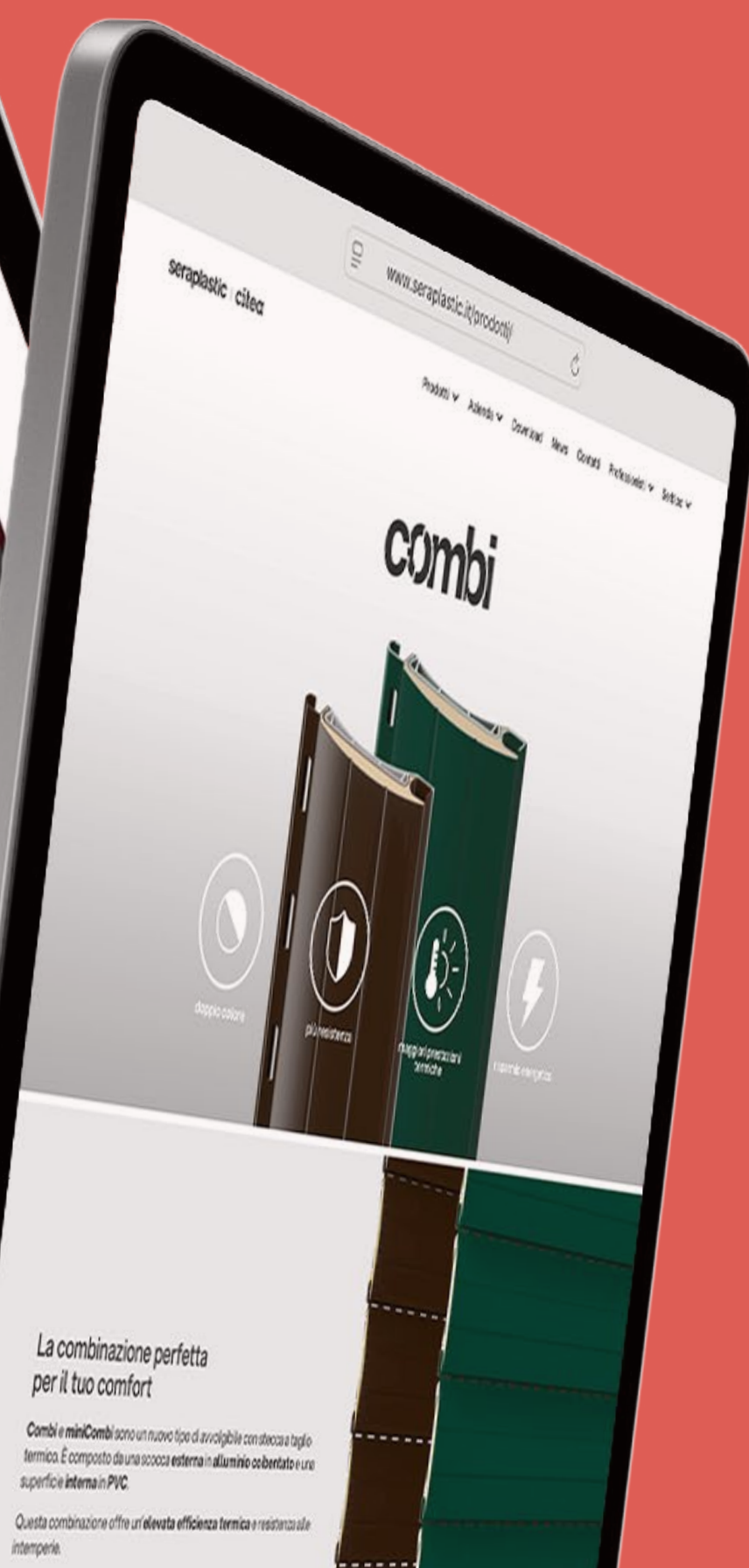
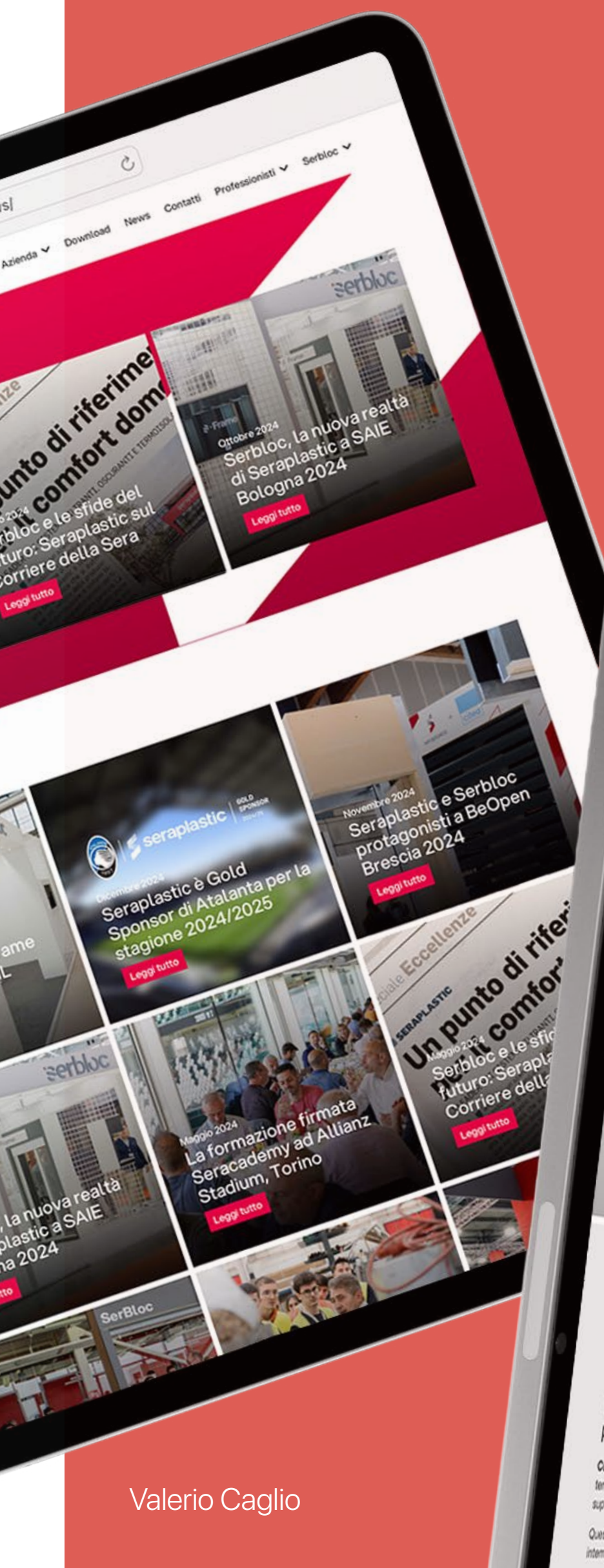


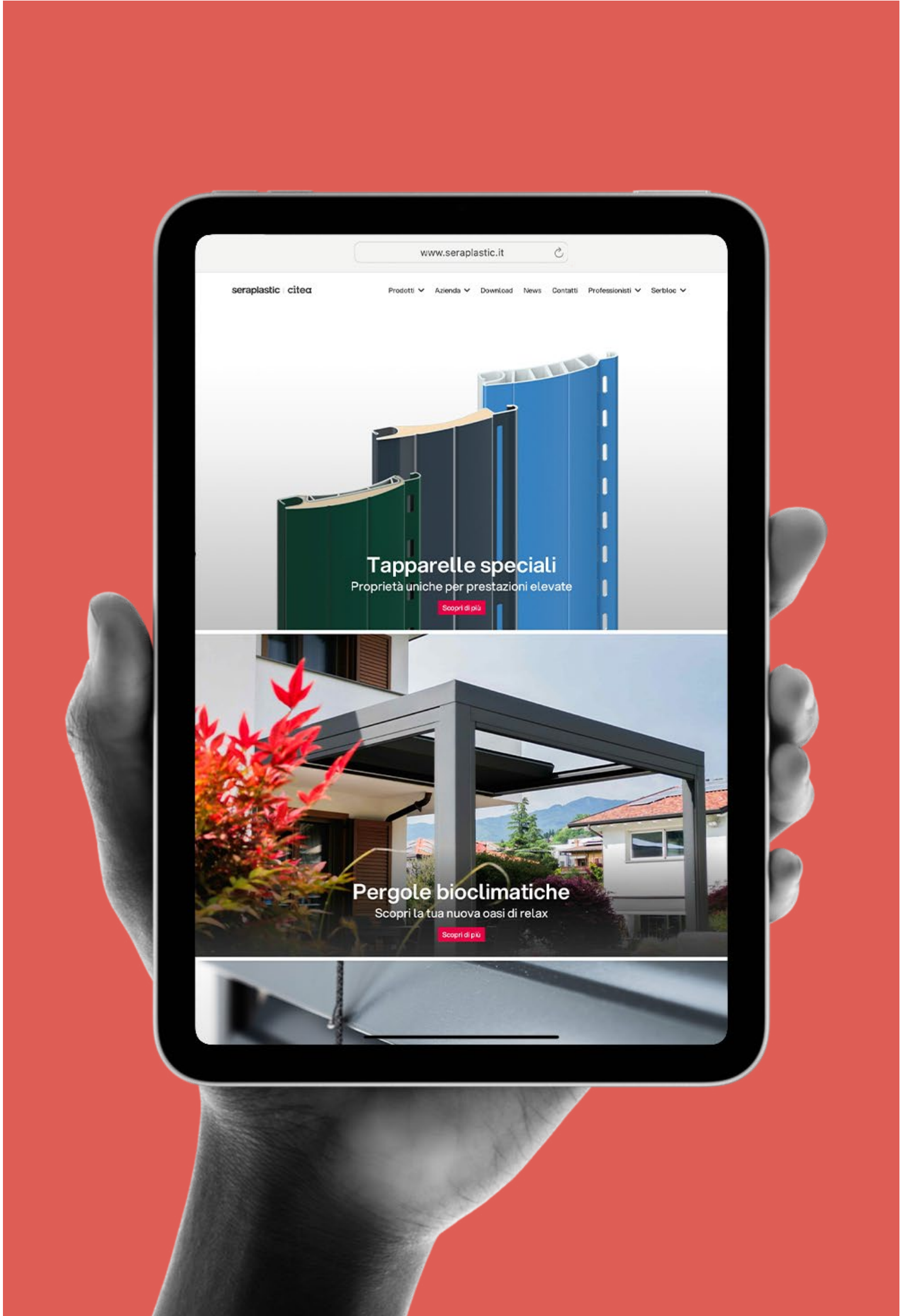
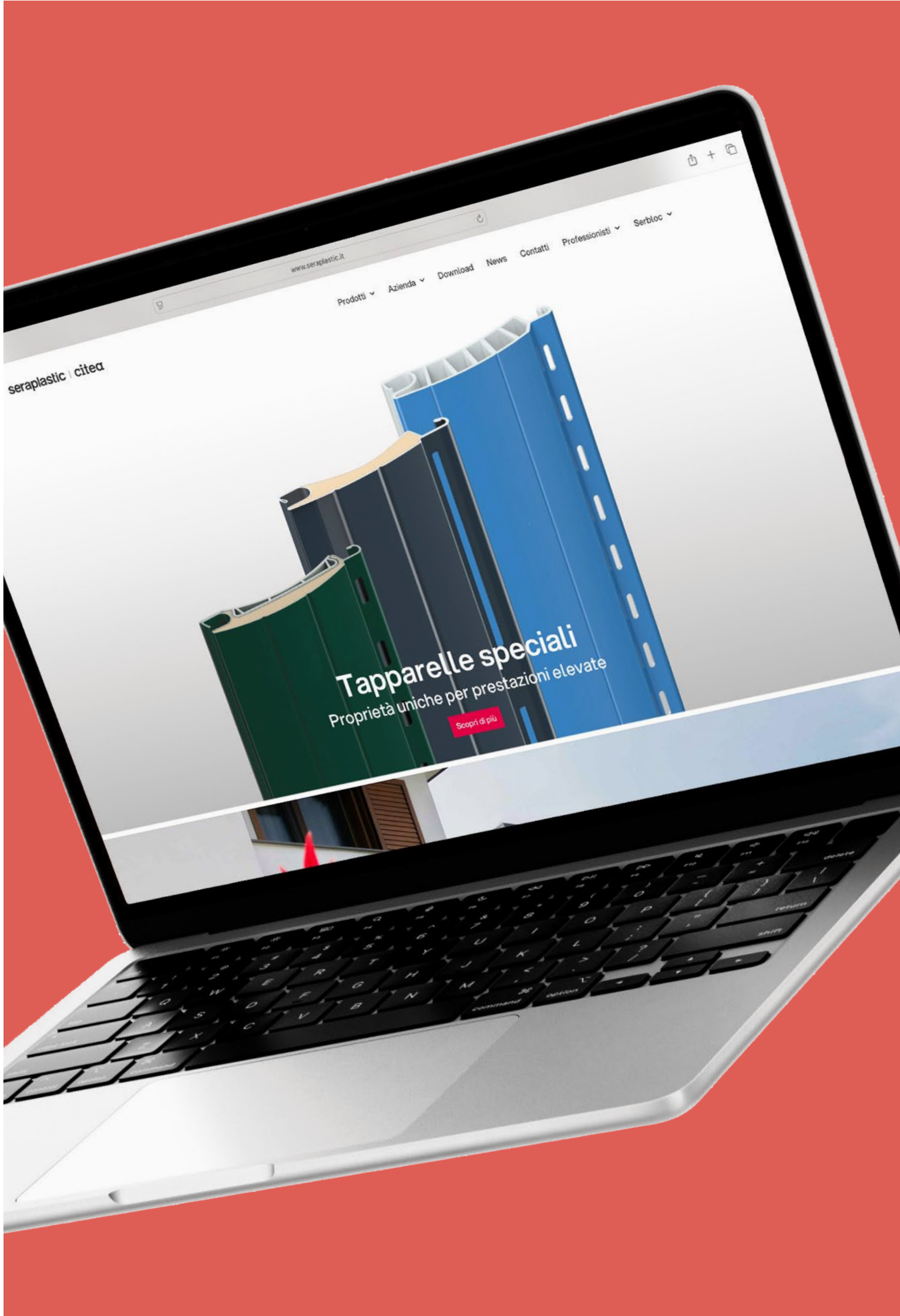
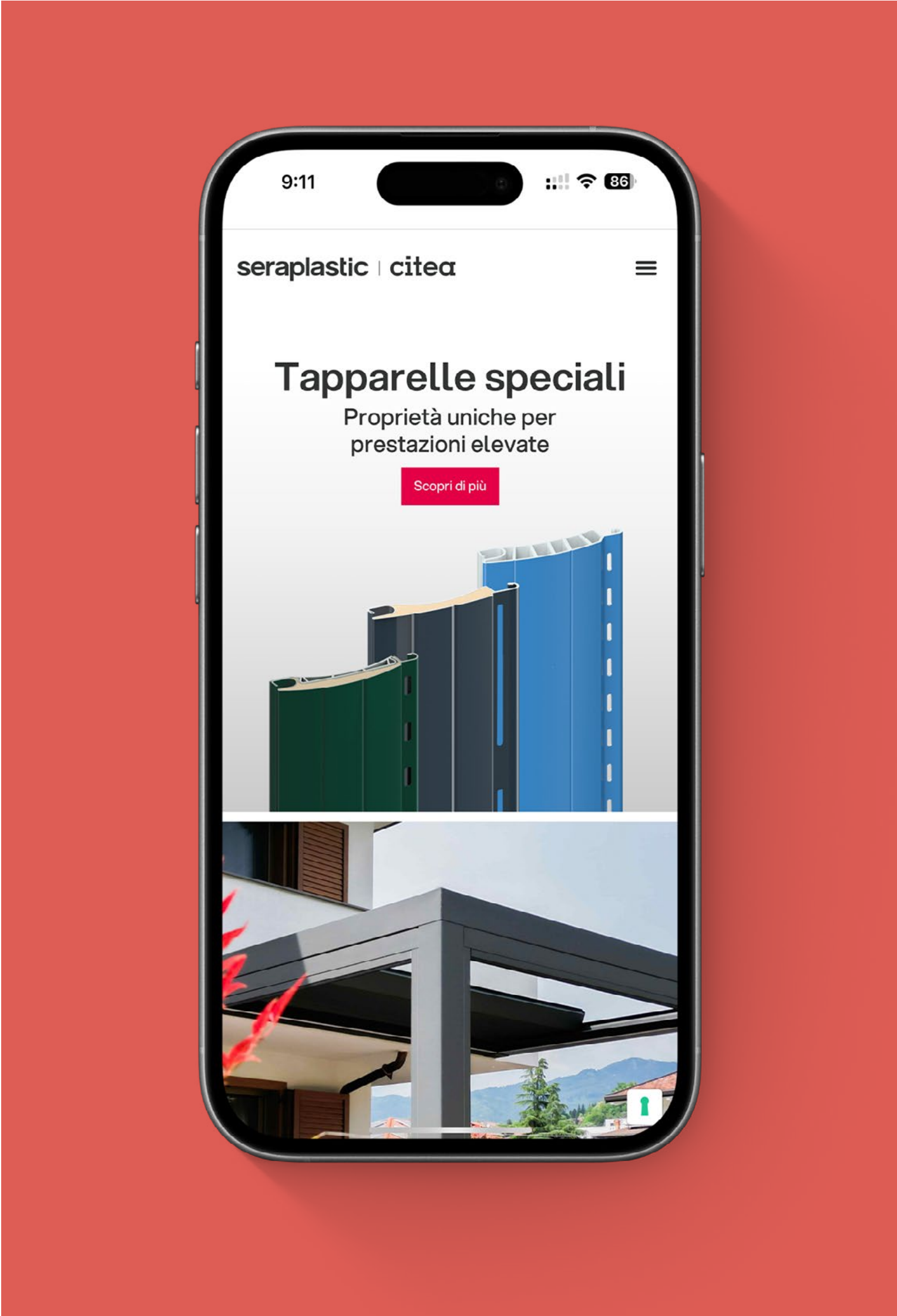
A point of reference for retailers, industry designers, and end customers.

