

Valerio Caglio
Communication Designer

2025

EN

Portfolio



Hey, I'm Valerio.

Communication Content & Strategy Designer with an interdisciplinary background in Interior Design (2021) and Communication Design (2023) from Politecnico di Milano. I work at the intersection of strategy, content and visual design, developing structured and goal-oriented communication systems.

I am currently working at Seraplastic, a historic company with over 60 years of experience in the solar shading sector, where I cover a cross-functional role within the communication area. I manage complex, multi-channel communication projects involving branding, digital content, editorial materials, web and visual communication, coordinating multiple touchpoints in parallel and working closely with internal teams and external partners. My role spans the entire communication process, from strategic analysis and positioning to content development and operational execution. I design coherent and scalable communication systems, with a strong focus on organization, prioritization and message clarity. My polytechnic education has provided me with a solid design methodology and strong skills in managing complex projects, even in high-pressure environments. I combine a creative mindset with a pragmatic, problem-solving approach, balancing strategic thinking with hands-on execution.

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

■ 04-15

Citea Outdoor

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

■ 16-28

Serbloc

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

■ 29-42

Seraplastic

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

■ 43-53

Valore D

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

■ 54-59

Deeply

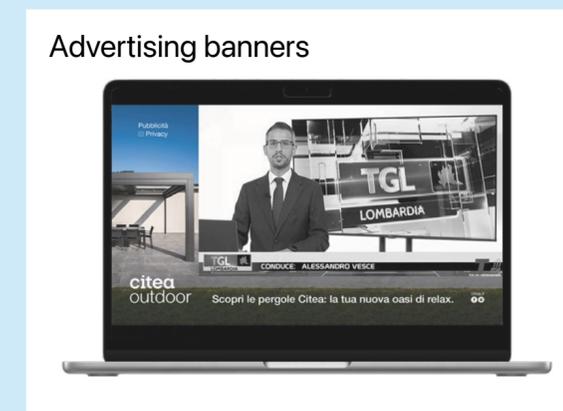
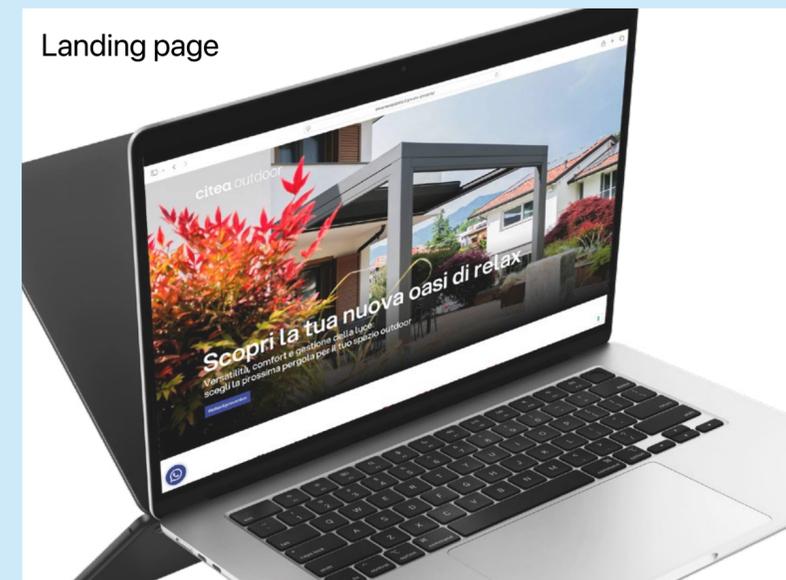
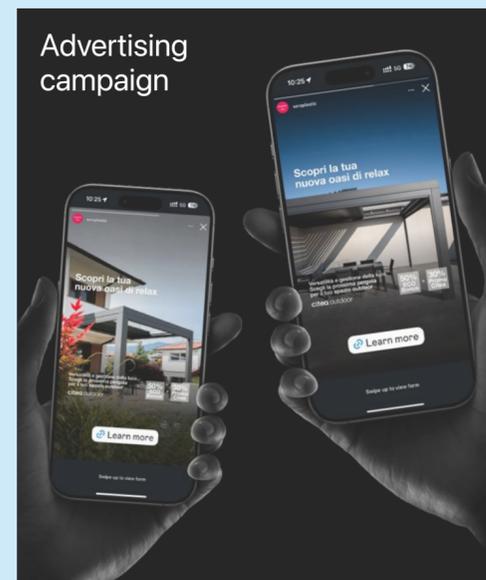
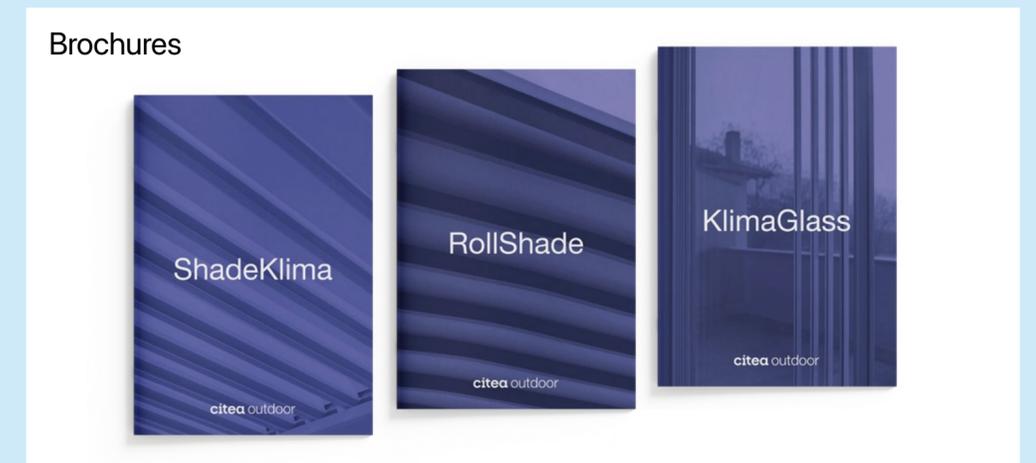
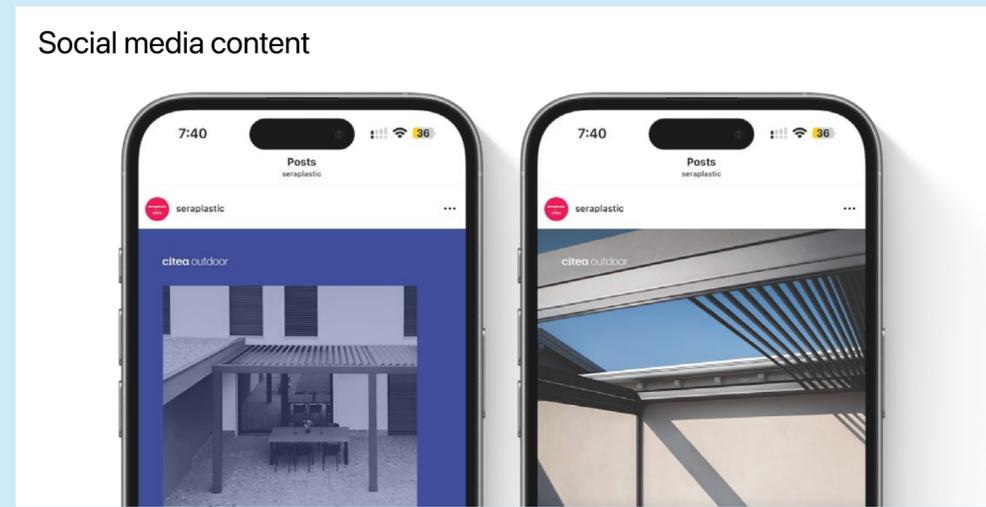
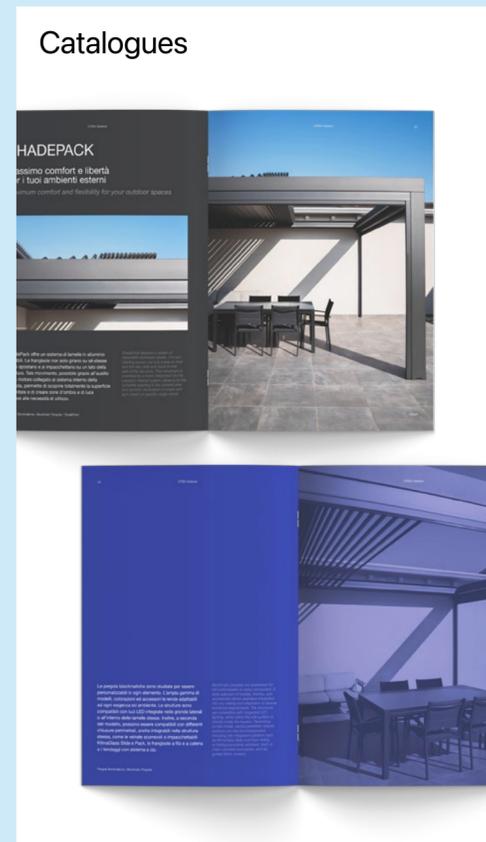
Citea

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

Outdoor



Rollup



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.