[seraplastic.it](https://www.seraplastic.it) website serves as the main reference point for clients, professionals, and business partners, offering complete access to all information about products, services, and company activities. In addition to a detailed presentation of the product range and the production reality, the site includes a section dedicated to downloading all technical materials, which are constantly updated.

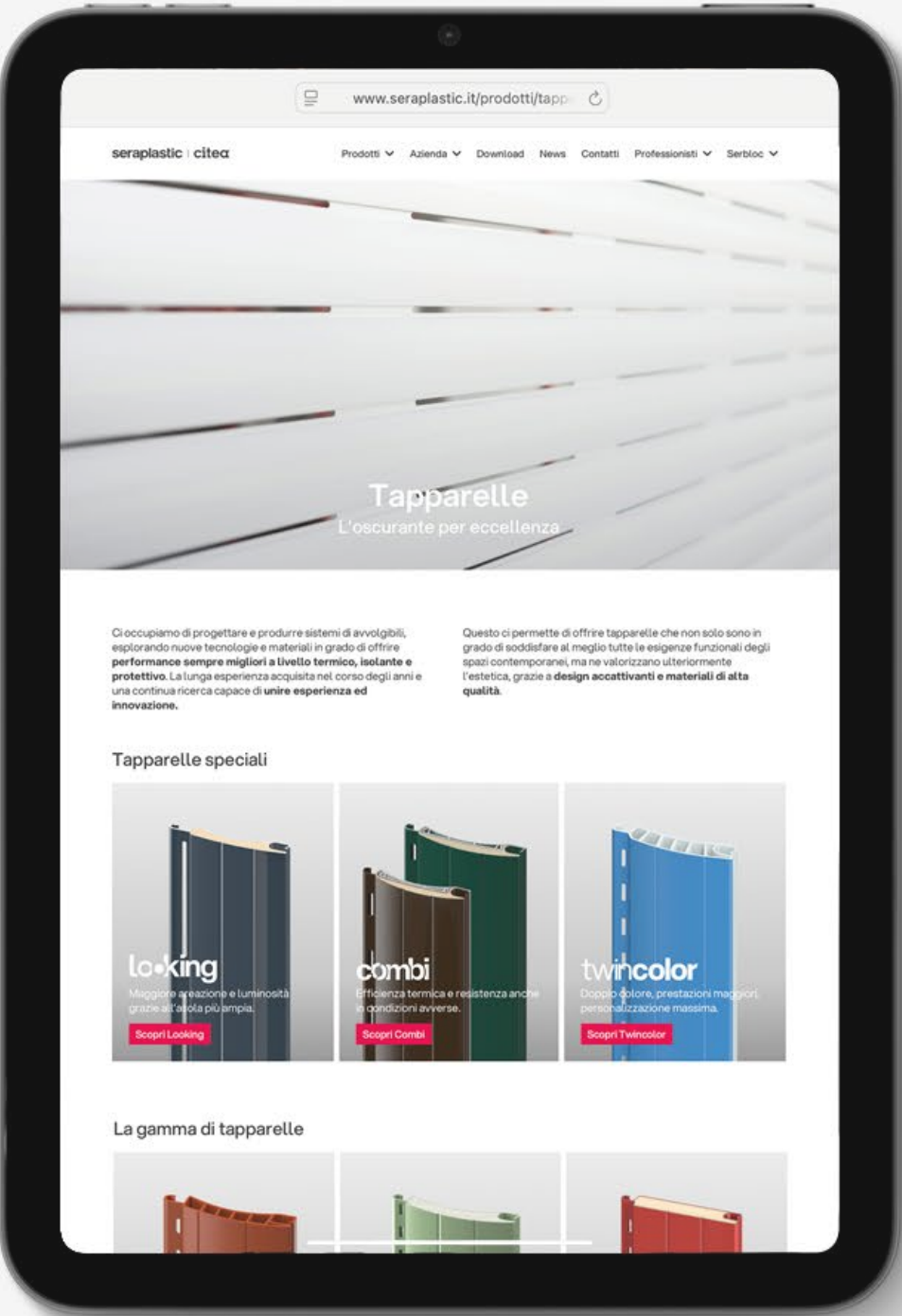
Three areas enrich the institutional storytelling of the Seraplastic world. The "News" section, regularly updated, documents training activities, participation in trade fairs, and all relevant company news. The "Serbloc" section is dedicated to the service developed for architects, designers, and construction companies, providing a comprehensive overview of the integrated window system management. Finally, the "Professionals" section addresses designers and dealers directly, offering dedicated services such as training activities, support for showroom product setups, and tailored logistics solutions. Within this area, there is also a protected access zone where partners can download all technical documentation.

The development of the site was managed from the structure of the sitemap to the definition of content hierarchy, from the selection of photographic content to the choice of fonts, color palette, and tone of voice. Special attention was given to the writing of texts, aiming to combine technical clarity with stylistic consistency. The site was also designed responsively, to ensure a smooth browsing experience on smartphones, tablets, and desktops.

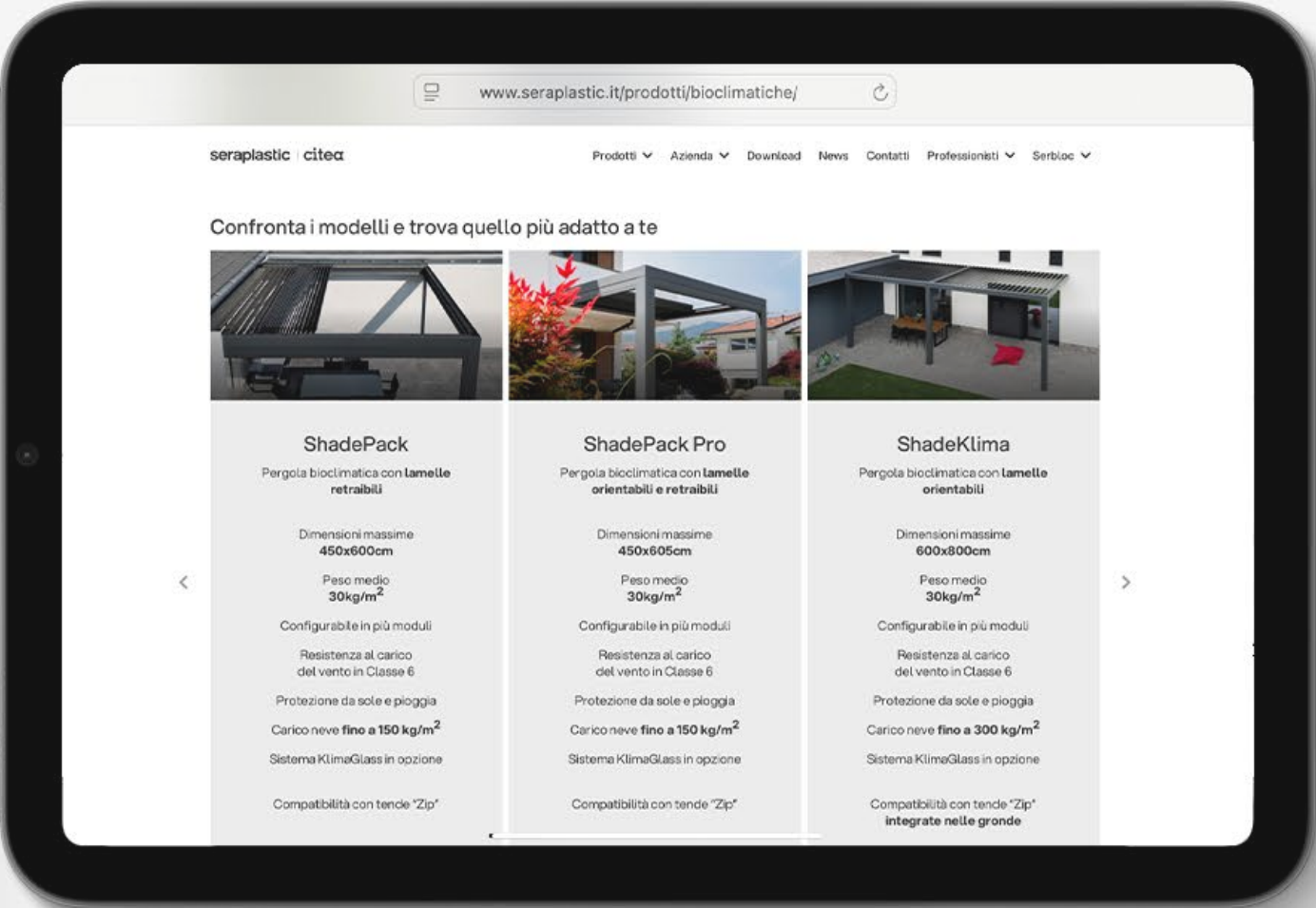
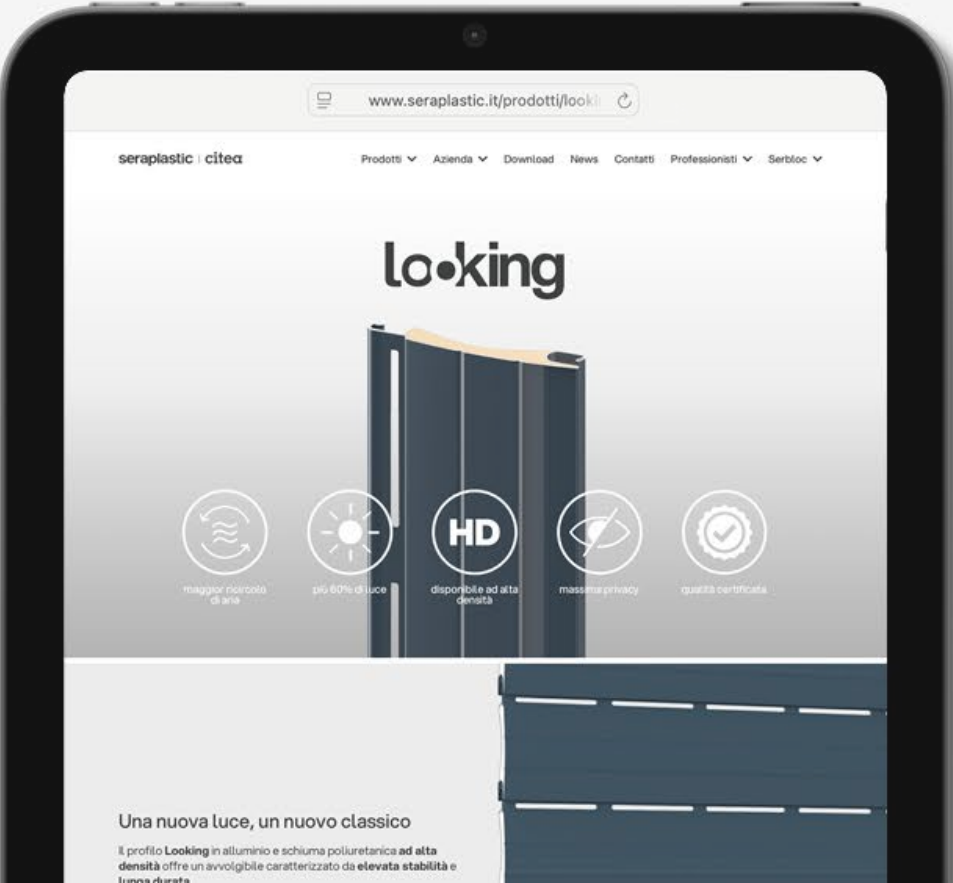




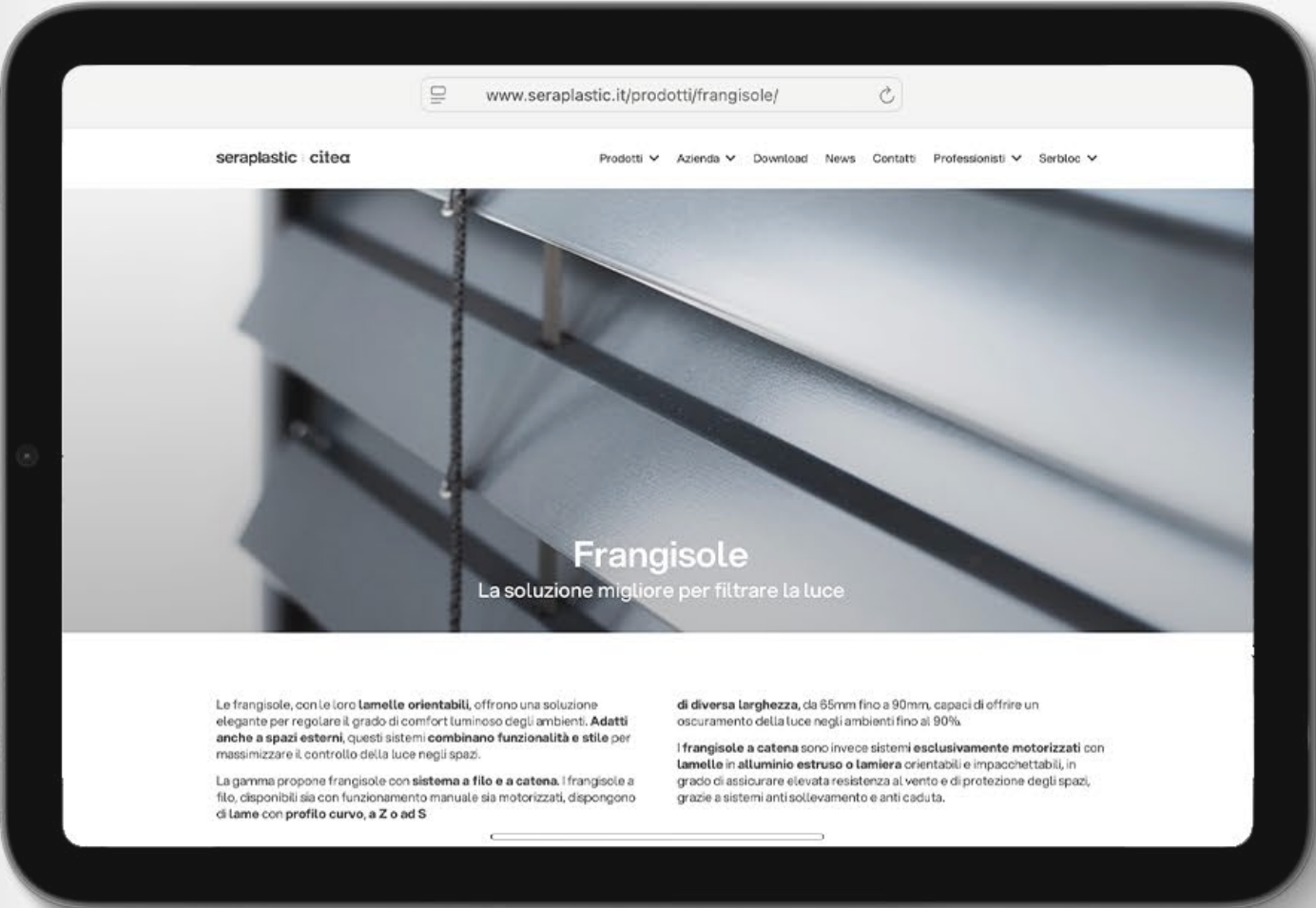
Seraplastic



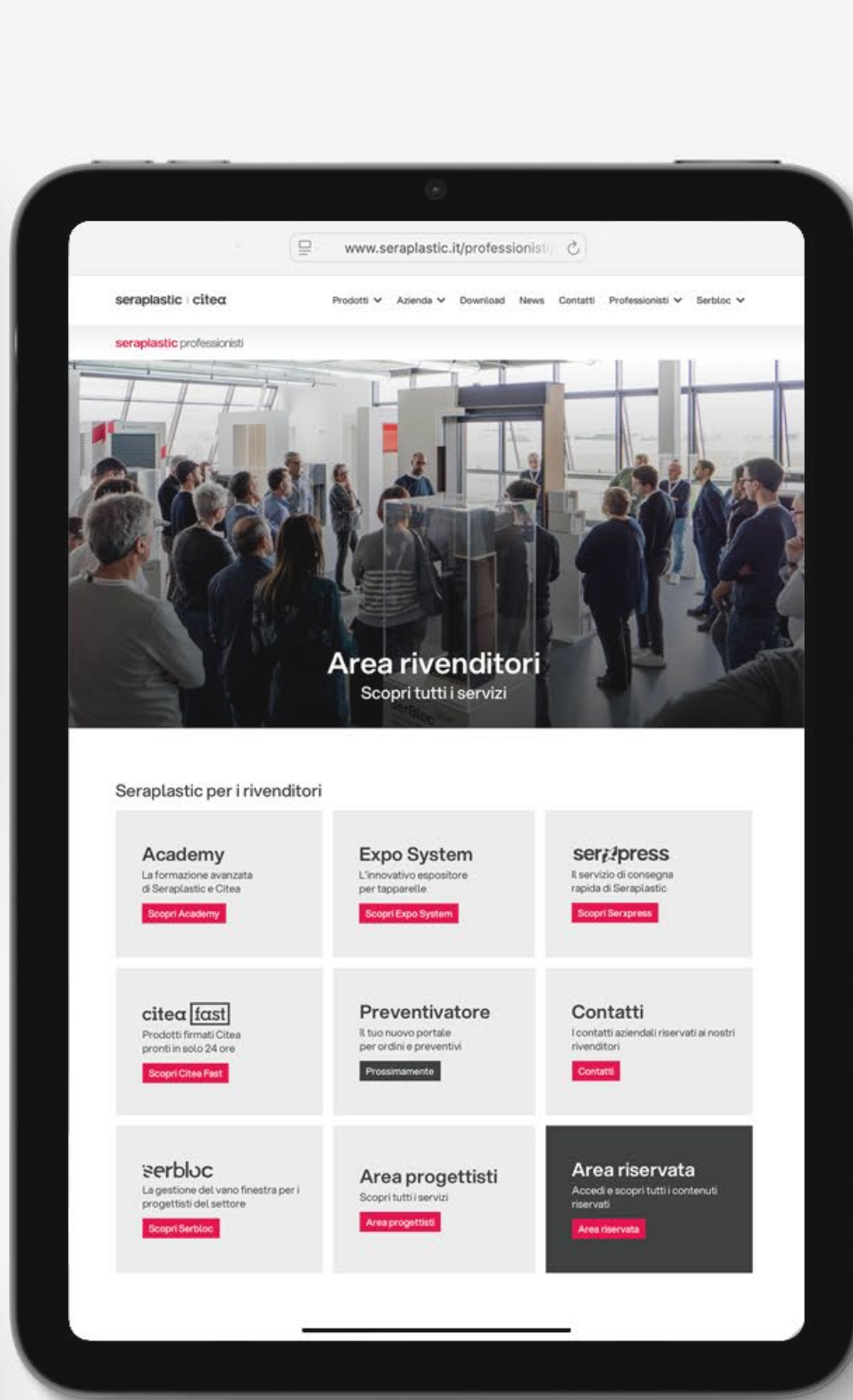
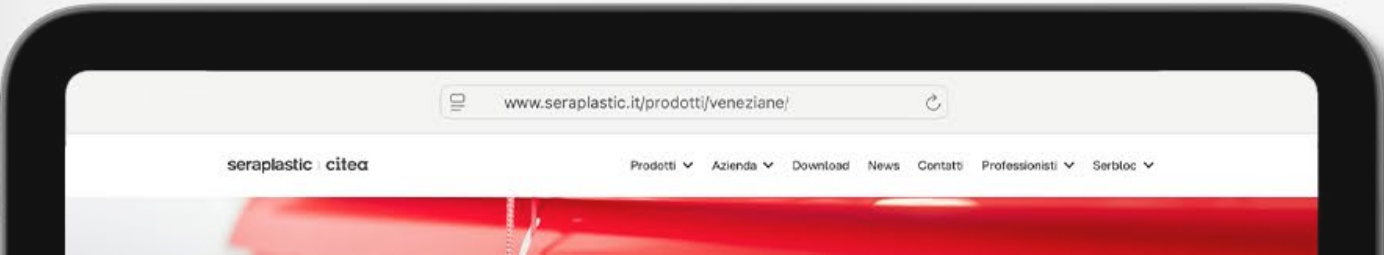
Shutters



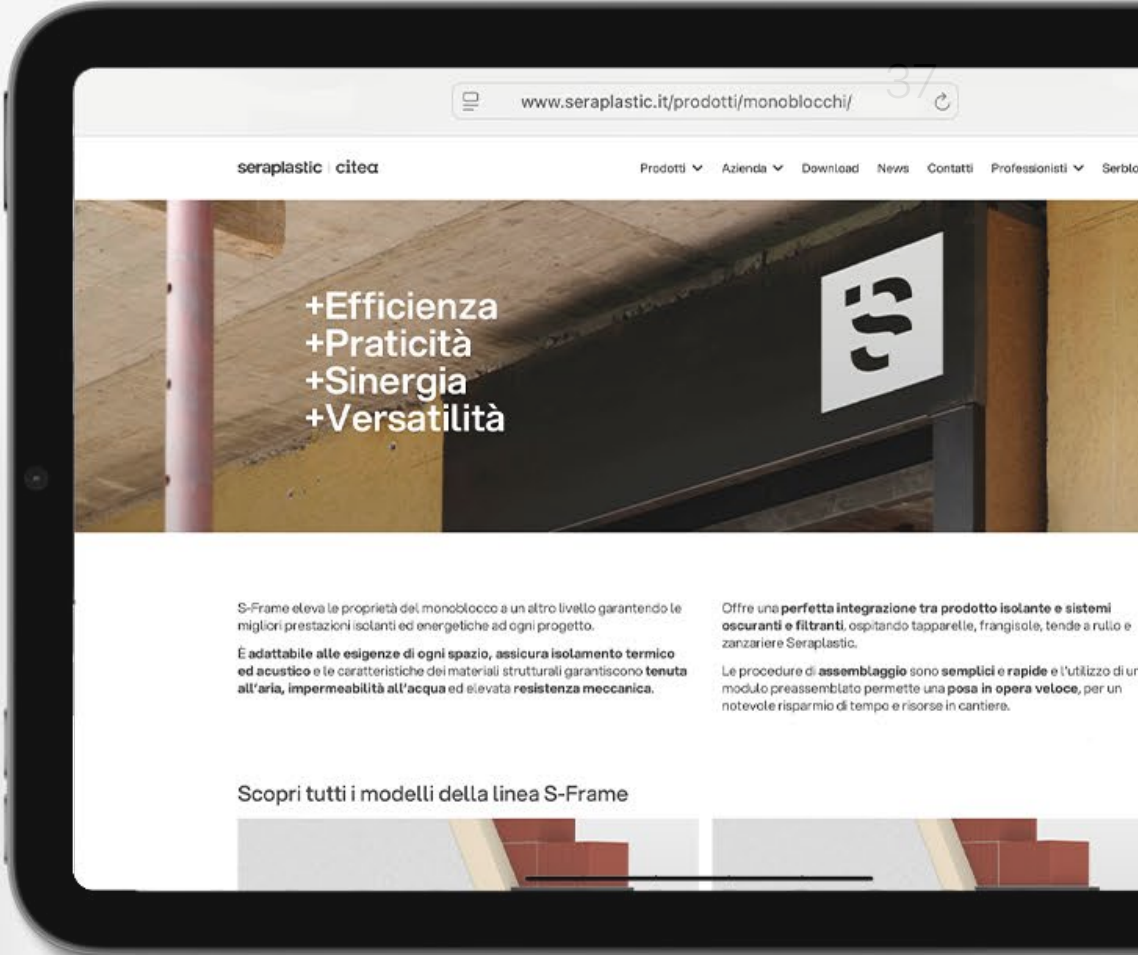
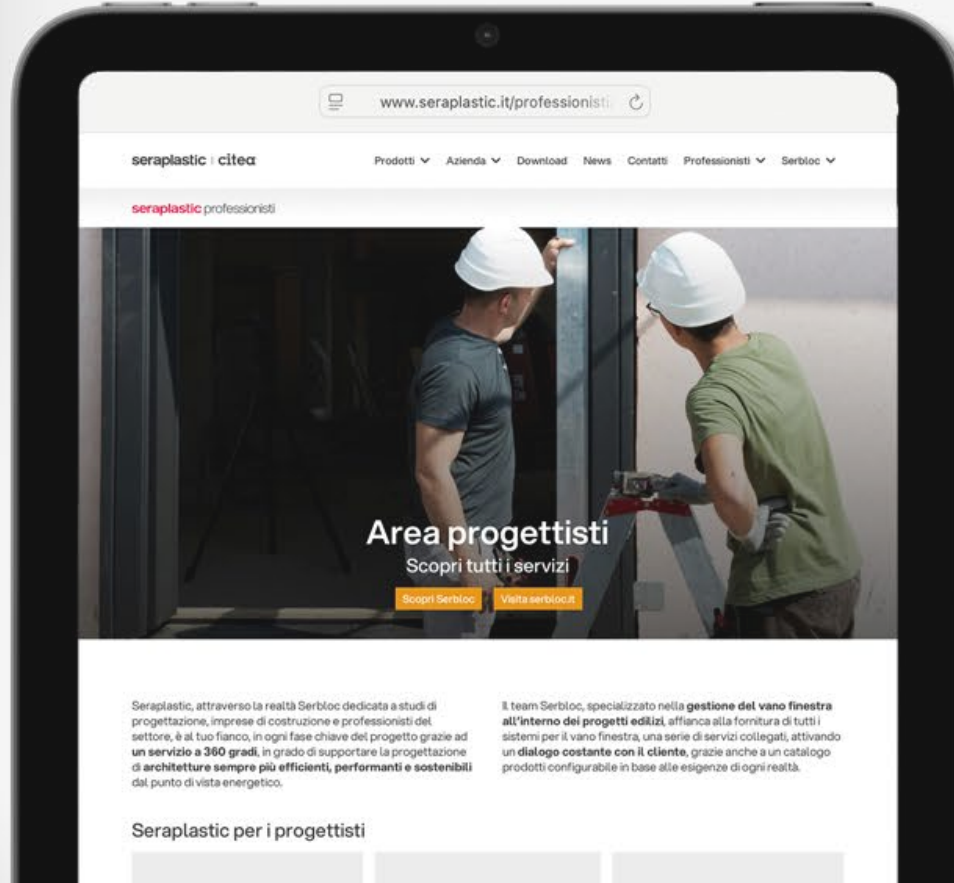
Bioclimatic Pergolas