Pergole Bioclimatiche

Bioclimatic Pergolas

La sintesi perfetta tra benessere, durevolezza e massima personalizzazione

The perfect synthesis of comfort, durability, and advanced customization

Le pergole bioclimatiche sono strutture outdoor ideali per rendere ogni ambiente esterno accogliente, confortevole e godibile tutto l'anno. Grazie al sistema di lamelle frangisole orientabili da 0° fino a 140° in base al modello e anche retraibili, nel caso di ShadePack e ShadePack Pro, è possibile modulare luminosità e areazione, creando delle perfette oasi ombreggiate e ventilate all'interno delle pergole.

Le lame del sistema ombreggiante e la struttura della pergola sono realizzate interamente in alluminio verniciato, un materiale particolarmente leggero e molto resistente alle intemperie. Questo assicura un'elevata durevolezza nel tempo, grazie all'utilizzo di particolari vernici capaci di garantire maggiore resistenza ai raggi solari, alla salsedine, all'umidità e all'acqua, permettendo inoltre alle colorazioni della struttura di rimanere brillanti e lucenti nel tempo.

Bioclimatic pergolas are outdoor structures specifically designed to make external environments comfortable, welcoming, and usable throughout the year. Equipped with adjustable sun-shading blades angling from 0° to 140° depending on the model and retractable options in systems such as ShadePack and ShadePack Pro, these pergolas allow precise modulation of natural light and airflow, creating shaded, ventilated outdoor spaces.

The louvers and supporting structure are made entirely of powder-coated aluminum, a lightweight material known for its high resistance to weather conditions. This ensures long-lasting durability, enhanced by specialized coatings that protect against UV rays, salt exposure, humidity, and water. These treatments also preserve the brilliance and integrity of the structure's color over time.





Technical catalogue



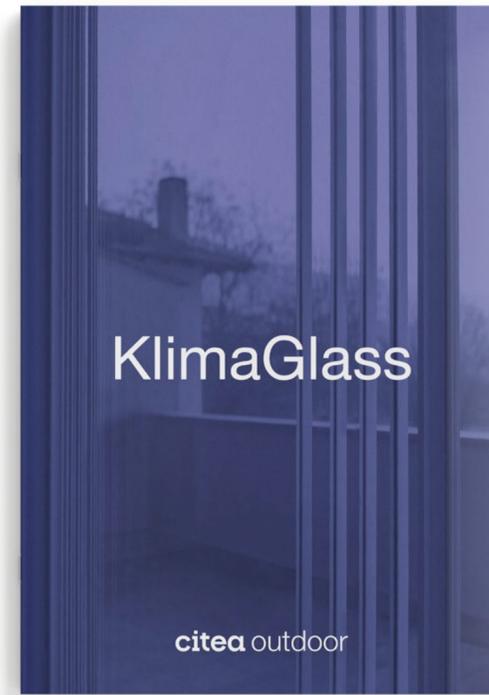
Citea Outdoor line brochure



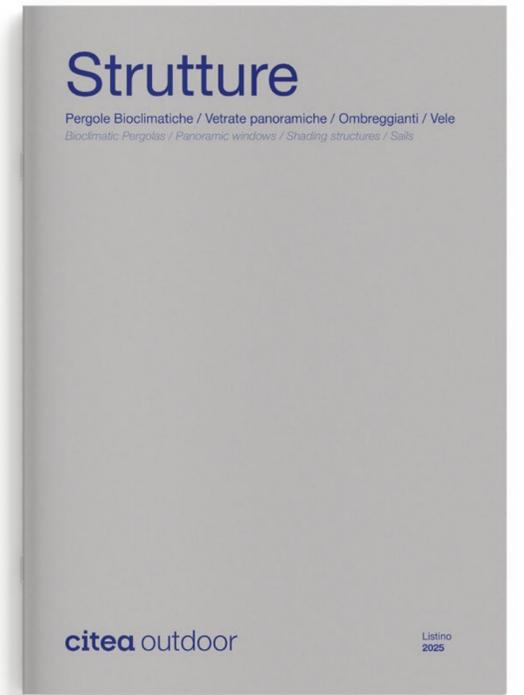
ShadeKlima foldable brochure



RollShade foldable brochure



KlimaGlass foldable brochure



Pricelist

Configurazione Standard € 19.000,00*

Configurazione Standard € 10.000,00*

Configurazione Standard € 16.360,00*

Configurazione Standard € 7.200,00*

Configurazione Standard € 11.120,00*

KlimaCover € 16.360,00*

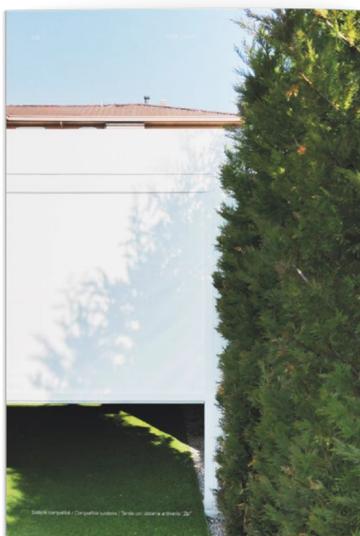
ShadeSmart € 7.200,00*

Klima360 € 14.640,00*

RollShade € 11.120,00*

Le pergole bioclimatiche sono studiate per essere personalizzabili in ogni elemento. L'ampia gamma di modelli, configurazioni ed accessori rende adattabili ad ogni esigenza ed ambiente. La struttura sono compatibili con luci LED integrate nelle gronda laterali o all'interno della lamina stessa. Inoltre, a seconda del modello, possono essere compatibili con diverse chiusure panoramiche, anche integrabili nella struttura stessa, come la versatile scorrevola a repository KlimiGlass Slide e Pack, le frangisole a filo e a cattedra o l'involucro con sistema a zip.

Il sistema di illuminazione è studiato per essere personalizzabile in ogni elemento. L'ampia gamma di modelli, configurazioni ed accessori rende adattabili ad ogni esigenza ed ambiente. La struttura sono compatibili con luci LED integrate nelle gronda laterali o all'interno della lamina stessa. Inoltre, a seconda del modello, possono essere compatibili con diverse chiusure panoramiche, anche integrabili nella struttura stessa, come la versatile scorrevola a repository KlimiGlass Slide e Pack, le frangisole a filo e a cattedra o l'involucro con sistema a zip.



Il prodotto

Caratteristiche

Colori struttura

Configurazioni disponibili

SHADEPACK

Massimo comfort e libertà per i tuoi ambienti esterni

Maximum comfort and flexibility for your outdoor spaces

ShadePack offre un sistema di lamelle in alluminio retrattibili. Le frangisole non solo girano su sé stesse ma si spostano e si impacchettano su un lato della struttura. Tale movimento è possibile grazie all'ausilio di un motore collegato al sistema interno della pergola, permette di accogliere solitamente la superficie desiderata e di trovare zone d'ombra e di luce in base alle necessità di utilizzo.