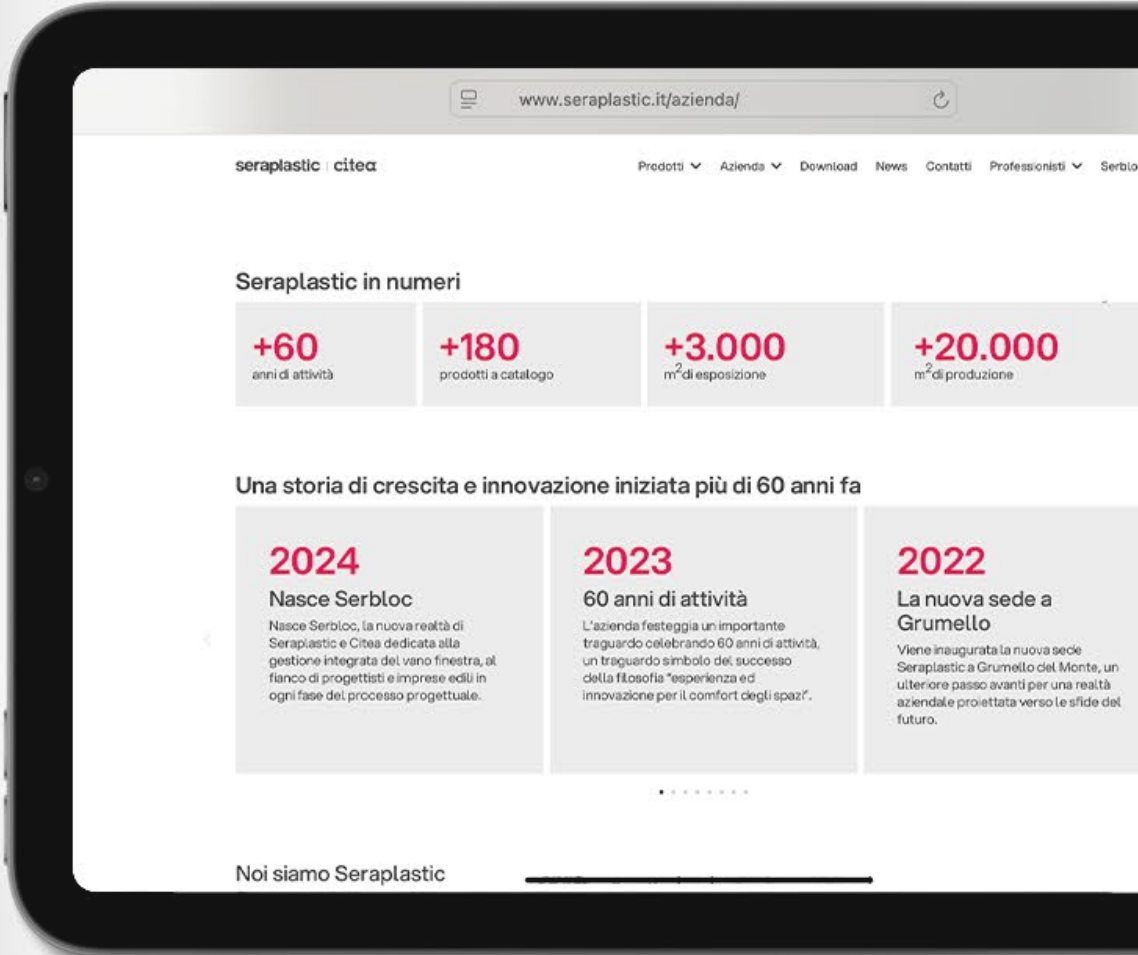
Sunshades



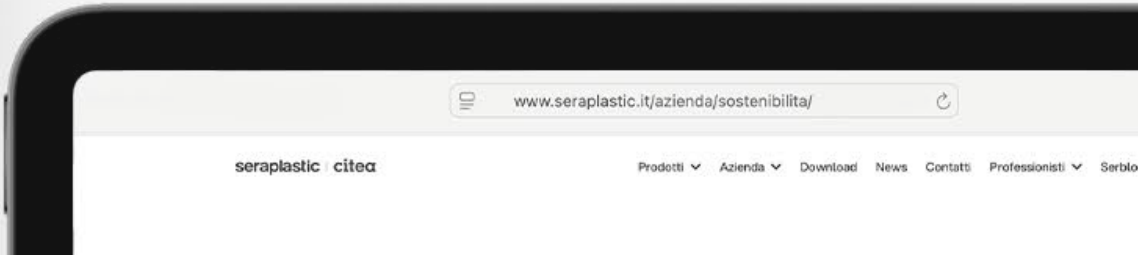
Dealers area



Monoblocks



Company profile

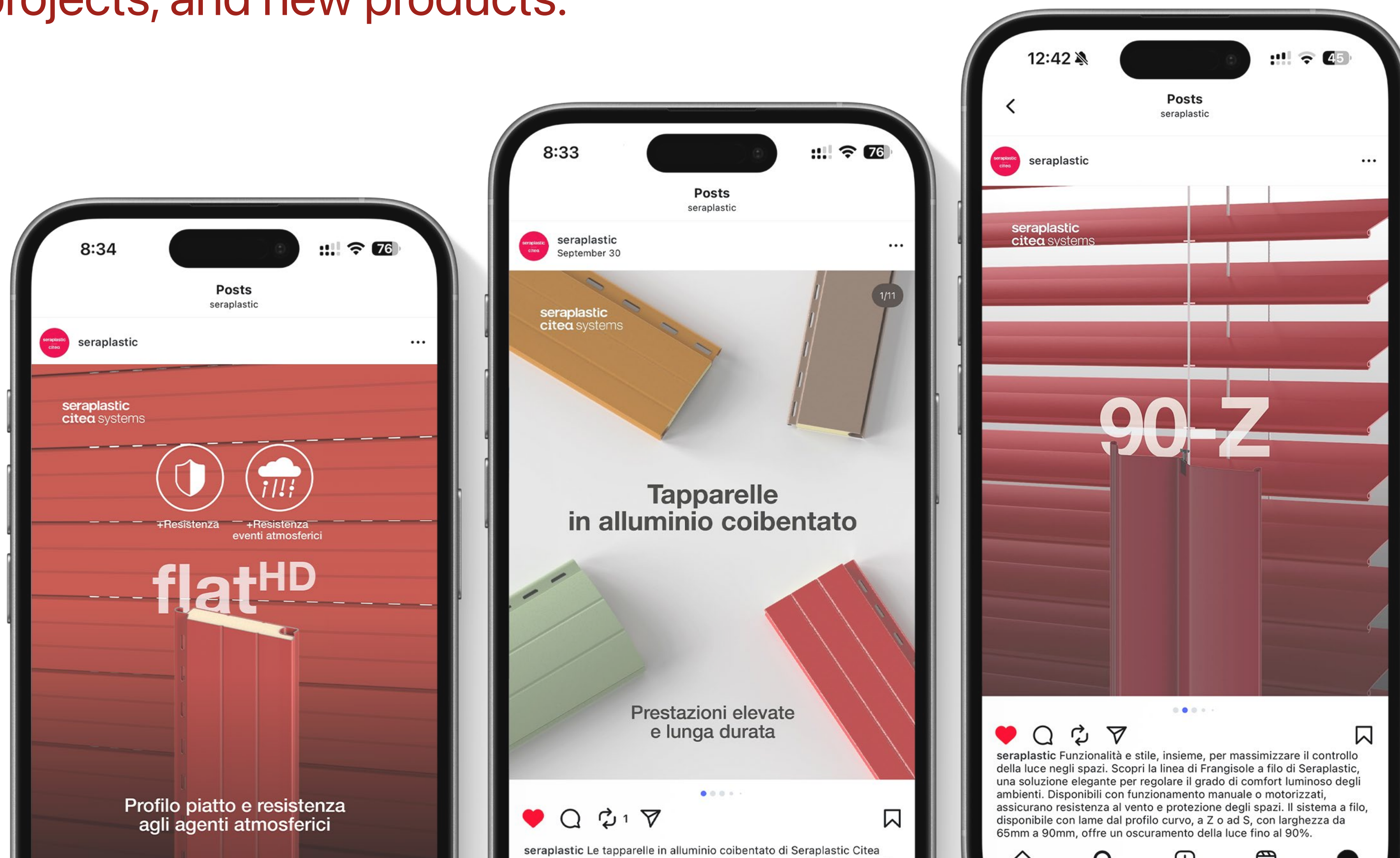


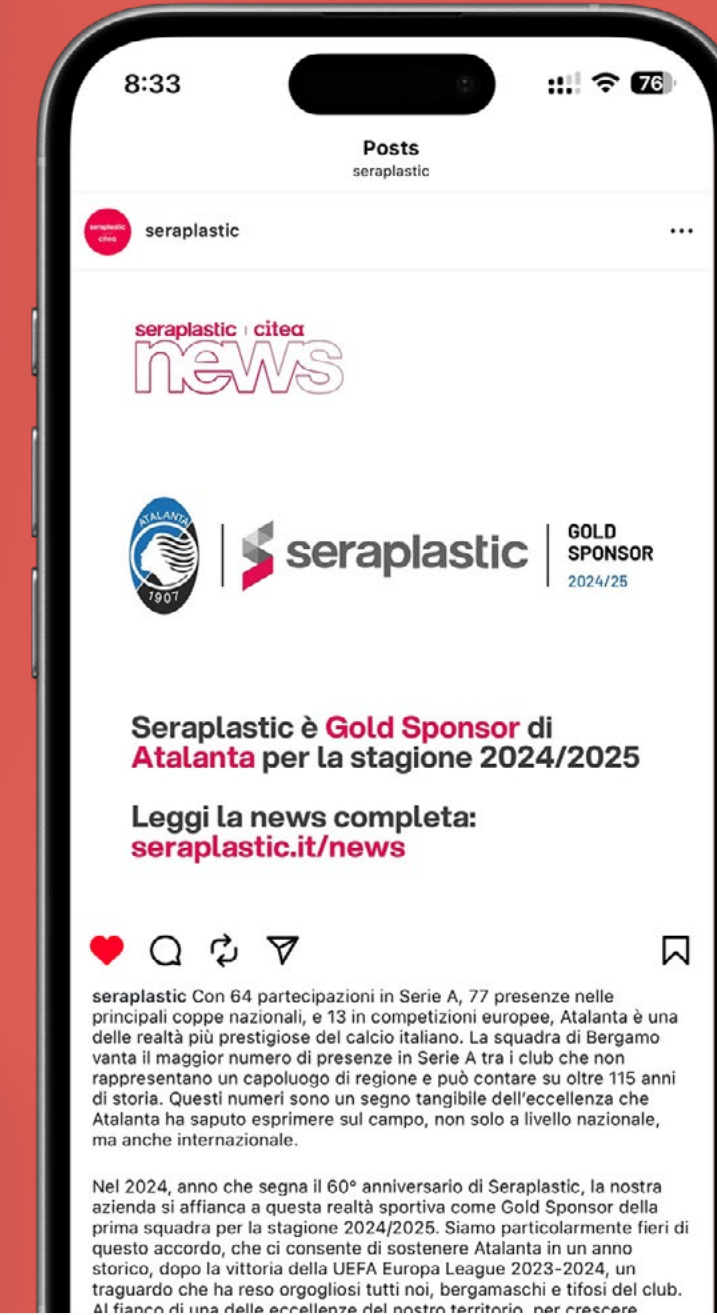
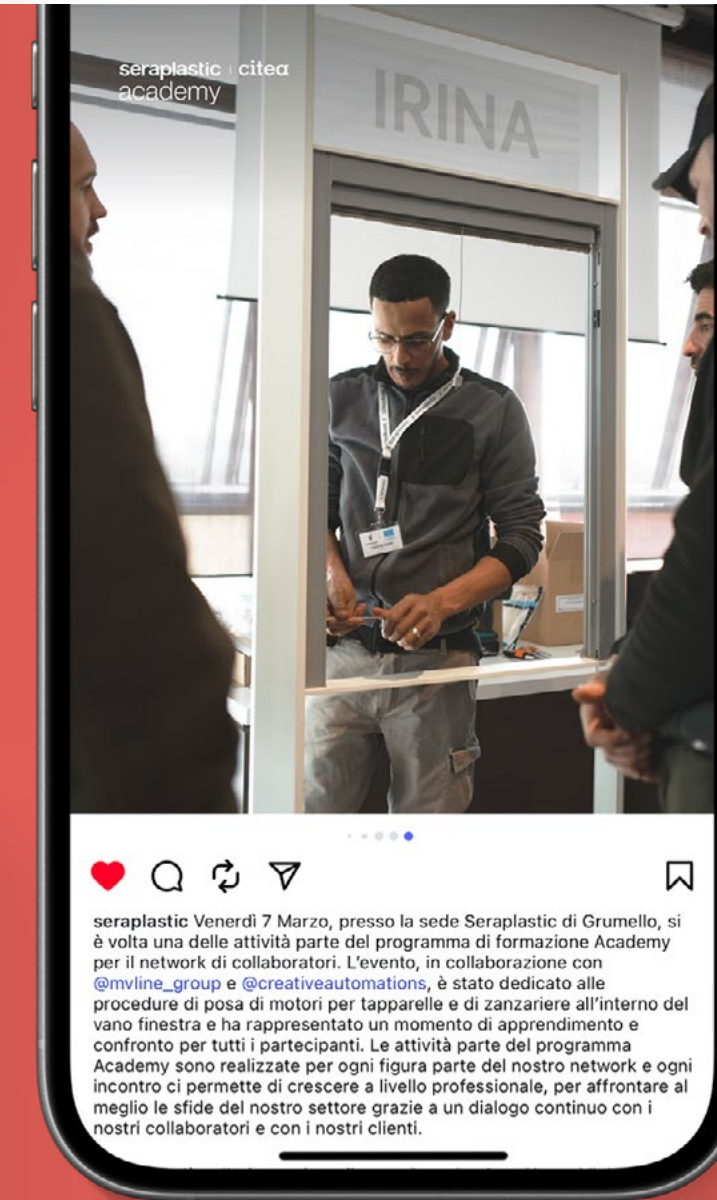
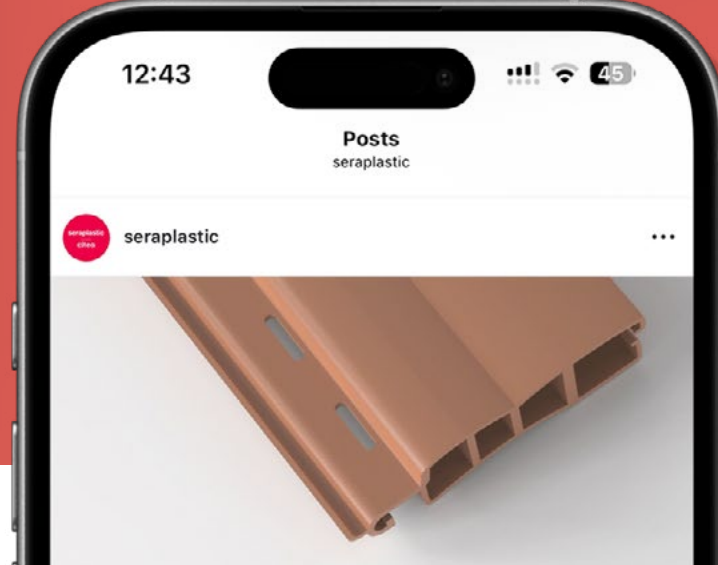
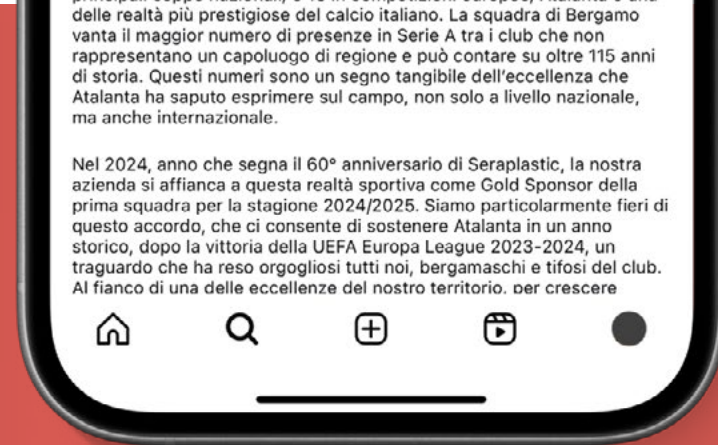
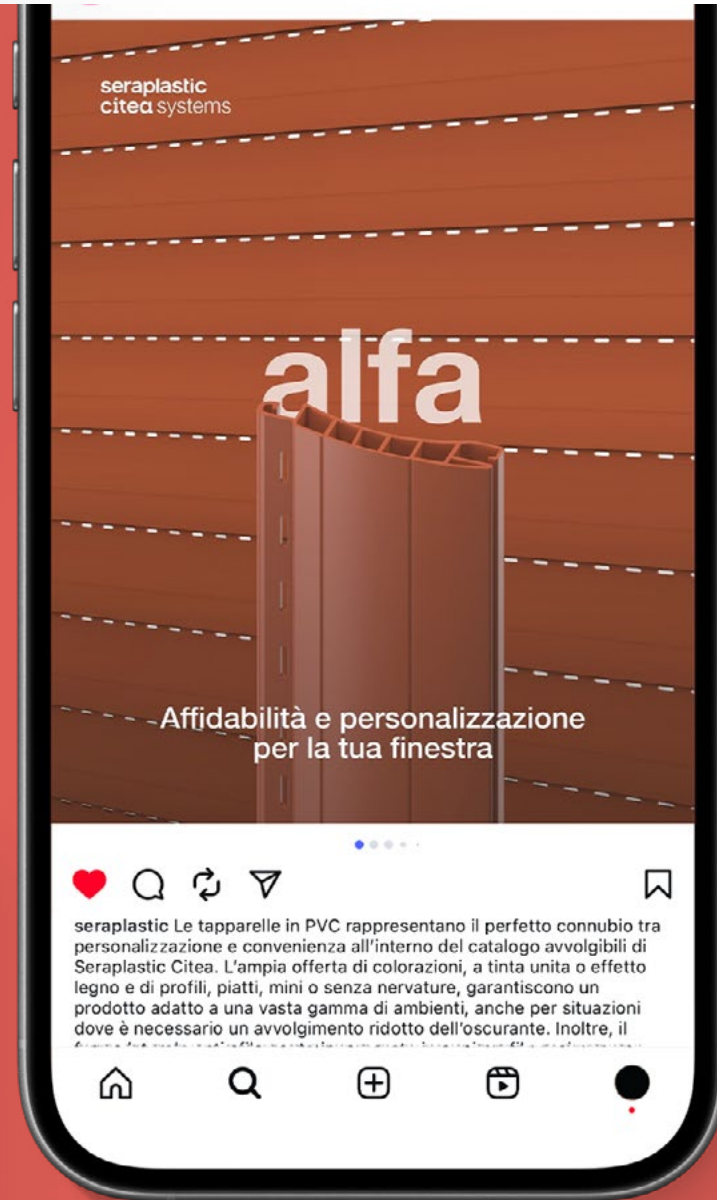
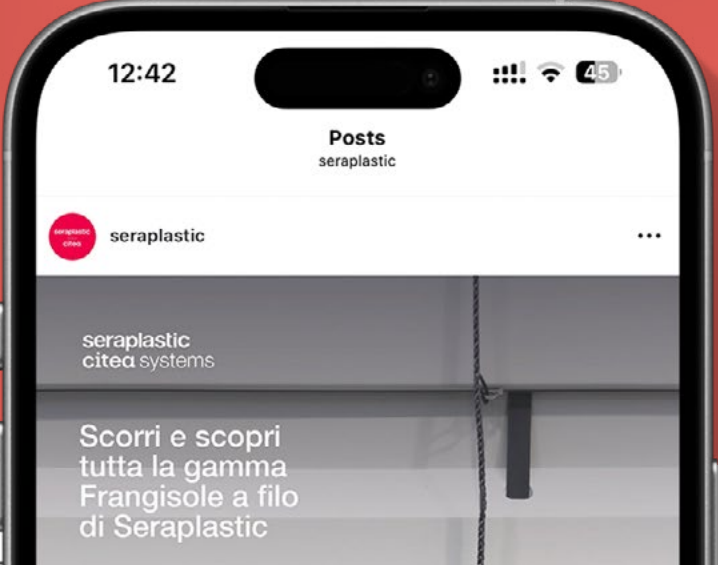
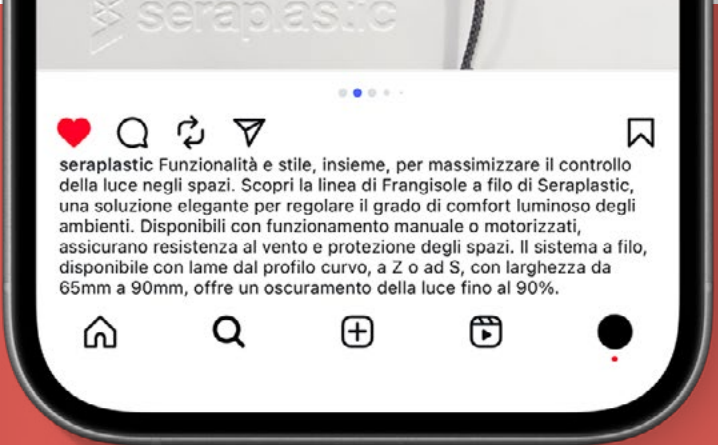
The social media pages tell the company story from every angle, offering a complete window into the world of Seraplastic: training activities, events, completed projects, and new products.

The storytelling of Seraplastic on the official social media channels, [Instagram](#), [Facebook](#) and [LinkedIn](#), is developed along three parallel narrative lines: institutional, project-based, and production-focused. This structure allows for a complete and coherent communication of the wide range of services and products offered by the company.

The institutional line is dedicated to the company's participation in trade fairs, industry events, and training activities. In particular, it tells the story of the Academy program, which involves Seraplastic's network of collaborators through technical meetings, updates, and professional training sessions. The project-based line documents the construction sites and projects in which the company is involved, both as a product supplier and as an operational partner for installation. Through photographs and videos, architectural contexts and technical specifications of the installed products are highlighted. The production-focused line is dedicated to showcasing the entire Seraplastic catalog: shutters, sunshades, awnings, Venetian blinds, outdoor structures, monoblocks, and flyscreens. Each product is presented to highlight its functions, applications, and benefits.

Valerio Caglio

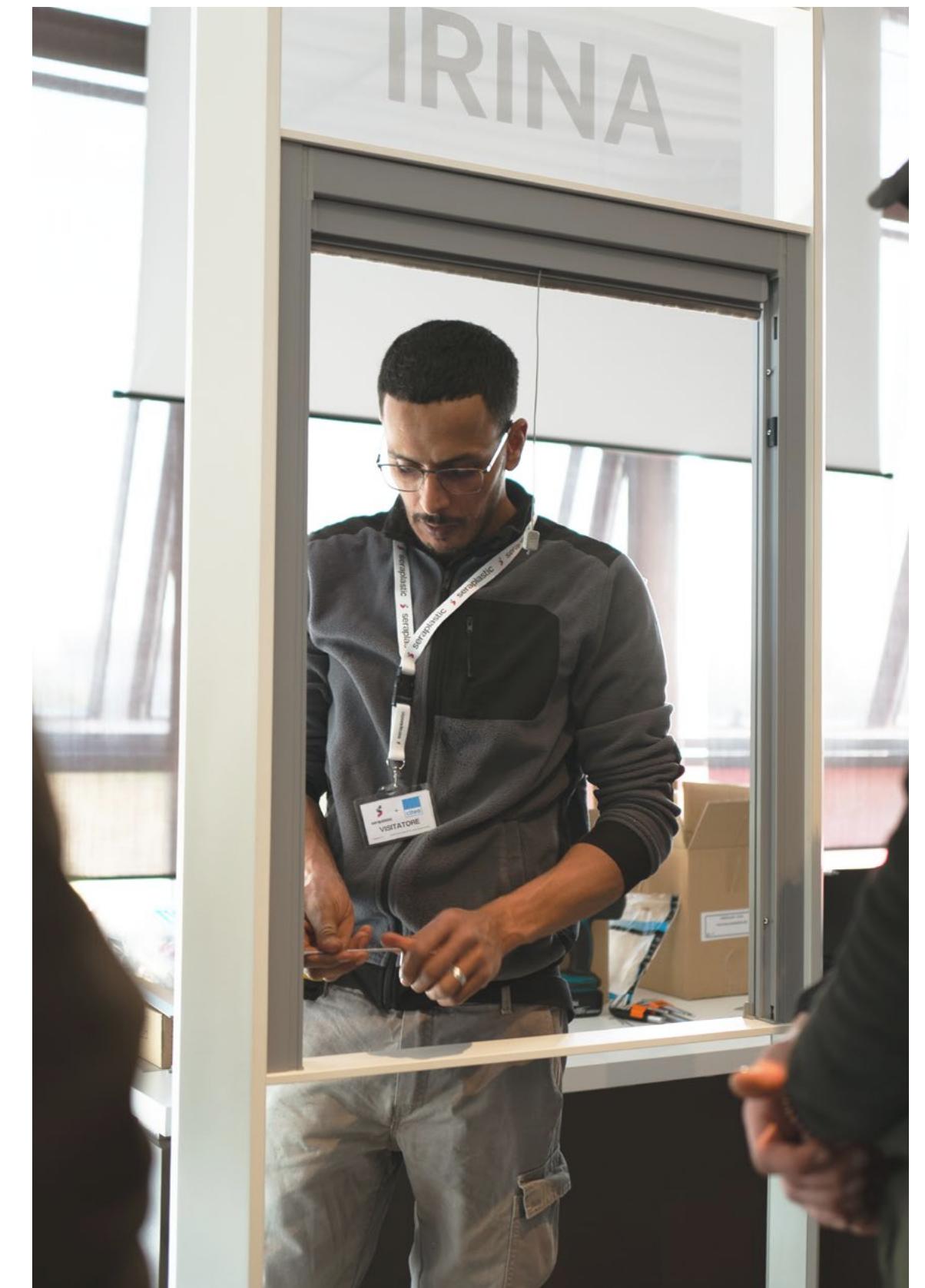




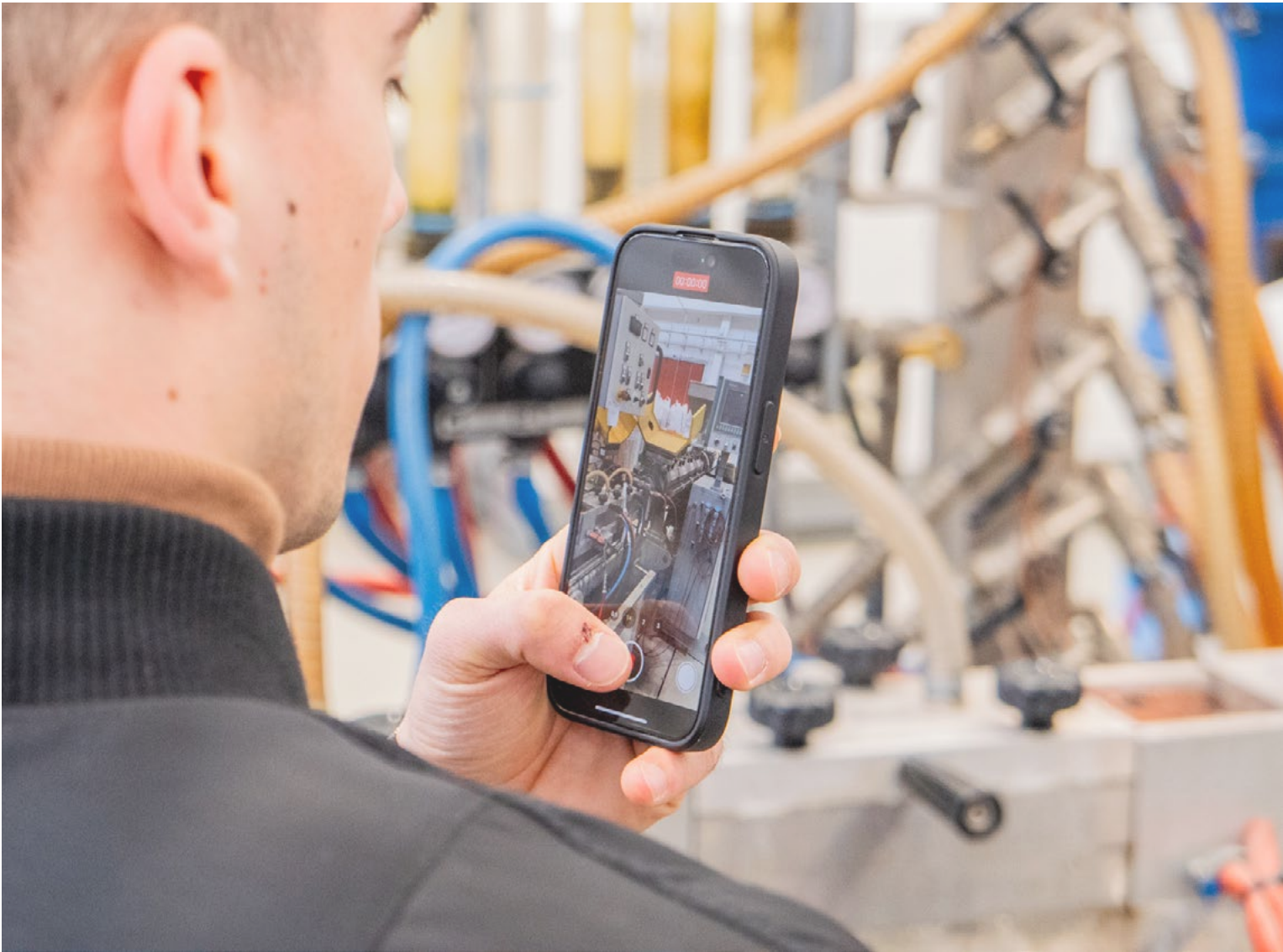
Every event, fair, and training activity held by Seraplastic at its Bergamo and Turin locations is documented with photographs and videos to be shared on the company's communication channels.

The training activities and trade fairs organized by Seraplastic or in which the company participates are promptly documented to be shared through official channels, both on social media (via posts and stories) and in the “News” section of [seraplastic.it website](https://seraplastic.it). The photographs, taken with a personal Leica camera, are an integral part of the brand's institutional storytelling.

Besides providing a visual record of the events, they help build a coherent and recognizable narrative on social media as well, highlighting the company's active presence in the industry and strengthening its reputation among partners, clients, and professionals.







The company story continues also in all catalogs, where the presentation of each product, service, and activity is central.

The work carried out on the company catalogs had as its main objective the standardization of the style and visual storytelling of all editorial content, ensuring coherence and recognizability within Seraplastic's communication. The design and production of catalogs, brochures, flyers, and company profiles allowed for addressing different narrative and functional needs, while simultaneously defining common visual elements capable of distinguishing each piece, yet keeping it an integral part of the corporate identity.

The variety of formats and diversity of communication objectives enabled a complete rethinking of the institutional narrative, leading to the development of new editorial tools for the company. Among these are Seraplastic's first company profile since its founding and a series of materials previously absent but essential to improve the effectiveness of sales processes and facilitate communication with the end customer.

All materials were designed to be clear, immediate, and easily accessible, highlighting the strengths of the company's offering: a broad and high-quality product range, and precise, reliable, and timely technical and commercial service.

Valerio Caglio



Company profile

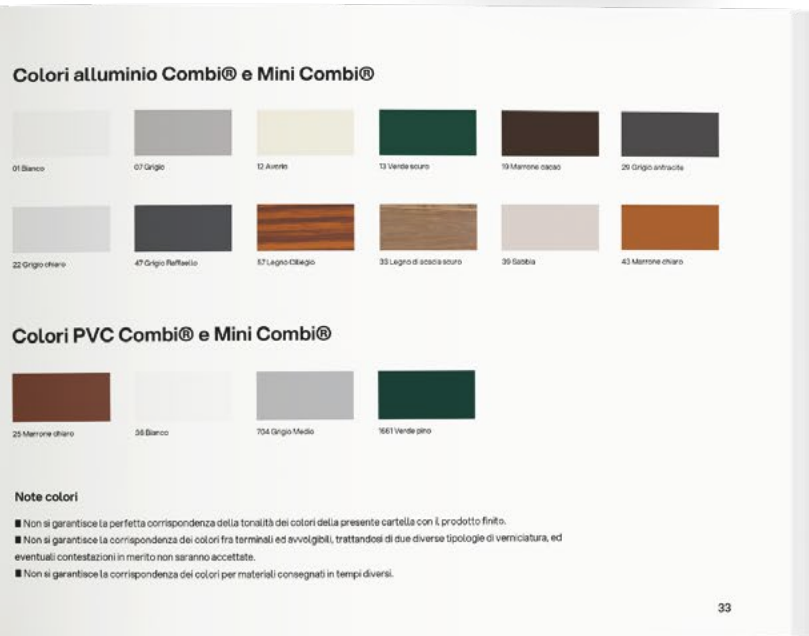
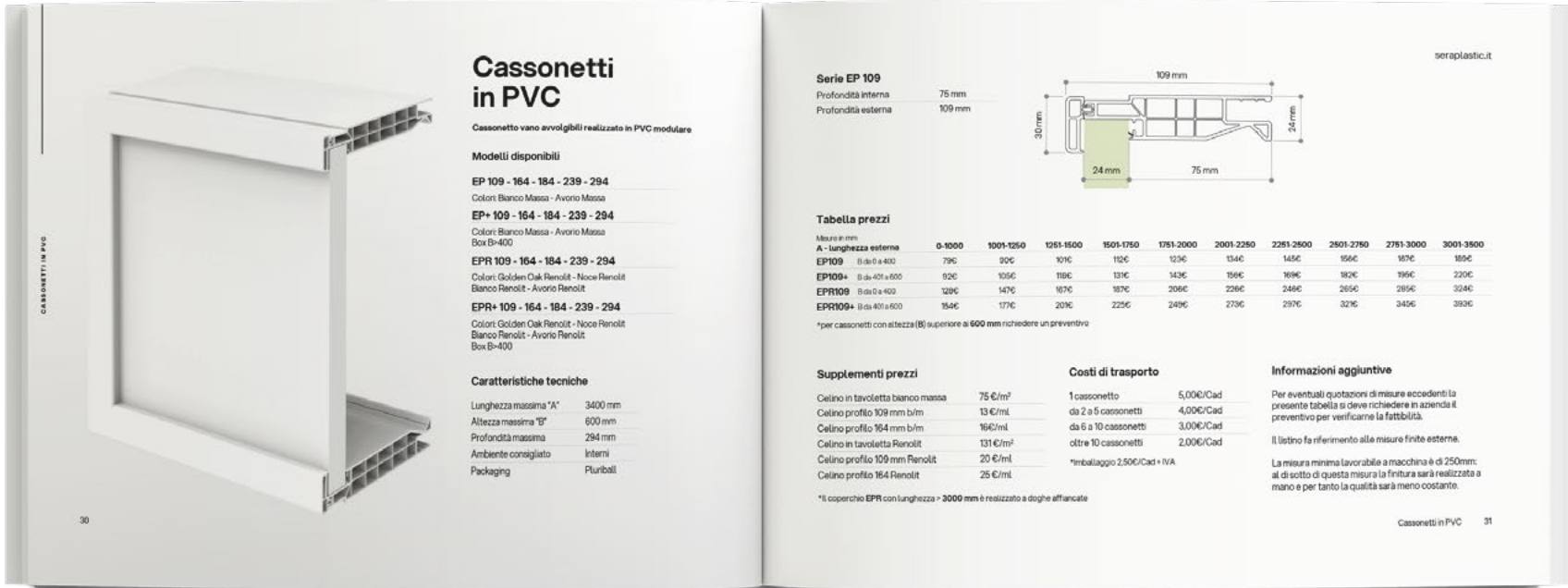