ShadeKlima

Modello	Configurazione	Prezzo listino	Pagina catalogo
SK10	Struttura autoportante	22	63
SK20	Struttura a parete, lamina parallela al muro	23	64
SK30	Struttura a parete, lamina perpendicolare al muro	23	64
SK40	Struttura a parete	24	65
SK50	Struttura a parete con portata, lamina parallela al muro	25	66
SK60	Struttura a parete con portata, lamina perpendicolare al muro	25	66
Accessori compatibili		48	

Pergolende

Pergolas

Una finestra sul cielo, per la massima fruibilità degli spazi esterni

A window to the sky, enabling full enjoyment of outdoor spaces.

Le pergolende sono strutture outdoor studiate per la gestione dei flussi di luce ed negli ambienti esterni. Disponibili in versione autoportante, addestrate a parete o senza portate, sono disponibili in linea con l'orizzonte. La gestione modulare dei raggi luminosi è garantita da una copertura retrattile in PVC personalizzabile e impermeabile dotata di movimentazione automatica e silenziosa.



Il prodotto

Caratteristiche

Chiusura

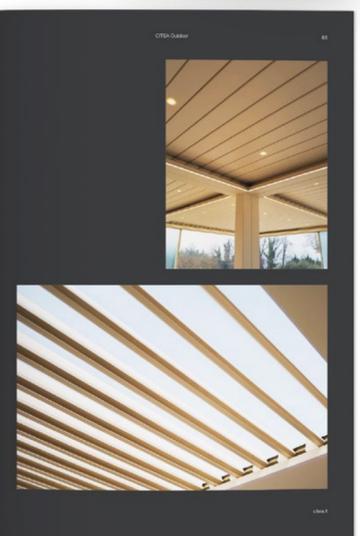
Colori

Struttura autoportante

Self supporting structure

SR10

Configurazioni

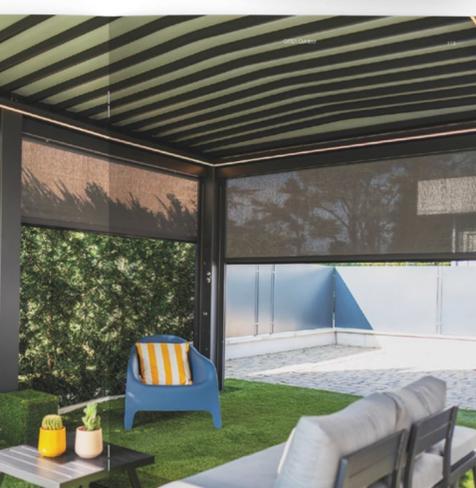


Indice codici prodotto

Product codes index

Modello	Configurazione	Prezzo
SP10	Struttura autoportante	31
SP20	Struttura a parete, lamina parallela al muro	32
SP30	Struttura a parete, lamina perpendicolare al muro	33
SP40	Struttura a parete	34
SR10	Struttura autoportante	47
SR20	Struttura a parete, lamina parallela al muro	48
SR30	Struttura a parete, lamina perpendicolare al muro	49
SR40	Struttura a parete	50
SK10	Struttura autoportante	63
SK20	Struttura a parete, lamina parallela al muro	64
SK30	Struttura a parete, lamina perpendicolare al muro	65
SK40	Struttura a parete	66
SK50	Struttura a parete con portata, lamina parallela al muro	66
SK60	Struttura a parete con portata, lamina perpendicolare al muro	66
SL10	Struttura autoportante	75
SL20	Struttura a parete, lamina parallela al muro	76
SL30	Struttura a parete, lamina perpendicolare al muro	77
SL40	Struttura a parete	76
KC10	Struttura autoportante	89
KC20	Struttura a parete, lamina parallela al muro	90
KC30	Struttura a parete, lamina perpendicolare al muro	91
KC10	Struttura autoportante	97
KC20	Struttura a parete, lamina parallela al muro	98
KC30	Struttura a parete, lamina perpendicolare al muro	99

Modello	Configurazione	Prezzo
SM10	Struttura autoportante	103
SM20	Struttura a parete, lamina parallela al muro	104
SM30	Struttura a parete, lamina perpendicolare al muro	105
RH10	Struttura autoportante 20° tilt*	119
RH20	Struttura autoportante 30° tilt*	119
RH30	Struttura autoportante 40° tilt*	120
RH40	Struttura autoportante a parete con portata con inclinazione di 20° tilt*	120
RH50	Struttura autoportante a parete con portata con inclinazione di 30° tilt*	121
RH60	Struttura autoportante a parete con portata con inclinazione di 40° tilt*	130
RW20	Struttura autoportante a parete con portata con inclinazione di 20° tilt*	132
RS10	Struttura autoportante a parete con portata con inclinazione di 20° tilt*	137
RS20	Struttura autoportante a parete con portata con inclinazione di 30° tilt*	137
KG10	Struttura autoportante a parete con portata con inclinazione di 20° tilt*	153
KG20	Struttura autoportante a parete con portata con inclinazione di 30° tilt*	161
SH10	Struttura autoportante	171
SH20	Struttura autoportante	173
SH30	Struttura autoportante	177
SH40	Struttura autoportante	185
SH50	Struttura autoportante	186
VE10	Struttura autoportante	194
VE20	Struttura autoportante	196
VE30	Struttura autoportante	198



ShadePack Pro

ShadeKlima Light

KlimaCover

Klima360

ShadeSmart

RollShade

RollShade Wave

RollShade Smart

KlimiGlass Slide

KlimiGlass Pack

ShadeSquare

ShadeDouble-T

ShadeDouble-S

ShadeWave

Triangle

Square

Double-T

Tende "Zip"

Frangisole

Illuminazione

Accessori

Colori e tessuti

Colori e tessuti

Colori e tessuti

Colori e tessuti

Colori e tessuti

Colori e tessuti

Colori e tessuti

Colori e tessuti

Colori e tessuti



ShadeKlima SK10

Struttura autoportante

Prezzo listino

€ 22,00

€ 63,00

ShadeKlima SK10

Struttura autoportante

Prezzo listino

€ 22,00

€ 63,00

Il prodotto
Product

ShadeKlima

Configurazione standard
€ 12.260,00'

Caratteristiche
Features

Design innovativo
Pannello in PVC
Pannello in PVC
Pannello in PVC
Pannello in PVC

Configurazioni
Configurations

Struttura autoportante
Struttura autoportante
Struttura autoportante
Struttura autoportante



Spazi esterni più vivibili grazie a versatilità e funzionalità di "ShadeKlima Light". La struttura, grazie al sistema in lamelle orientabili fino a 140° garantisce un ottimo livello di comfort climatico agli spazi esterni, ingrandendo giardini e parchi. Elegante design dagli elementi della struttura in modo classico sul panorama di prodotti, lavorando con armonia in ogni spazio.

Con "ShadeKlima" puoi vivere il tuo spazio esterno senza preoccuparti di temperatura e condizioni atmosferiche. Il sistema di lamelle orientabili in alluminio, fra i 140° permette di modulare luminosità e spazio dello spazio esterno.

Grazie alle diverse inclinazioni è possibile creare perfette ombreggiature e ventilare all'interno della pergola. La compatibilità con le chiusure perimetrali permette inoltre di creare spazi riciclabili e sostenibili, vivibili tutto l'anno.

Il prodotto
Product

ShadeKlima Light

Configurazione standard
€ 10.000,00'

Caratteristiche
Features

Design innovativo
Pannello in PVC
Pannello in PVC
Pannello in PVC

Configurazioni
Configurations

Struttura autoportante
Struttura autoportante
Struttura autoportante
Struttura autoportante



Il prodotto
Product

Caratteristiche

Chiusura
Closure system

Colori
Colors

Struttura autoportante
Self supporting structure

K310

Dimensioni
Dimensions

Struttura autoportante
Struttura autoportante
Struttura autoportante
Struttura autoportante



Sostenibilità
sinonimo di innovazione

Sustainability means innovation

La sostenibilità di un prodotto non si misura solo nella sua capacità di generare un risparmio sui consumi energetici e di migliorare il comfort ambientale ma anche nei processi che portano alla produzione di quel prodotto.

La sostenibilità, a 360 gradi, passa dall'innovazione dei processi, il perfezionamento delle tecnologie e il rinnovamento degli ambienti di lavoro o permette di ridurre sprechi energetici e di materie prime.

Utilizzando per i nostri prodotti materiali certificati, da filiera controllata e composti da una quota di riciccolato e di impegno nel riciclo di ogni materiale, filigrana, a parte dell'intero. I consumi energetici sono inoltre compensati dagli impianti fotovoltaici nelle nostre sedi produttive, che riducono efficacemente il proprio impatto ambientale.

Il prodotto
Product

RollShade

Configurazione standard
€ 11.120,00'

Caratteristiche
Features

Design innovativo
Pannello in PVC
Pannello in PVC
Pannello in PVC

Configurazioni
Configurations

Struttura autoportante
Struttura autoportante
Struttura autoportante
Struttura autoportante



Il prodotto
Product

RollShade Wave

Configurazione standard
€ 6.880,00'

Caratteristiche
Features

Design innovativo
Pannello in PVC
Pannello in PVC
Pannello in PVC

Configurazioni
Configurations

Struttura autoportante
Struttura autoportante
Struttura autoportante
Struttura autoportante

Vetrate panoramiche
Panoramic windows

Soluzioni eleganti e dal minimo ingombro per spazi più accoglienti e confortevoli

Elegant, low-profile solutions for more welcoming and comfortable spaces

La linea KlimaGlass nasce per chiudere spazi esterni, anche già esistenti, mantenendone l'armonia anche nelle stagioni più fredde. Questo, oltre a permettere la fruizione dei comfort per ventilazione, riscaldamento e climatizzazione, permette di espandere lo spazio abitativo senza compromessi a livello di comfort, luminosità e spazio a disposizione.

Disponibile in versione scorrevole (Slide) o fissa (Pack) il sistema KlimaGlass offre anche l'opzione di una griglia di lamelle orientabili a chiudere spazi come terrazze, pergole o giardini d'inverno, oppure per separare ambienti interni già esistenti come un riparo o ufficio.



Il prodotto
Product

Caratteristiche

Colori

Opzioni sistema
System options

KG10

Opzioni impacchettamento
Packaging options

SHADEPACK PRO

Comfort e libertà per i tuoi spazi esterni, a un livello ancora più elevato

Comfort and freedom for your outdoor spaces, elevated to an even higher level

La tecnologia a due motori della pergola permette il doppio movimento della lamella e allungare la copertura per garantire un controllo ancora migliore sulla ventilazione e la regolazione di temperatura e illuminazione dell'ambiente esterno, per un comfort climatico elevato.

Le lamelle, oltre ad orientarsi da 0° fino a 170° sono retrattili e impacchettabili su un lato della struttura.



Il prodotto
Product

KlimaGlass Slide

Configurazione standard
€ 2.750,00'

Caratteristiche
Features



Il prodotto
Product

KlimaGlass Pack

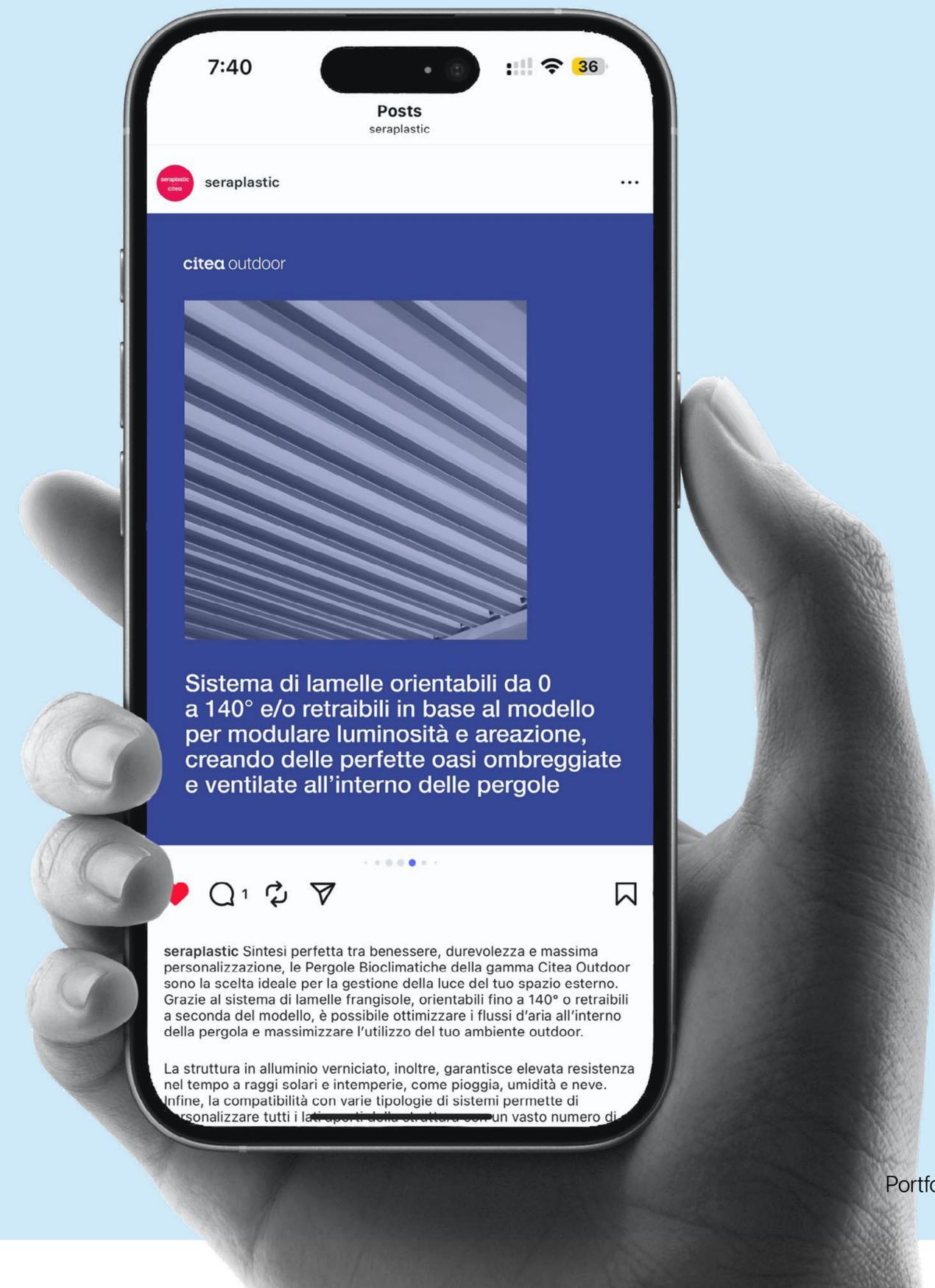
Configurazione standard
€ 4.000,00'