Shutters catalog

Small catalog of aluminum and PVC boxes

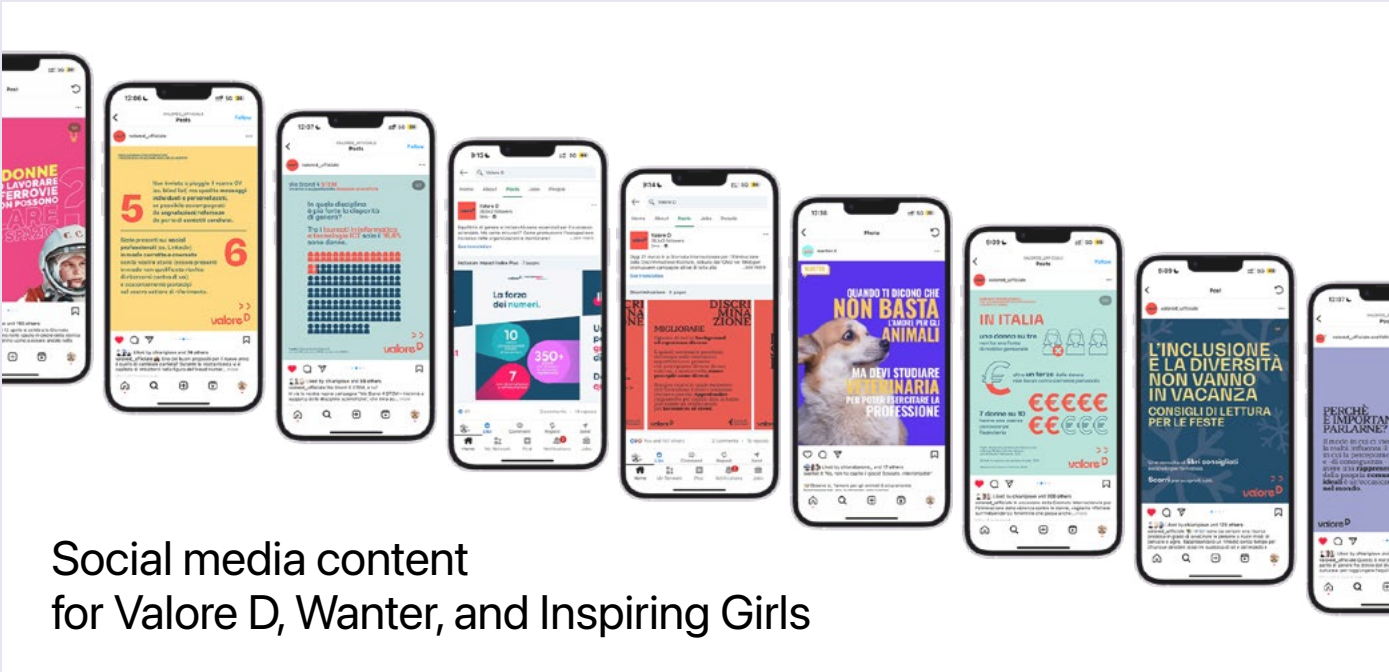
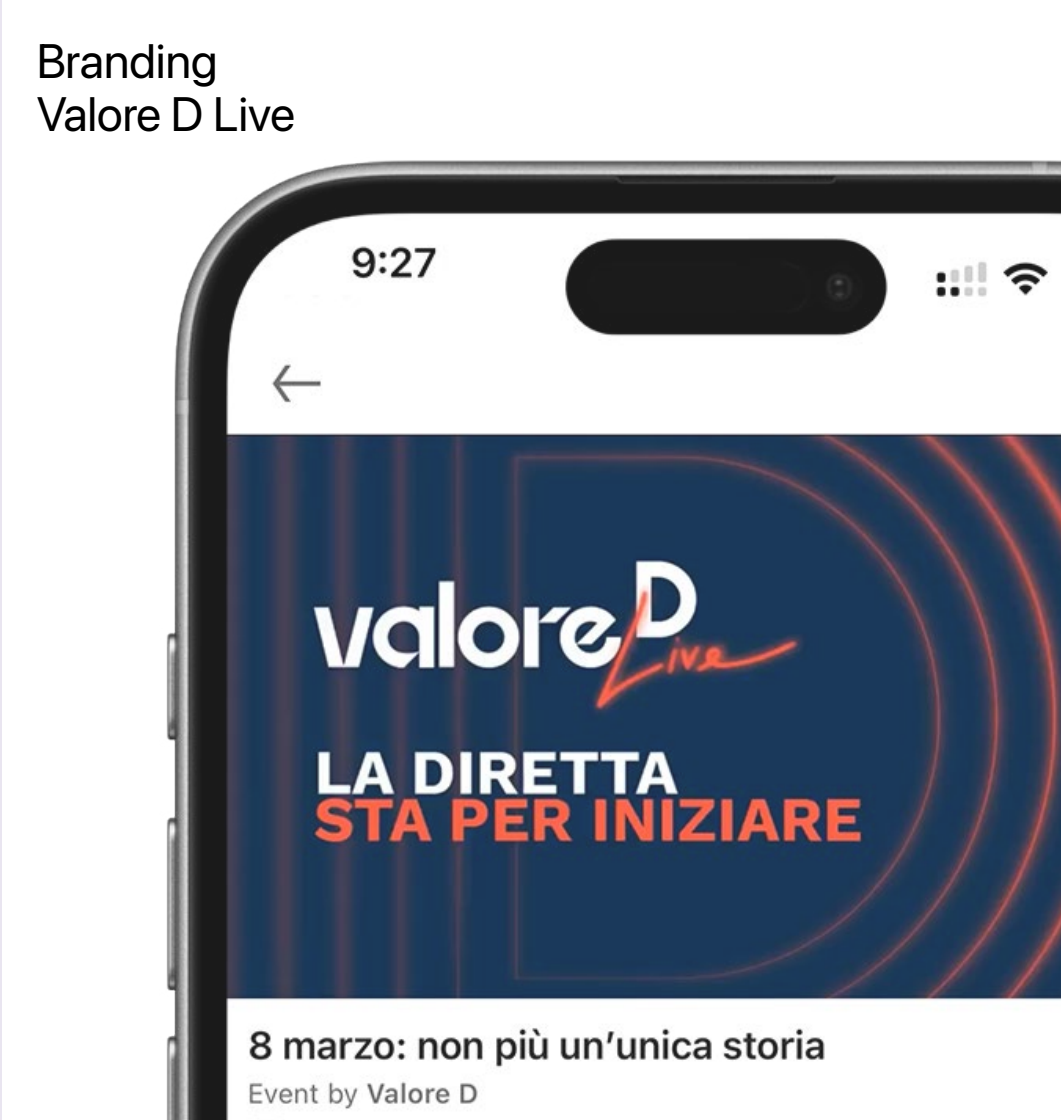
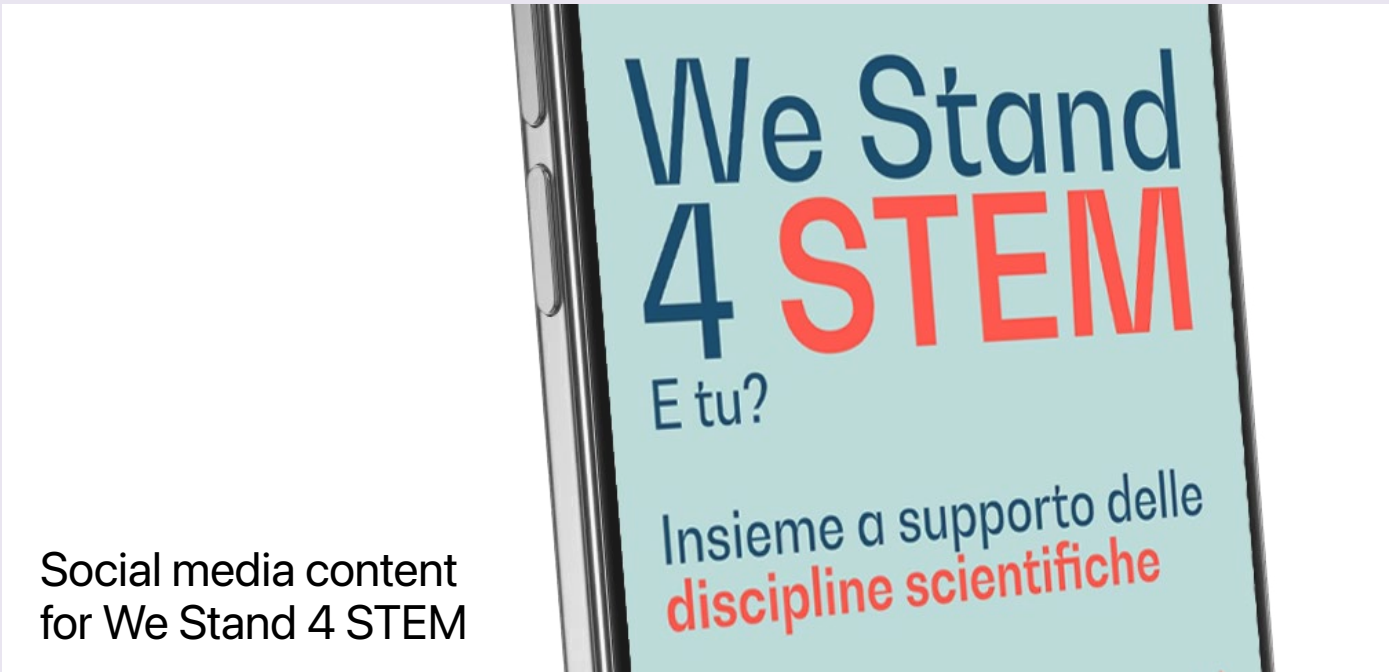


Portfolio



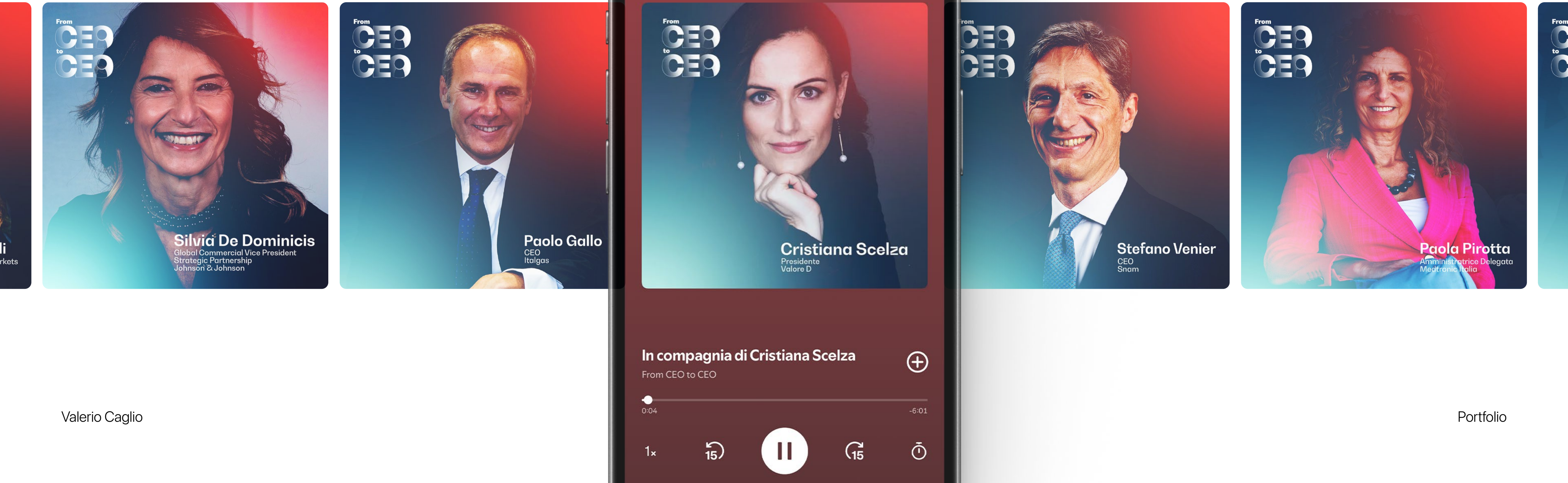
click and discover the project on
www.valeriocaglio.it/valored

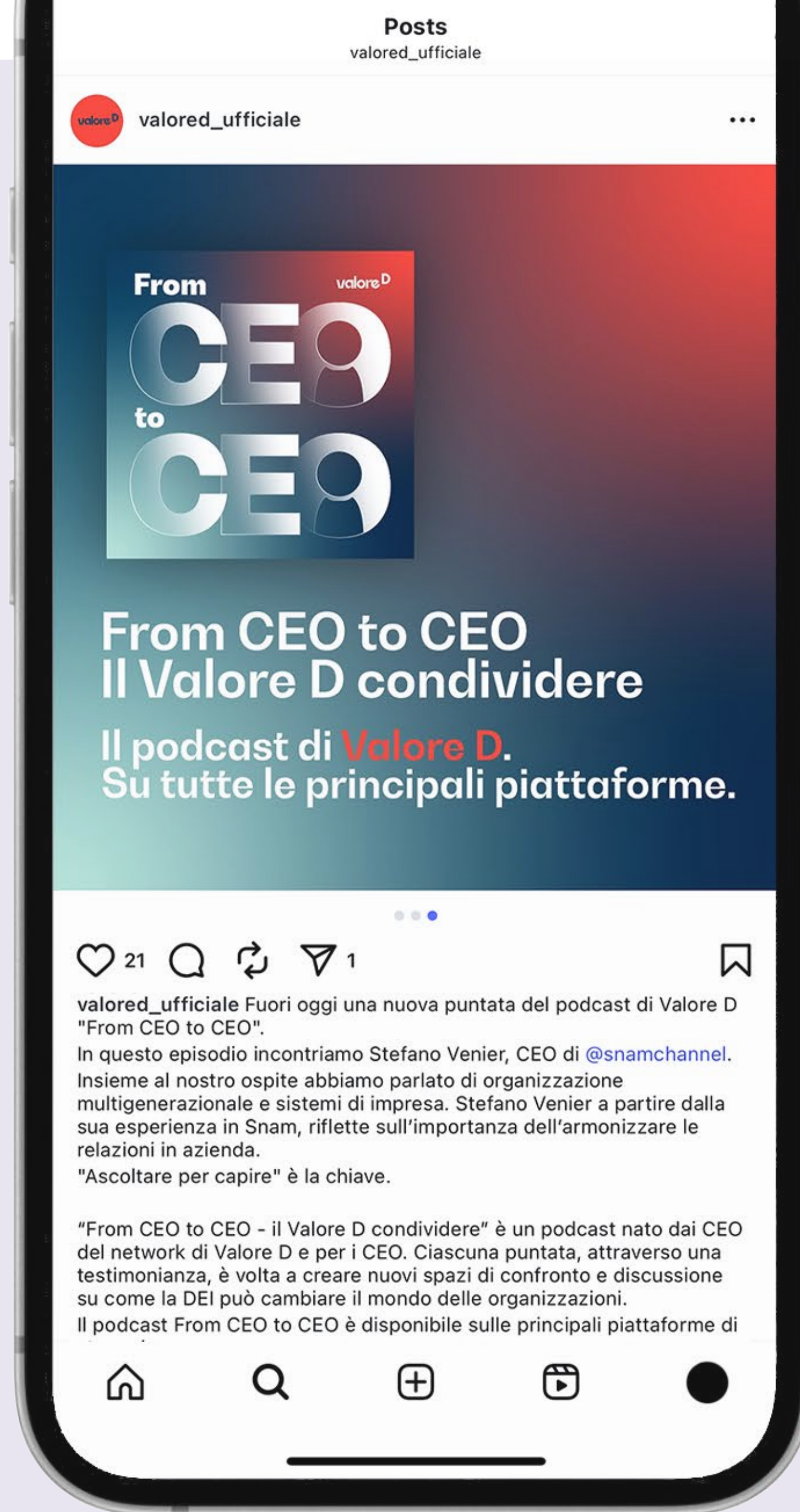
Valored



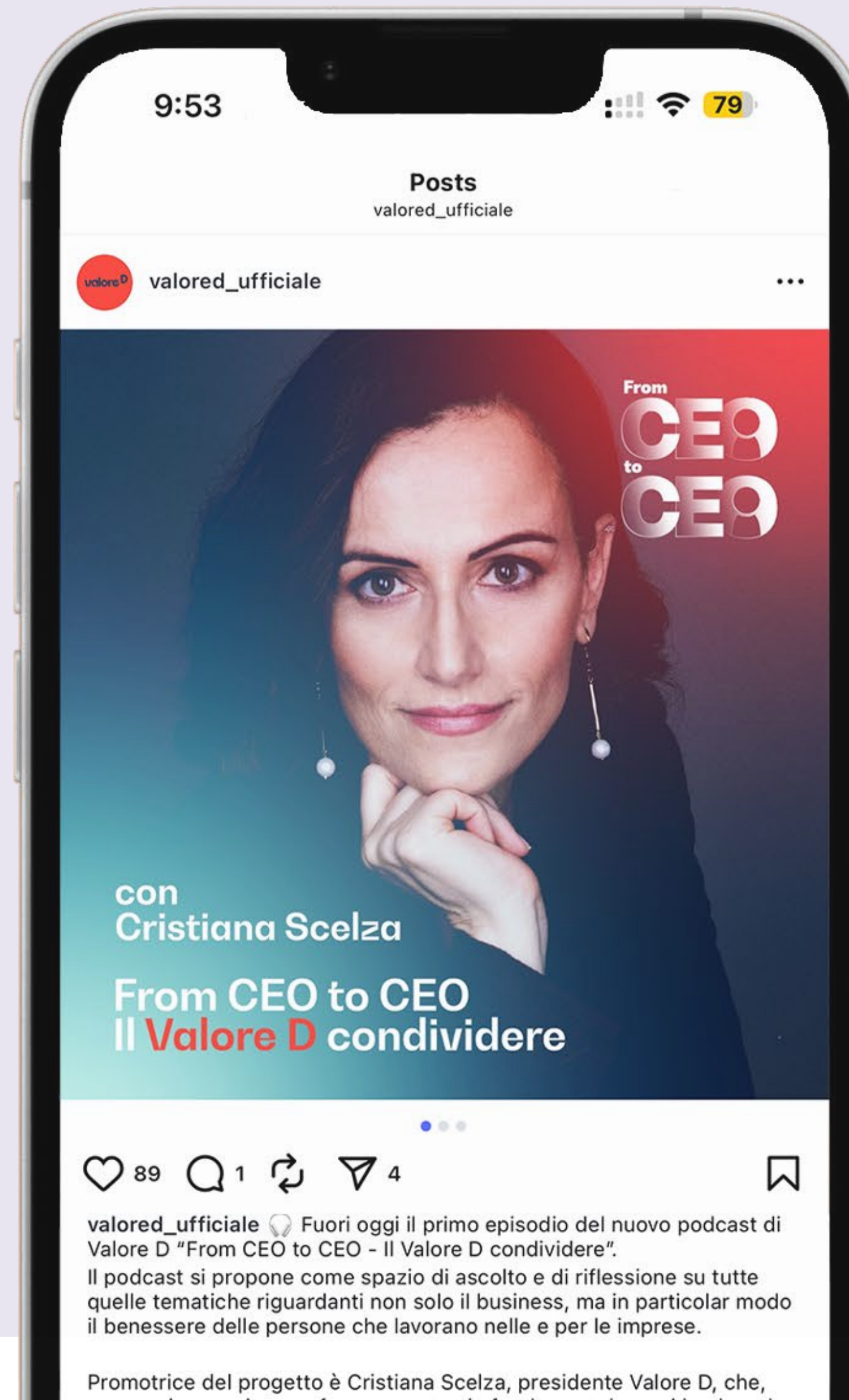
From CEO to CEO: Valore D's new podcast where voices from the community of CEOs of member companies discuss the latest news on D&I topics.

From CEO to CEO is a new initiative designed for members of the CEO Community of Valore D's member companies. It consists of short podcast episodes in which top corporate leaders discuss topics related to diversity and inclusion, using a direct language and an experiential approach.





In addition to designing the logo, the entire coordinated image of the format was developed, starting from the creation of the covers for each episode of the first edition, up to the overall project cover. The work also included the development of all graphic content for feeds and stories, designed to support the launch of the episodes on social media and strengthen the visibility of the initiative.



Valore D's Calendario is the association's most important event of the year. It is a meeting moment between and with the member companies, taking place every year in November on two dates in Rome and Milan.



The Calendario event represents the most important appointment of the year for member companies. It is an occasion where the association presents the entire training program and social initiatives for the upcoming year, documented using personal tools for storytelling on social media and Valore D's corporate intranet.