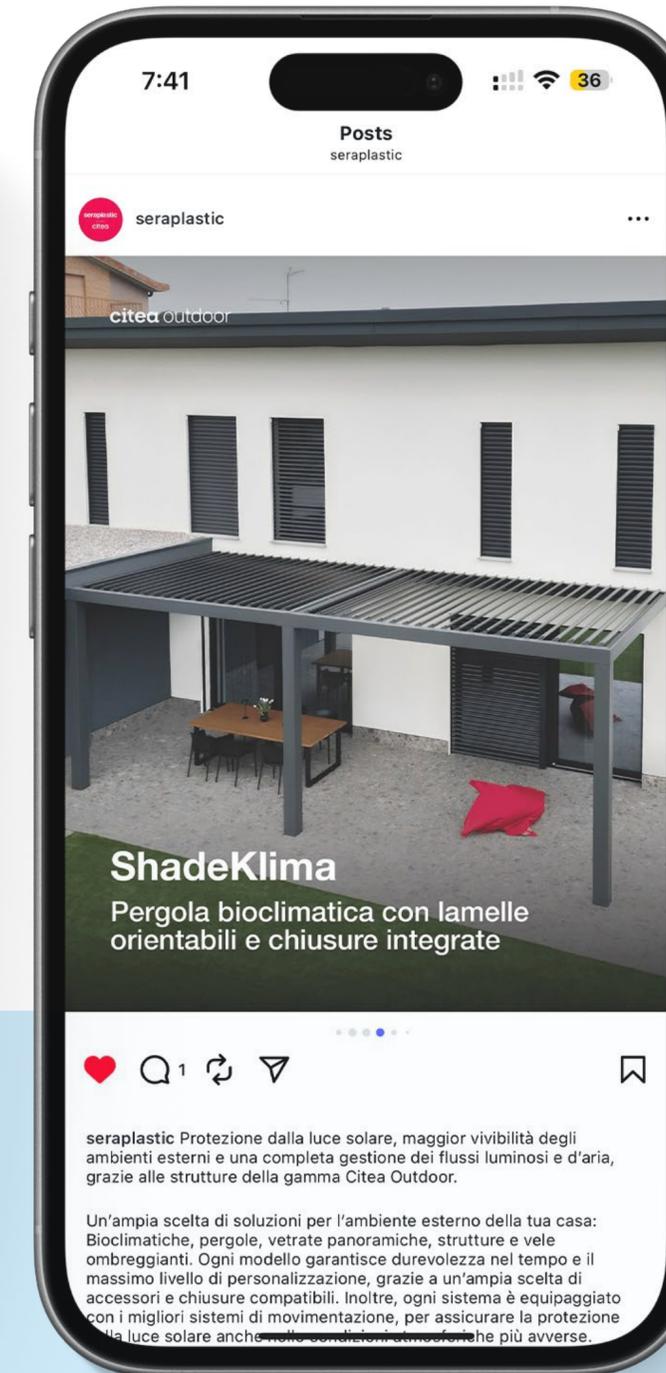
Caratteristiche
Features

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.





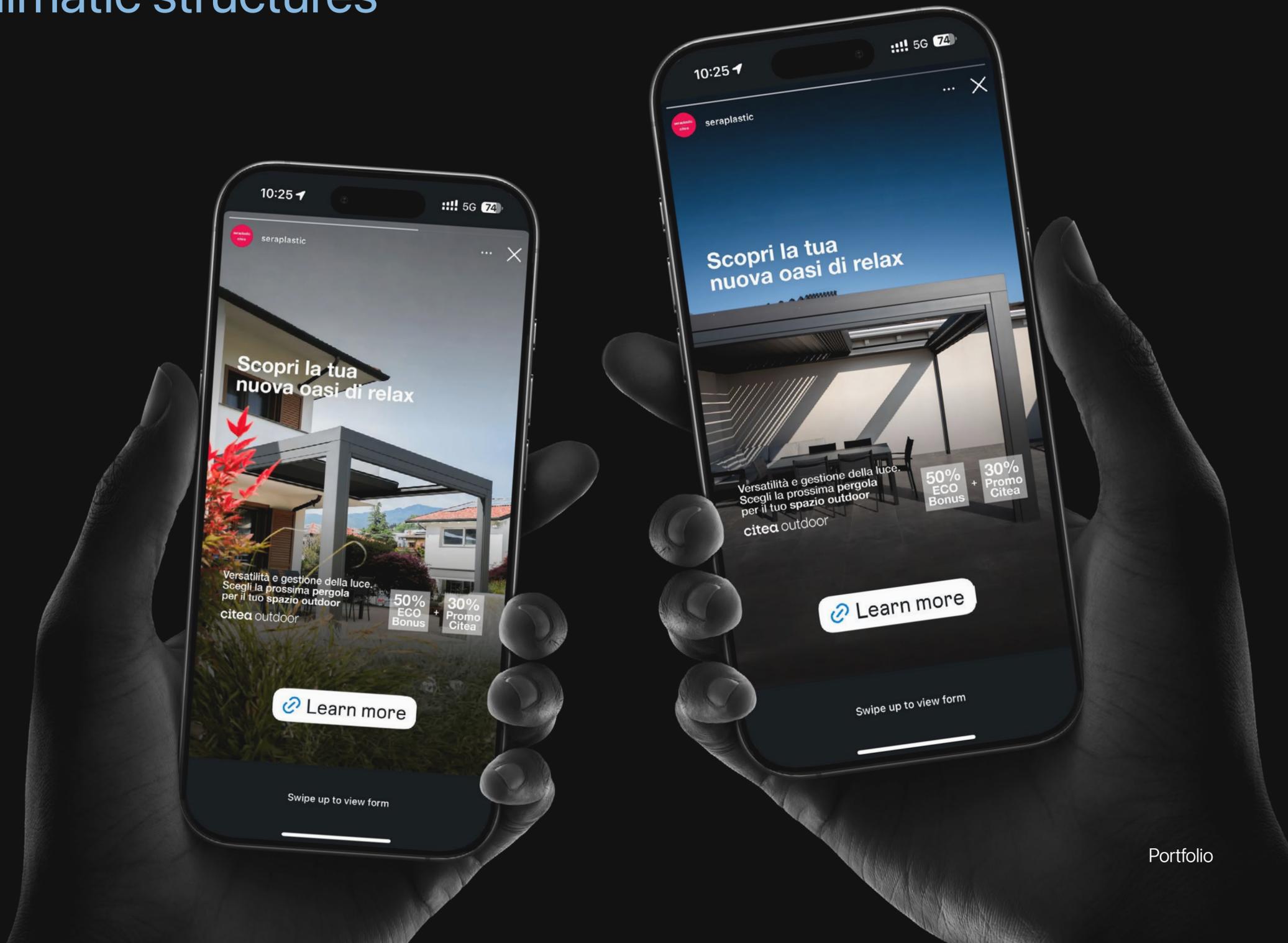
"Discover your new oasis of relaxation": the social campaign dedicated to pergolas and bioclimatic structures for the launch of Citea Outdoor.

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.

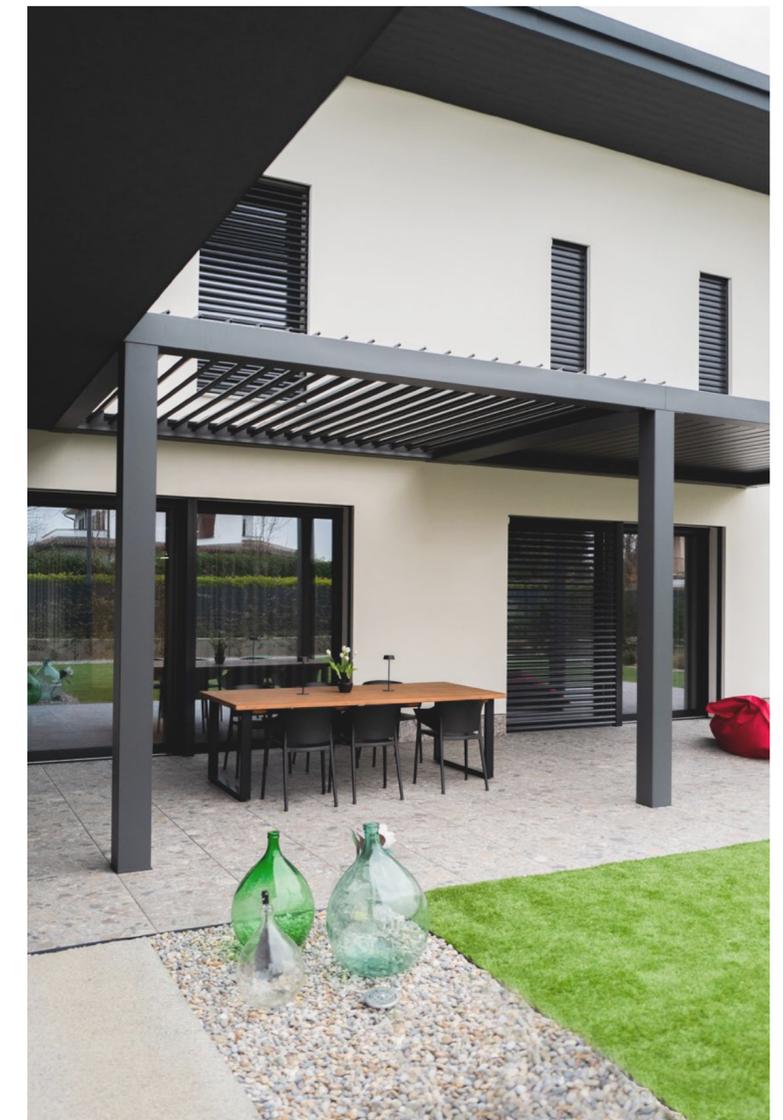
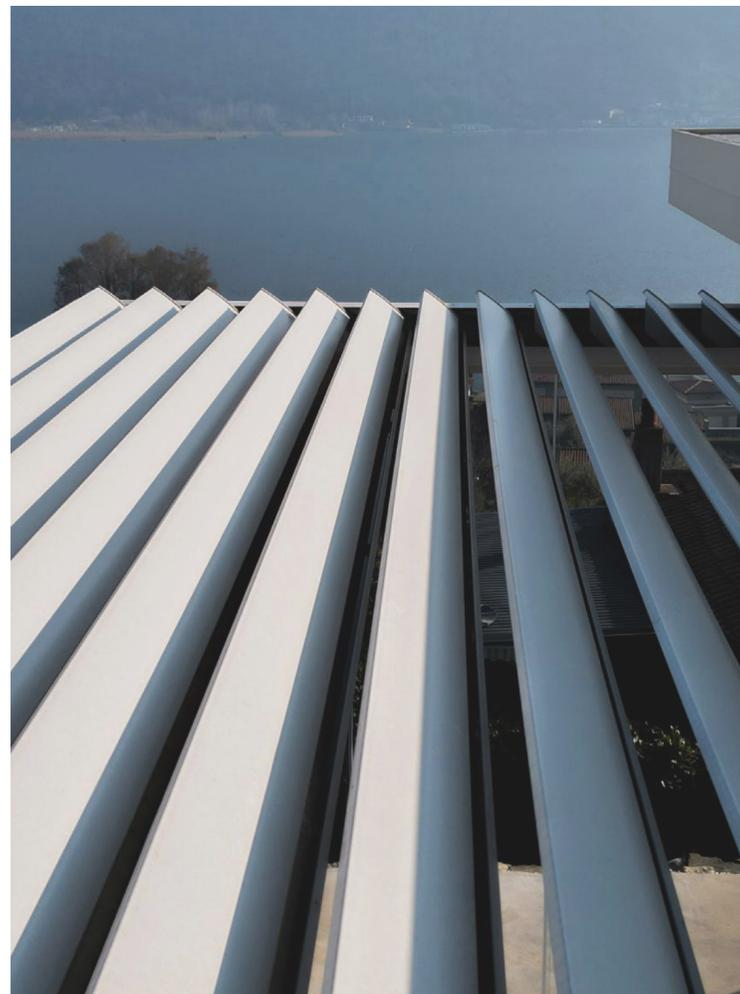


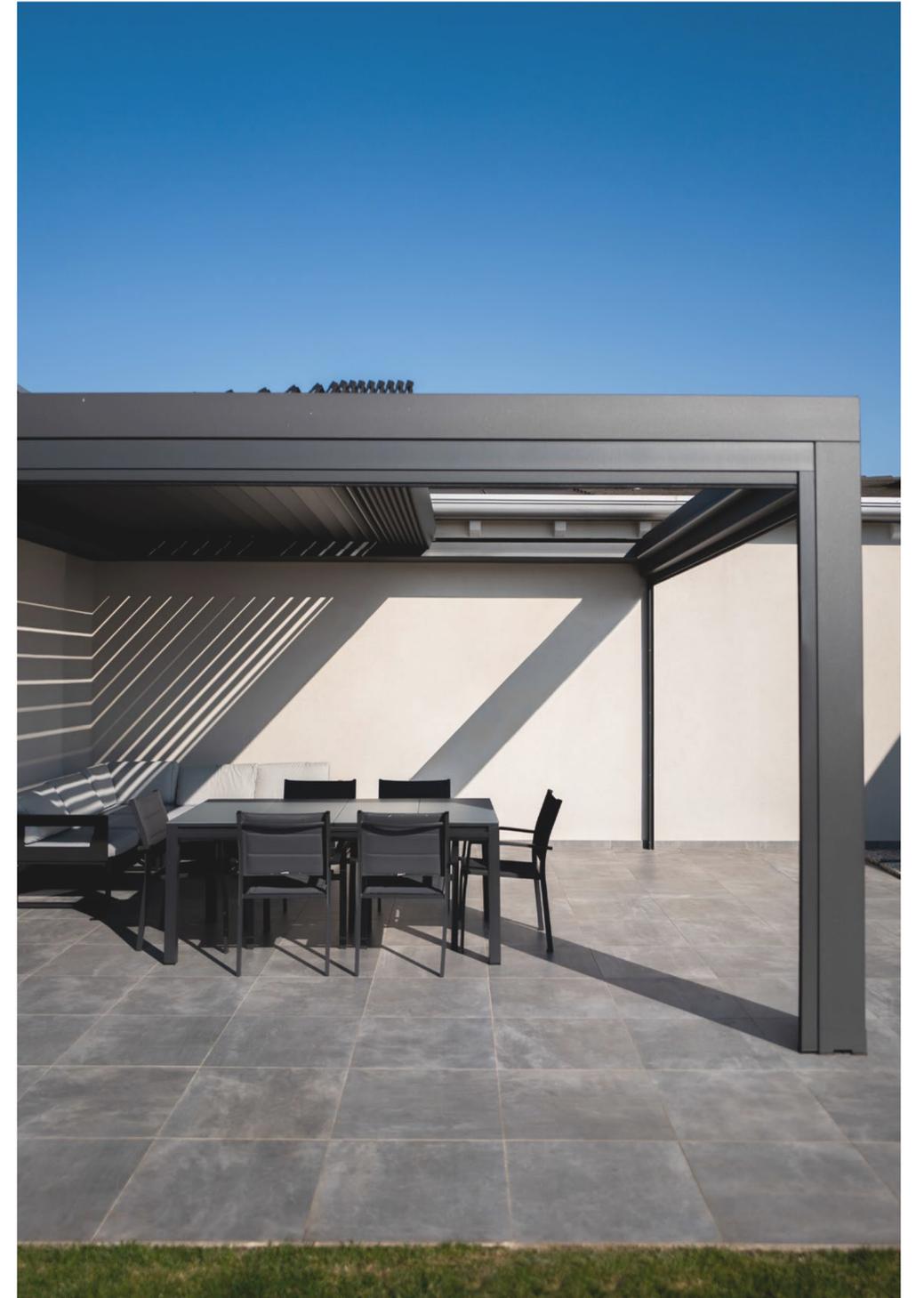
The photographic documentation of Citea Outdoor products highlights the benefits of installing a shading structure in outdoor spaces, focusing on details, colors, materials, and the ability to control light in the environment.