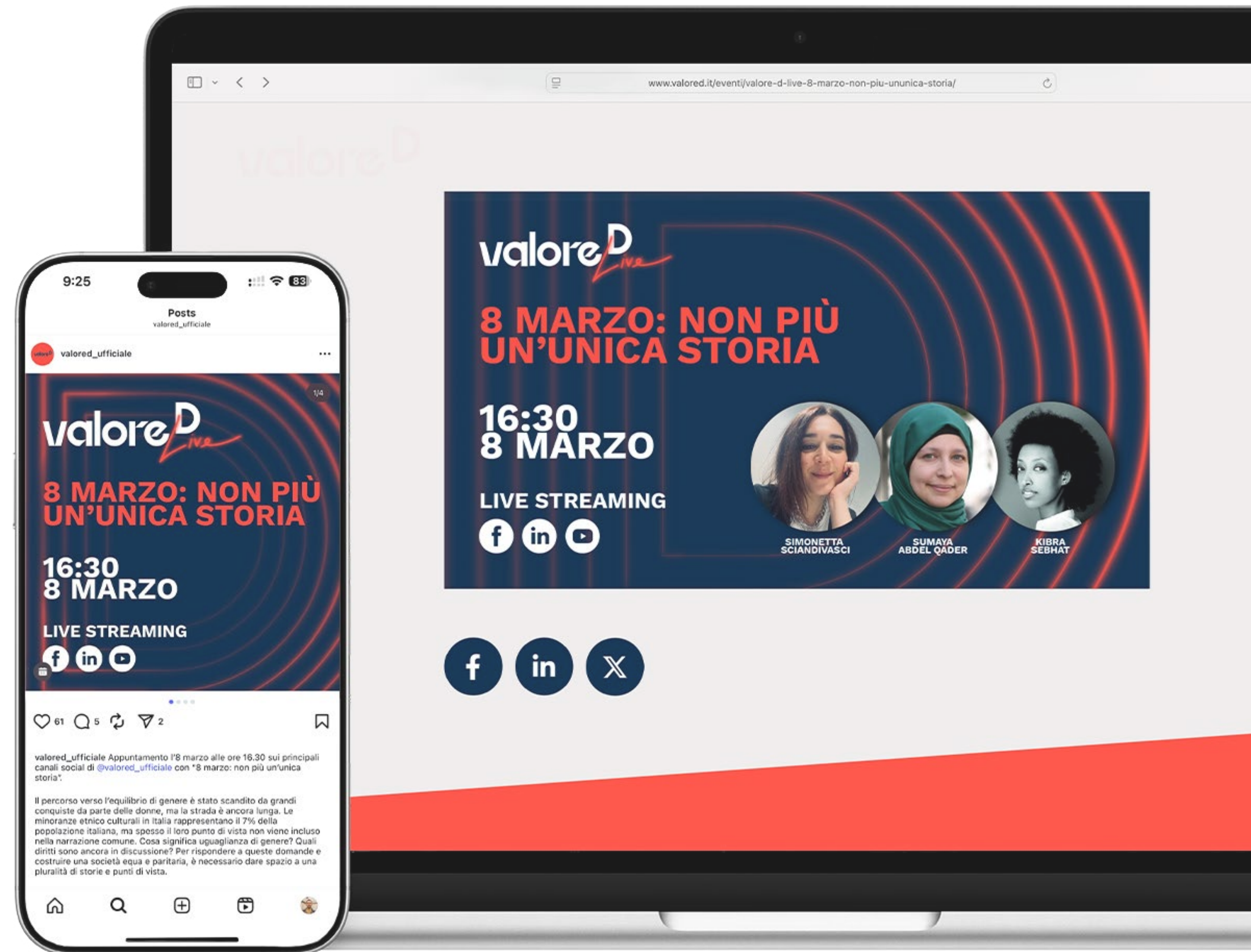


Valore D Live: the new format of free online meetings, open to everyone, dedicated to D&I topics, broadcast on the association's social media channels.

Valore D Live is the new format of free live streaming events, broadcast on the association's social media channels, Facebook, LinkedIn, and YouTube, and dedicated to diversity and inclusion topics. With an annual schedule of four meetings, the format represents the evolution of the previous Valore D Talks, introducing a renewed graphic design and a more defined digital presence.

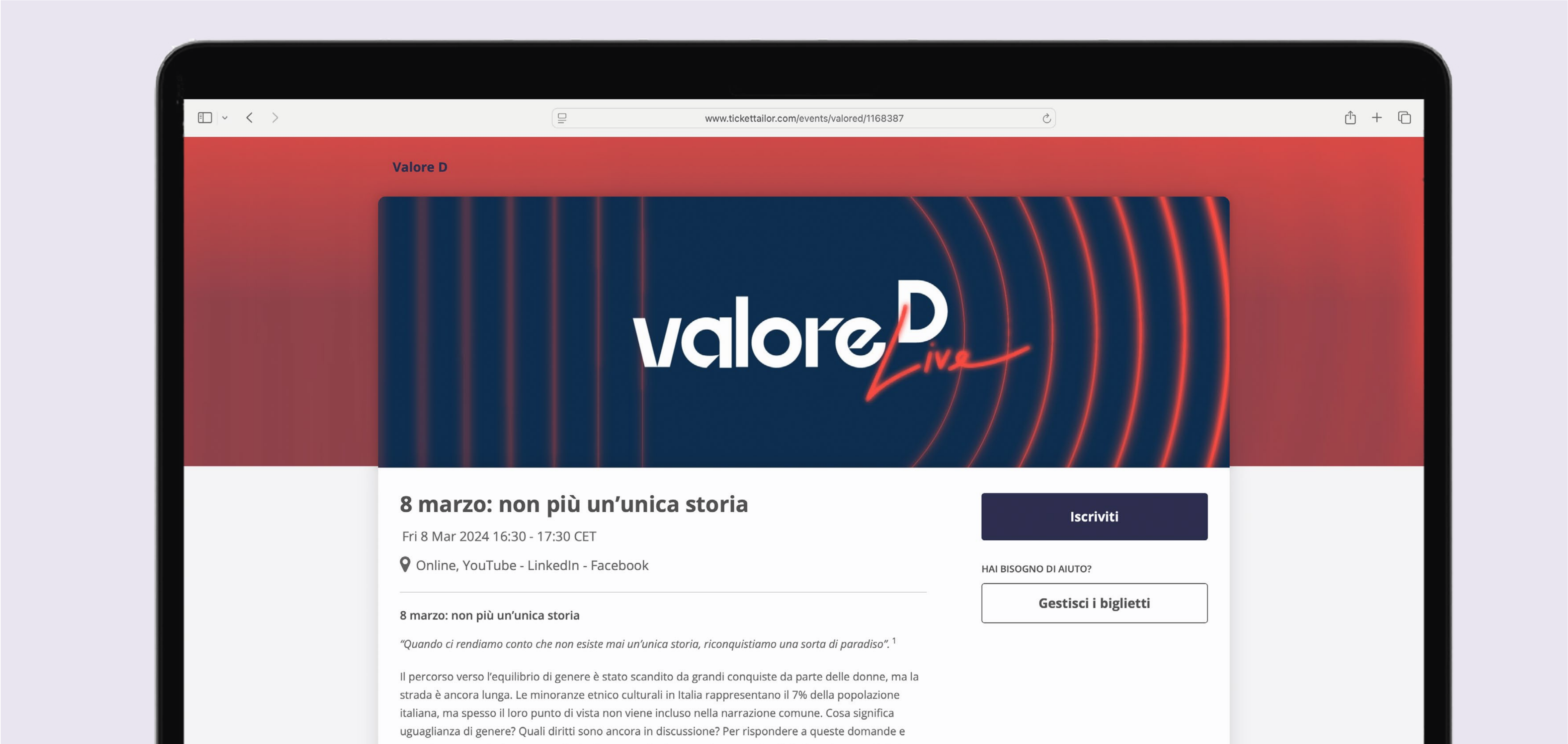
The work focused on creating a distinctive branding capable of reflecting Valore D's visual identity while introducing elements of immediate recognizability. From the logo to the graphics for social posts, from news published on the website to registration forms, and visual elements for the live streaming, every piece of content was designed to be part of a coherent and recognizable visual ecosystem.

The choice to integrate a neon effect within the logo and main graphics has become the stylistic hallmark of the format, helping to clearly differentiate Valore D Live from the association's other events, even visually.



Faithful to the colors of the association’s visual identity, the style of the content developed specifically for Valore D Live draws on the neon light effect and the shapes of the company logo to be eye-catching and distinctive.





Direzionari are Valore D's latest training product: at the end of a questionnaire, a video is provided in which an expert explains the outcome of the training process.

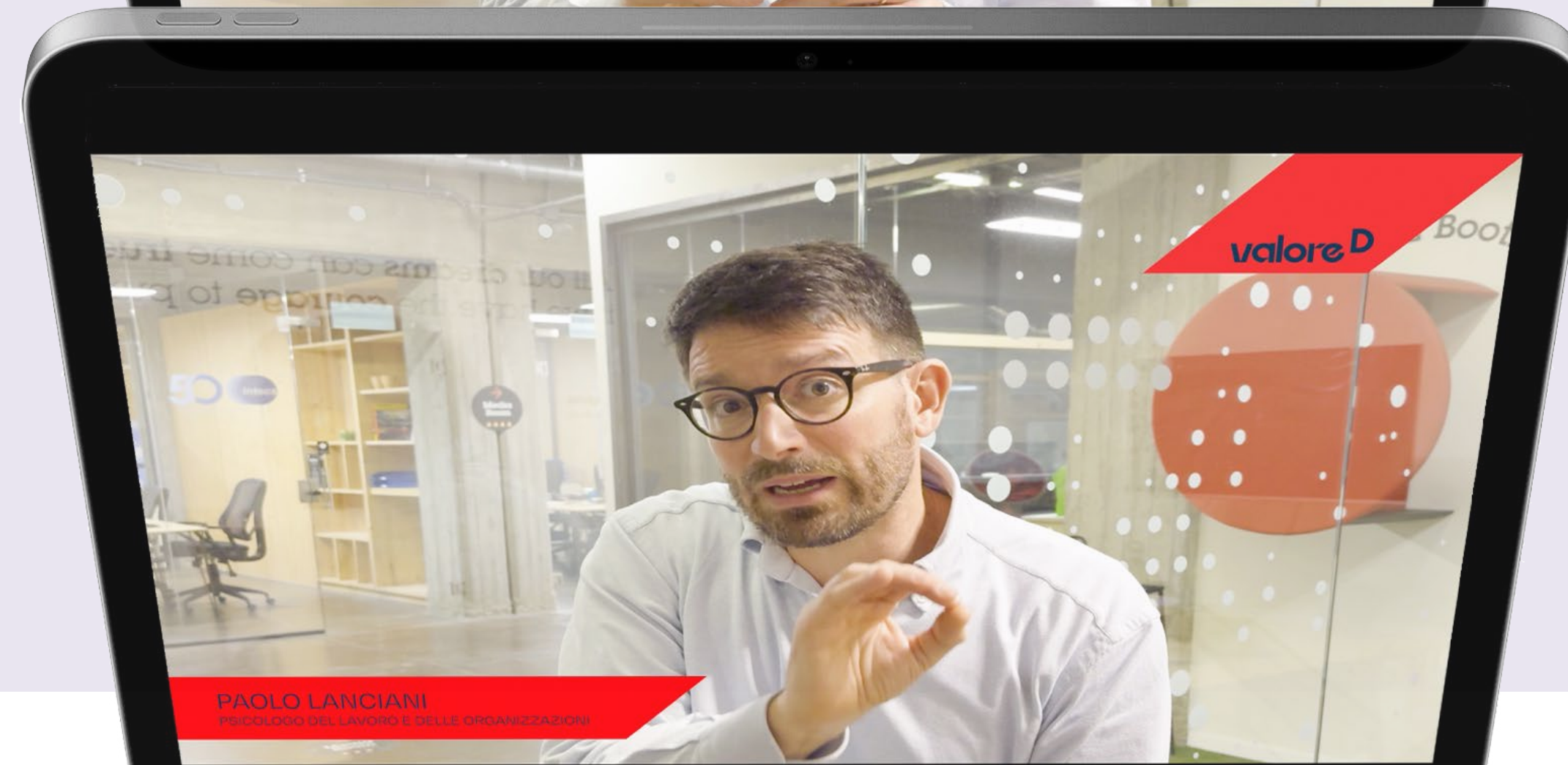
Direzionari represent the latest product developed by Valore D's Academy team as part of the asynchronous training activities dedicated to the corporate population of member companies. The format is accessible through the proprietary platform Yunicity and consists of a series of interactive questionnaires designed to stimulate personal and conscious reflection on topics such as behavior, leadership, and individual development.

At the end of the course, the user receives one of three possible feedback profiles, each introduced and explained by Paolo Lanciani, work psychologist and scientific consultant for the project. The videos, recorded using personal filming equipment, are an integral part of the training experience and add value to the content through a direct, clear, and engaging language.

Each video begins with a provocative question, chosen to activate a process of self-analysis and guide the person in interpreting their profile. The answer provides an in-depth and personalized interpretation of the result obtained, offering useful insights also from a professional perspective.

Valerio Caglio

**State descrivendo
una città che avete visitato,
per farlo partite
dalle somiglianze
o dalle differenze
con la città in cui vivete?**



We Stand 4 STEM: Valore D's campaign to promote female employment in scientific and mathematical disciplines.



We Stand 4 STEM is an initiative created by Valore D on the occasion of STEM Week, with the aim of promoting the entry and enhancement of female figures within the scientific, technological, engineering, and mathematical disciplines. It is a campaign designed to give visibility to the strategic role of STEM in women's empowerment paths, through the direct involvement of professionals and prominent figures from the Italian scene.

The protagonists of the initiative actively participated in the campaign by sharing content through their own social channels, Valore D's official profiles, and a dedicated landing page on the valored.it website. Their contributions personally and inspirationally told the value of scientific subjects in women's professional journeys.

For the occasion, the initiative's logo and the entire coordinated image for digital communication were designed, including dedicated graphics for feed and stories on the association's social channels. The visual identity was developed to be consistent with Valore D's brand image, but with a distinctive touch intended to make the initiative recognizable and easily shareable in the digital landscape.

click and discover the project on
www.valeriocaglio.it/deeply

Deeply

Deeply

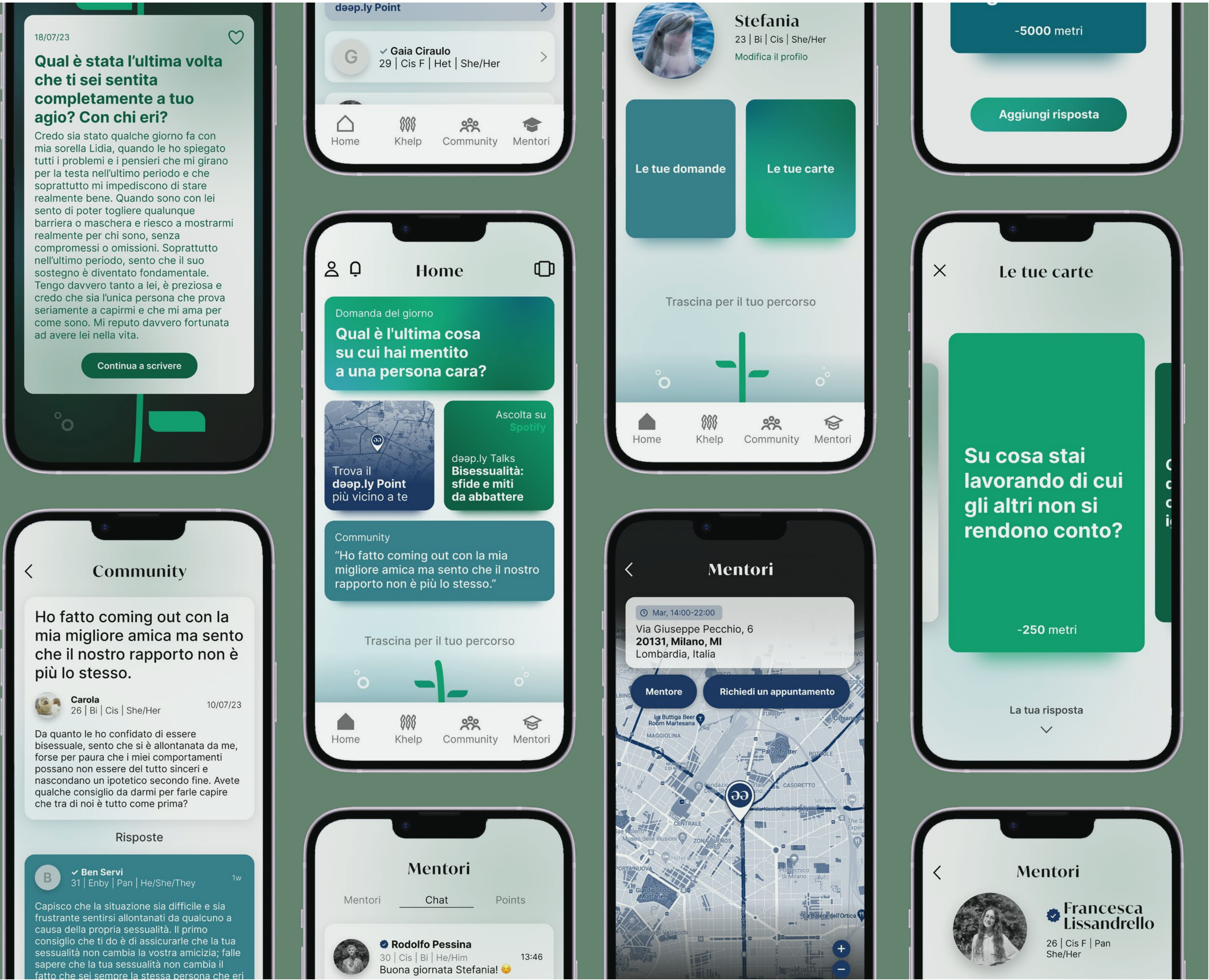
A new comfort zone where you can discover yourself, free from any kind of stereotype.