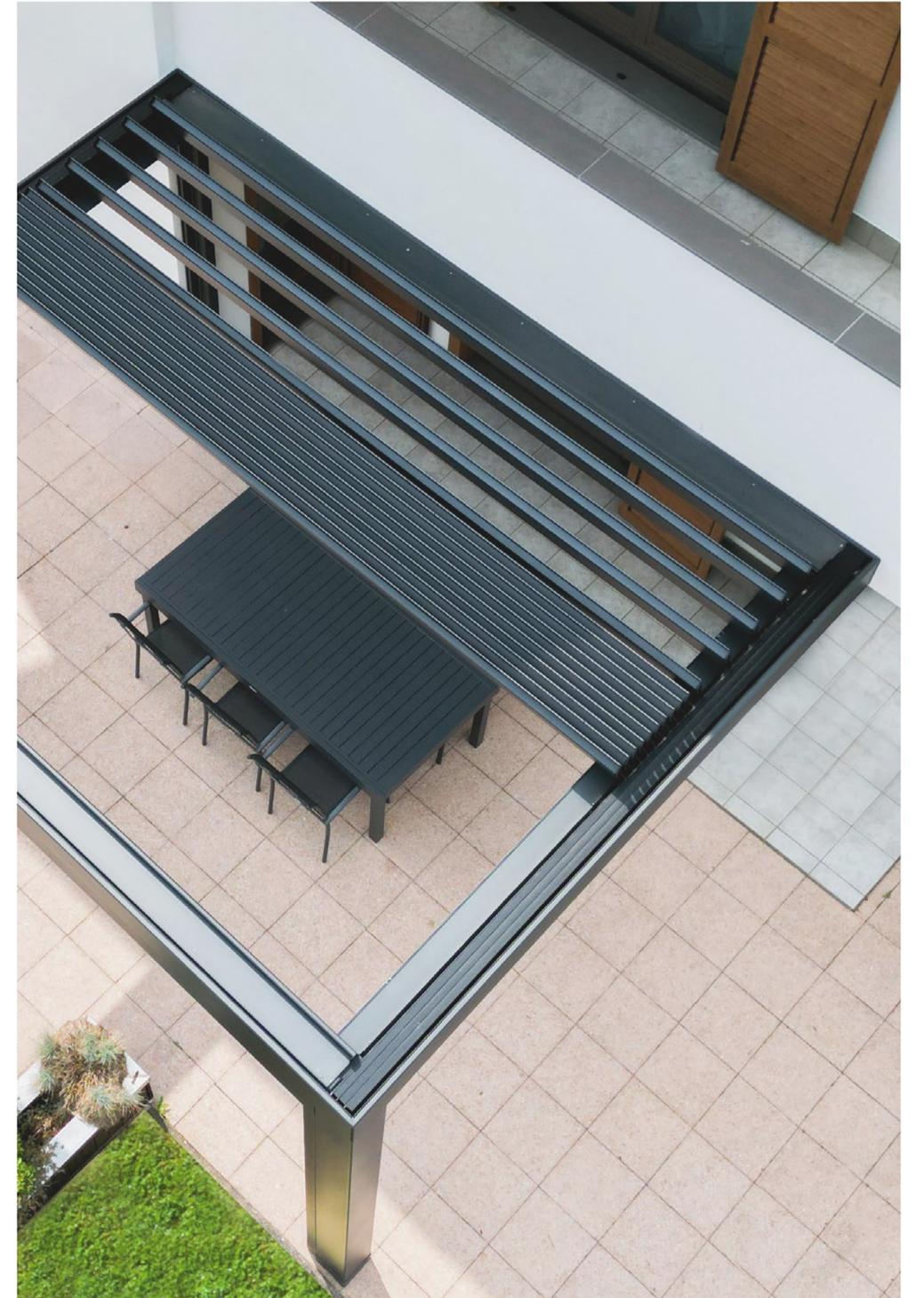
The entire photographic archive of the Citea Outdoor structures was created in the spring of 2025, with the aim of building a complete visual database to support the dealer network and the development of all digital and print content related to the new product line. The photoshoot involved all the structures 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.



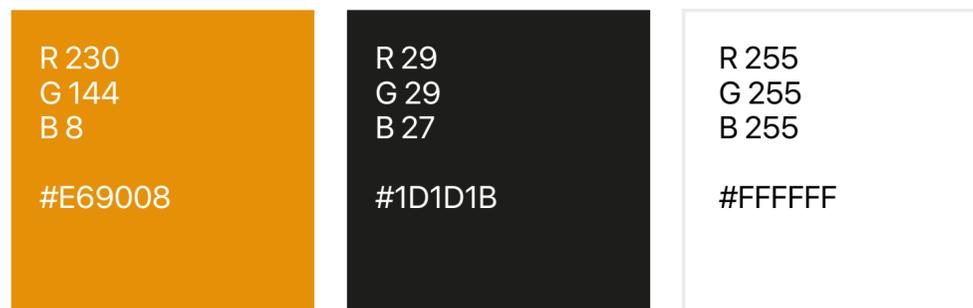




click and discover the project on
www.valeriocaglio.it/serbloc

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.



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.

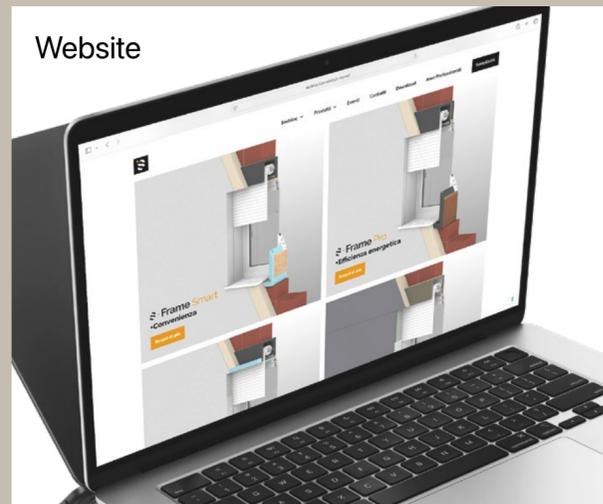
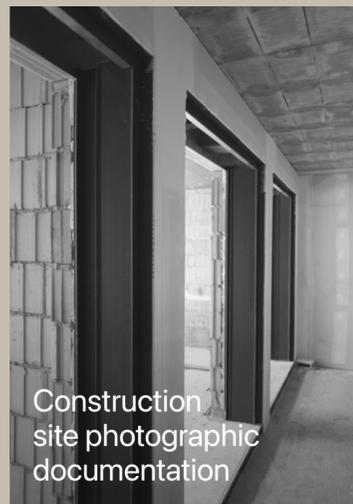
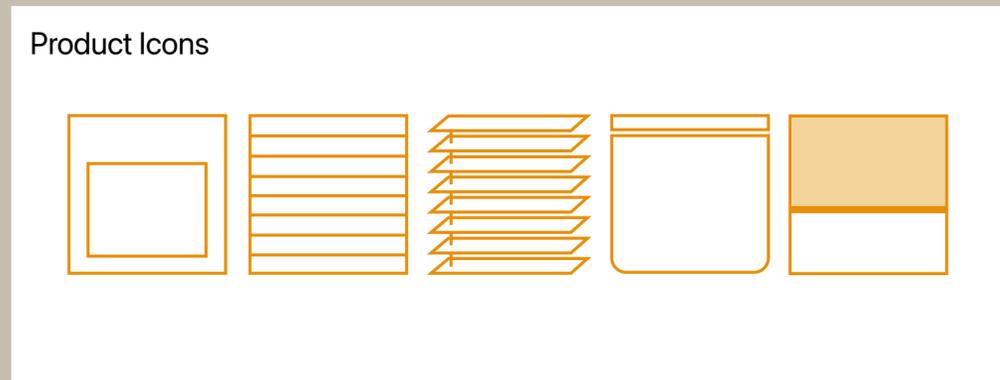
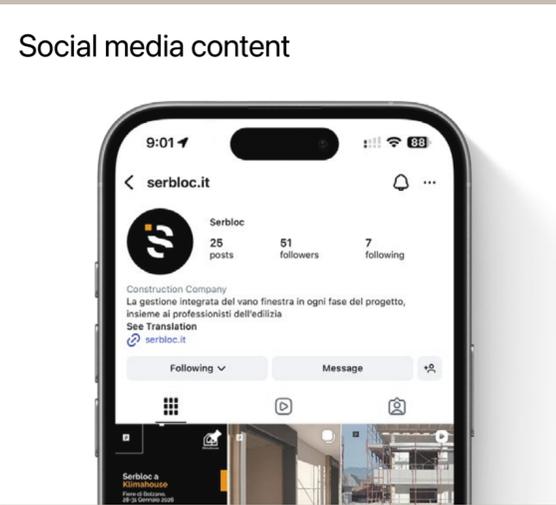
After the official presentation of the brand, a responsive website dedicated to Serbloc was

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.



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

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.

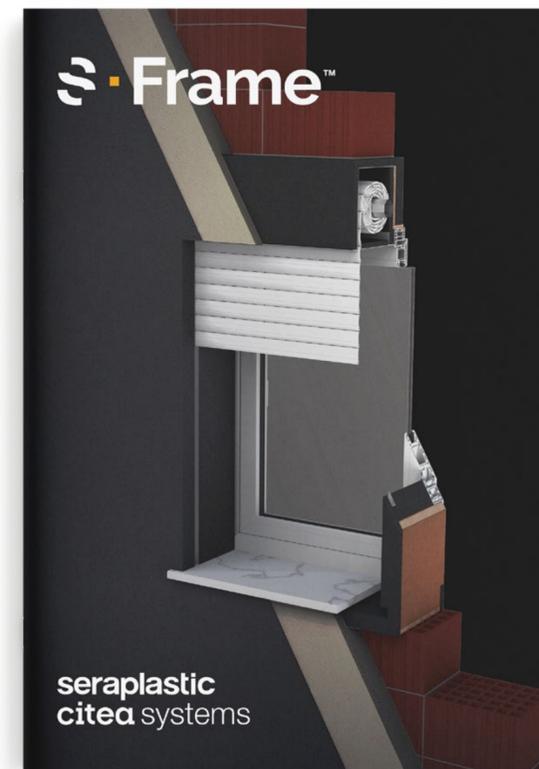
The brochure also includes brief descriptions of the main compatible elements within the Serbloc system, such as shutters, sunshades, roller blinds, and mosquito nets, as well as all models in the S-Frame monobloc range—the technological and functional heart of the entire offering.