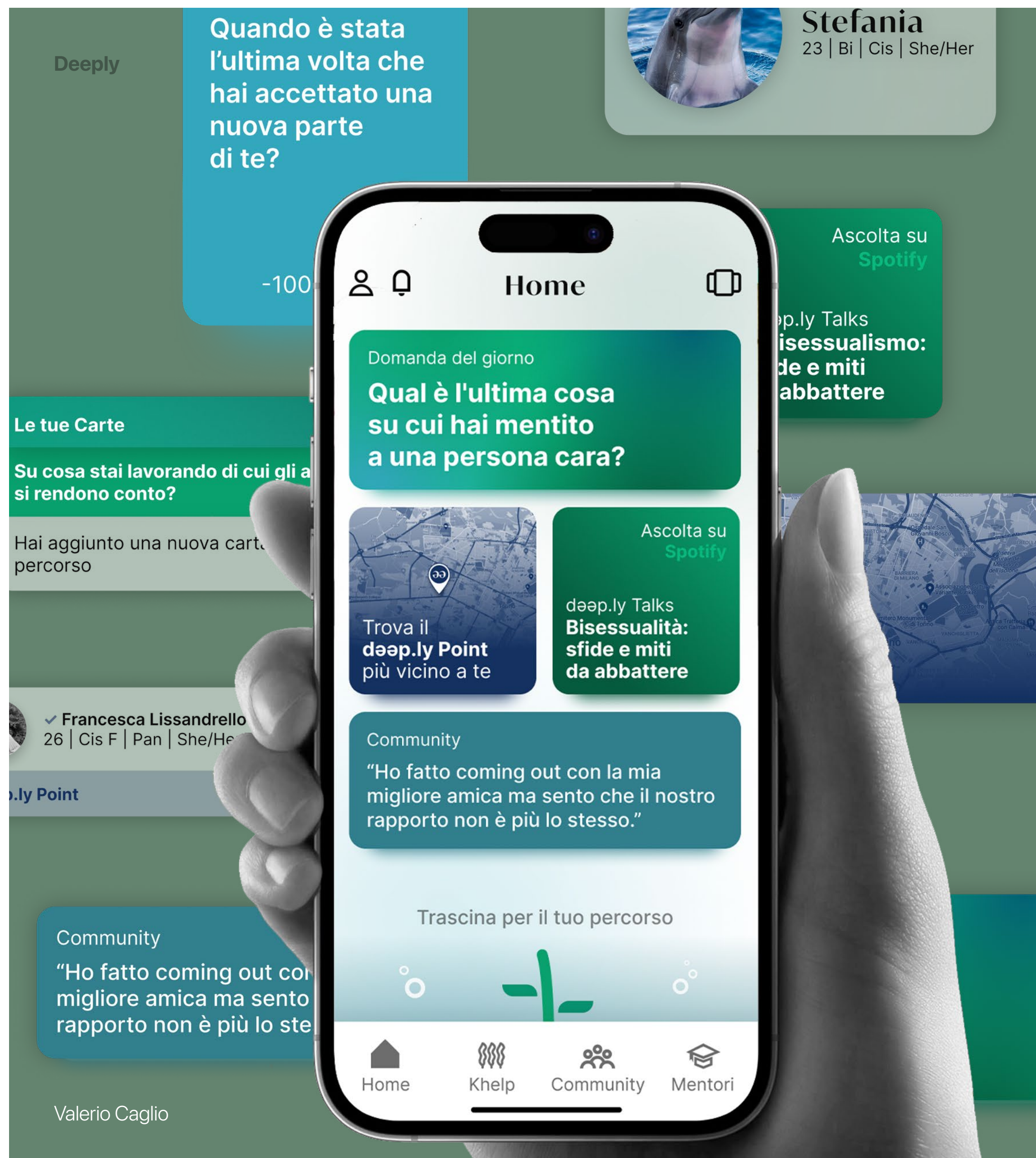
The Deep.ly platform prototype was born with the aim of creating a complete and safe ecosystem where a queer person can feel welcomed, heard, and supported along their path of understanding and awareness. A true comfort zone designed for the LGBTQIA+ community, and beyond, where every individual can find space to be themselves.

Deep.ly is hypothetically aimed at those who feel like a "fish out of water," at those who struggle to accept or understand themselves, often experiencing a sense of inadequacy when comparing themselves with their peers. Every feature of the app, the beating heart of the Deep.ly ecosystem, has been developed based on a quantitative and qualitative analysis of the real needs of the target.

Within the app, the user can activate four types of dialogue. A dialogue with themselves, thanks to daily questions offered in the form of Cards with varying intensity. A dialogue with other users in the Community section, or with experts on sexual orientation and gender identity topics in the Mentors section. Finally, a dialogue with Khelp, a conversational AI entity always active, designed to accompany the user in a personalized reflective journey, also through the content already present on the platform.

Valerio Caglio





Valerio Caglio

Deeply is a prototype of an ecosystem designed to support individuals in their journey of understanding their own genders and/or sexual orientations.

The visual ecosystem of the Deep.ly prototype develops from a powerful metaphor: just as a person dives deep within themselves to understand themselves, the app likewise invites a symbolic immersion into marine environments.

Every graphic element recalls, through shapes and colors, the ocean floor. A clear example of this is the visualization of the personal journey, represented by a stylized seaweed in which each leaf corresponds to a user's step within the application.

A central element of the experience is the Cards. While the Community, Mentors, and Khelp sections serve to interact respectively with other users, with experts from the queer community, and with an AI chatbot, the Cards represent the heart of self-analysis: daily questions that encourage reflection, whose answers are saved and can be updated over time. Each day, a new Card appears on the homepage and is collected in a personal archive. Cards are identified by a depth level, from -250 meters to -5000 meters. The greater the depth, the more complex the question is

considered to be. This system strengthens the connection between visual narrative and introspection.

Cards can be accessed either through the "Card of the Day" section or through the chatbot's two activity modes: either in Play Mode, with randomly generated questions on the app's topics, or in OneToOne Mode, where the AI agent guides the user in an ongoing dialogue, also suggesting relevant content already available on the platform.

Additional services also develop from the app: the Points, affiliated centers where, by registering and making an appointment, users can meet with Mentors; the printed Cards, to spark in-person discussions on gender and sexuality; and the Talks, online podcasts on Deep.ly's themes.

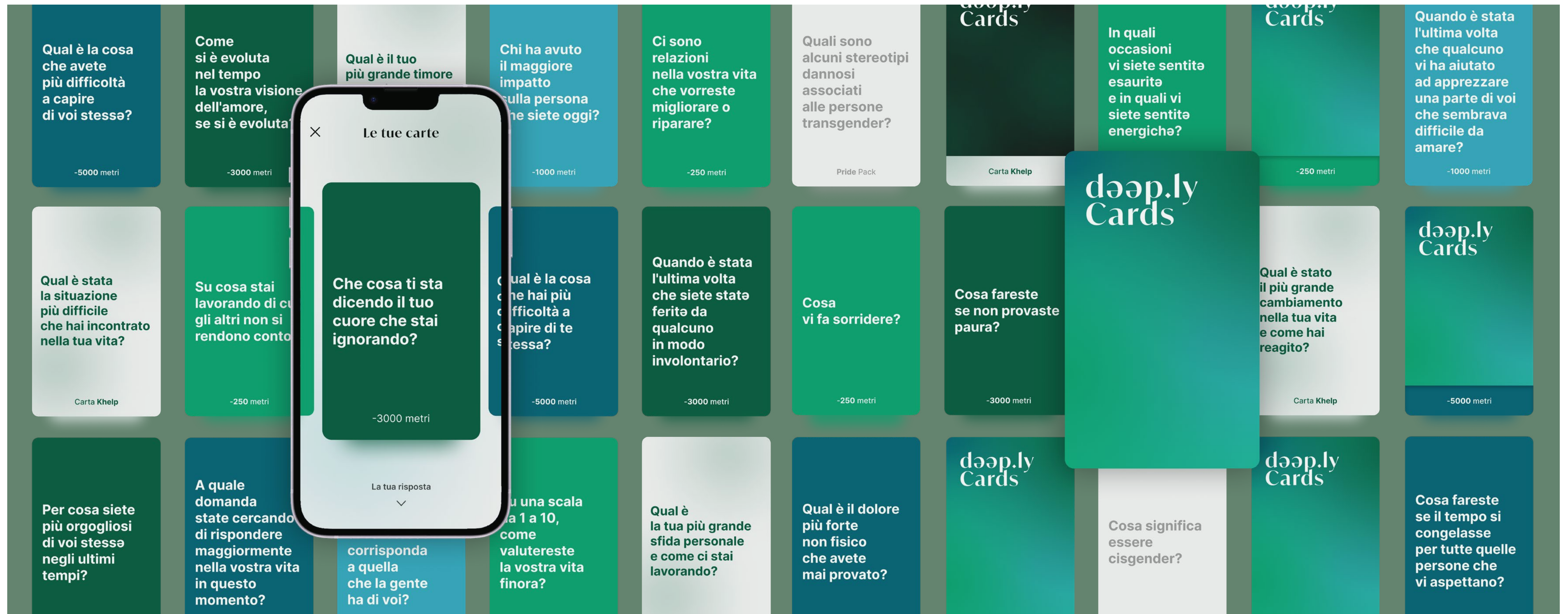


All main sections of the app branch out from the Home screen. Among them is the Khelp section: a conversational AI-based chatbot available in two modes — OneToOne Mode, for a guided and personalized experience, and Play Mode, which offers random questions related to the app's themes. Another key section is Community, a space for users to share thoughts and engage in constructive dialogue with others.

Next is the Cards section, which stores all the user's responses day by day. Each Card represents a step in their personal journey and can be reviewed or edited at any time. From the Home screen, users can also access the Talks podcast page, profile settings, the notification center, and their personal journey. By scrolling down, a stylized seaweed graphic appears — each leaf representing a completed activity.

Finally, the Mentors section is dedicated to interaction between users and professional figures. Contact can take place directly via chat, or — after registration — users can schedule an appointment at an affiliated Point, extending the experience beyond the digital space.

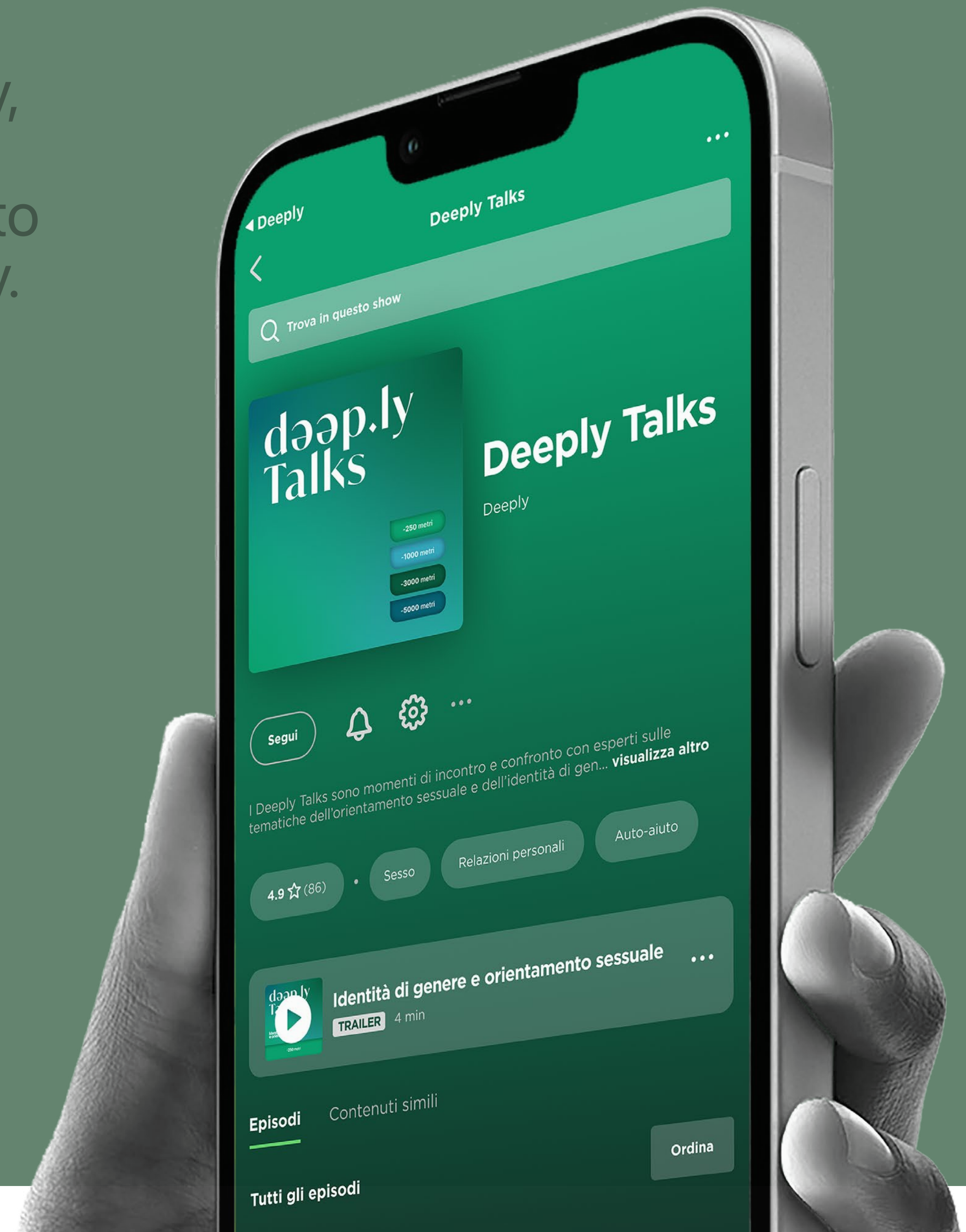
The Cards are the foundation of the Deeply ecosystem, available in two formats: digital (via app) and printed, which can be purchased online at deep.ly.



Conversations about gender and sexuality, right in your headphones: every event organized by the Deeply team is turned into a podcast available to everyone on Spotify.

Talks are a communication product within the Deep.ly ecosystem, designed to go beyond the boundaries of the platform and reach new potential users. Each episode focuses on topics related to sexuality, identity, and personal well-being, offering accessible content even for those who are not yet part of the community.

Just like the Cards, the Talks are organized into four categories, based on the depth of the topics explored, using the same symbolic scale: from -250 to -5000 meters. This structure ensures narrative and visual consistency within the Deep.ly ecosystem, offering a listening experience that gradually and mindfully guides users through the discovery of complex yet essential themes.



Valerio Caglio
Communication Designer

2025

Thanks
for your attention!

Portfolio



Valerio Caglio

Visual Communication Designer
Milan, Italy

Linkedin
[Valerio Caglio](#)

Instagram
[@valeriocaglio](#)

Contacts
info.valeriocaglio@gmail.com
+39 366 93 42 354

Education

- > September 2021 – July 2023
Politecnico di Milano
Master’s Degree in Communication Design
Final grade: 110/110
- > September 2018 – July 2021
Politecnico di Milano
Bachelor’s Degree in Interior Design
Final grade: 110/110
- > September 2013 – July 2018
Istituto Paritario Maddalena di Canossa – Monza
Scientific High School – Applied Sciences track
Final grade: 84/100

Working experiences

- > Seraplastic
Communication Content and Strategy Designer
March 2024 – Present
Company with over 60 years of experience in designing thermal insulation, shading, blackout, and filtering systems for windows, suitable for both indoor and outdoor spaces. Full management of corporate communication through an integrated and cross-functional approach.

Development of the responsive websites [seraplastic.it](#) and [serbloc.it](#), including selection of visual content, UX/UI, copywriting, and definition of graphics and photos choices.

Management of social media channels, design and drafting of editorial and graphic materials for internal use, writing articles for the News section of the website. Development of the coordinated brand image for Serbloc and Citea Outdoor (fonts, color palettes, logotype, pictogram, brand identity applications). Photo and video documentation of corporate events, trade fairs, and construction sites using personal equipment (camera and drone).

- > Valore D
Graphic Designer
October 2023 - March 2024
Non-profit organization active since 2009 in promoting more inclusive work environments that embrace all forms of diversity. With a network of over 370 member companies, it is a key point of reference for D&I topics in Italy. I contributed to the design and production of communication materials supporting the Business Communication, Public Affairs, and Academy teams, as well as the photographic documentation of corporate events.

Languages

Italian - Native

English - Excellent written and spoken skills
TOEIC Certification: 950/990

Software

| | |
|------------------------|--|
| Adobe Suite | |
| Illustrator | |
| InDesign | |
| Lightroom | |
| Photoshop | |
| Premiere Pro | |
| Figma | |
| Meta Business Suite | |
| Microsoft Office Suite | |
| Wordpress + Elementor | |
| Joomla + YooTheme | |
| AutoCAD | |