Service Brochure



Presentation Brochure



Monobloc Brochure



Technical Catalog



S-Frame™ Fiber

Prestazioni elevate e maggiore praticità in cantiere, grazie al rivestimento in fibrocemento.

L'obiettivo di ottimizzare ulteriormente le tempistiche di lavoro in cantiere ha portato allo sviluppo di Fiber, il monoblocco pre-finito della gamma S-Frame™.

Fiber porta a un altro livello uno degli aspetti chiave della linea, la praticità. Lo strato di fibrocemento presente in alcune componenti del sistema, permette un'ottimizzazione di tempi e costi, semplificando le procedure successive all'installazione del monoblocco.

Fiber combina praticità e performance del sistema S-Frame™, assicurando isolamento termoacustico ed efficienza energetica all'edificio, oltre alla compatibilità con i prodotti oscuranti e filtranti Seraplastic e Citea, come, tapparelle, frangisole e tende a rullo e, su richiesta, anche zanzariere.

La versione Fire, disponibile su richiesta e certificata in classe A di resistenza al fuoco, preserva tutte le caratteristiche e le proprietà del monoblocco e rende ogni elemento resistente al fuoco, coniugando proprietà ignifughe e di isolamento dell'edificio.

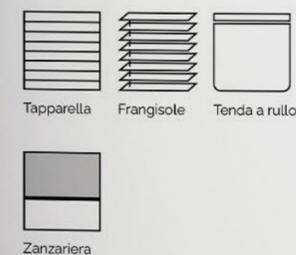
Caratteristiche del sistema

Il cassonetto è realizzato in XPS Wh come materiale isolante e legno OSB come supporto strutturale ed offre un rinforzo interno in alluminio. Le due spalle coibentate utilizzano XPS Wh per l'isolamento e legno OSB per la funzione strutturale. Il sottobancale isolato è disponibile opzionale, in versione a vaschetta.

La versione Fire sostituisce tutti i materiali isolanti e strutturali del sistema con una gamma di innovative materie prime ignifughe.

Il monoblocco offre una pre-finitura in fibrocemento su alcune superfici: le spalle coibentate e il cielino del cassonetto.

Prodotti Compatibili



Proprietà



*Disponibile a richiesta e sviluppata a progetto

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.

Indice

- Serbloc**
 - Chi siamo 19
 - Servizi 28
 - Vantaggi 32
 - Sostenibilità e innovazione 34
 - Efficienza energetica 35
 - Prodotti 38
- Sistemi Isolanti**
 - Monoblocchi 34
 - La gamma S-Frame™ 39
 - S-Frame™ Smart 43
 - S-Frame™ Pro 42
 - S-Frame™ Fiber 44
 - S-Frame™ Air 45
 - Casoviventi e confortabili 48
- Sistemi Oscuranti e Filtranti**
 - Tapparelle 52
 - Frangisole 54
 - Tende a rullo 55
 - Zanzariere 58

Un pacchetto completo per il vano finestra

Monoblocchi S-Frame

Un'innovazione tra i prodotti a tutto glasso, i monoblocchi S-Frame offrono la soluzione completa per il vano finestra. Scoprite S-Frame: un unico sistema di un sistema integrato che combina prodotti isolanti e sistemi oscuranti e filtranti.

Tutti i modelli della linea sono compatibili con appoggiatesta, frangisole, tende a rullo e zanzariere. Il pacchetto completo per il vano finestra è studiato adatte alle esigenze di ogni singolo edificio.

Monoblocchi S-Frame

Scegliete S-Frame: significa progettare il vano finestra con un'installazione particolare affidabile. Il vano finestra è studiato nel vano riveste uno dei punti più problematici per la dispersione energetica: garantendo elevato isolamento termico ed acustico.

La gamma di materiali garantisce ottima efficienza energetica ed elevate proprietà meccaniche al sistema, per affidabilità, durabilità e stabilità nel tempo.

S-Frame™ è compatibile con i nostri sistemi oscuranti e filtranti, per una gamma infinita di soluzioni, capaci di adattarsi alle esigenze di ogni progetto.

Tapparelle

Sistemi oscuranti per eccellenza, contribuiscono ad una tecnologia funzionale. Sono sistemi personalizzati scegliendo tra una vasta scelta di colori, finiture e materiali in PVC, alluminio, coibentato, alluminio anodizzato e acciaio inossidabile. Offrono anche una linea di avvolgibili speciali caratterizzati da caratteristiche uniche di materiali e prestazioni.

Tende a rullo

Si distinguono per le loro ottime prestazioni nella regolazione ed controllo del flusso luminoso, con il vantaggio di garantire il minimo ingombro nel posizionamento del monoblocco. L'ampia scelta di tessuti, forme, colorazioni e livelli di oscuramento permette di personalizzare il prodotto garantendone la perfetta integrazione all'interno dell'ambiente.

Frangisole

Con il loro sistema a lamina orientabile, rappresentano il sistema efficace per la gestione dell'irraggiamento della luce degli spazi. La regolazione che offrono tra funzionalità e stile, il loro design elegante ed efficace. Al centro dell'attenzione, rispondono a cataloghi con sistemi a lamina orientabile, frangisole, tende a rullo e zanzariere.

Zanzariere

Sistemi filtranti per eccellenza, offrono gestione della luce e protezione del benessere degli spazi. Grazie al design attuale e a un'ampia gamma di modelli, offrono un risultato perfetto tra efficienza, qualità ed eleganza, con un design a regola d'arte e il rispetto per l'ambiente.

La gamma S-Frame™

Un'offerta completa e versatile, capace di adattarsi a ogni necessità del progetto, assicurando ottime performance in ogni situazione.

Le soluzioni della gamma S-Frame™ sono progettate per soddisfare le esigenze degli edifici, anche quelle più specifiche. Un vasto catalogo capace di fornire il sistema più adatto in base alle esigenze strutturali, economiche e di efficienza del progetto.

Il sistema Smart rappresenta il grado di integrazione tra compatibilità ed efficienza energetica. È la gamma S-Frame™ che garantisce la massima efficienza energetica. La gamma S-Frame™ Pro è il sistema più adatto in base alle esigenze strutturali, economiche e di efficienza del progetto.

S-Frame™ Fiber è il monoblocco progettato per ottimizzare l'efficienza ed il comfort del vano finestra. È studiato per essere installato in spazi di vano finestra con altezze superiori a 2,10 m. È studiato per essere installato in spazi di vano finestra con altezze superiori a 2,10 m. È studiato per essere installato in spazi di vano finestra con altezze superiori a 2,10 m.

Dalla progettazione alla posa

Un team di specialisti pronto a offrire supporto in ogni fase del progetto.

Serbloc gestisce ogni fase del processo legata al vano finestra, dall'elaborazione iniziale del progetto alla posa in opera dei prodotti, offrendo una serie di servizi capaci di valorizzare al massimo le performance di ogni sistema.

Il nostro team di specialisti è pronto a offrire il proprio supporto in ogni fase del progetto, garantendo la massima qualità e la massima efficienza del sistema.

Rilievo

Progettazione

Assemblaggio

Consegna

Posa

Supporto

Monoblocchi

Rappresentano la soluzione ideale per l'isolamento del vano finestra. Il sistema S-Frame™ è studiato per offrire un risultato perfetto tra efficienza, qualità ed eleganza, con un design a regola d'arte e il rispetto per l'ambiente.

Tapparelle

Sistemi oscuranti per eccellenza, contribuiscono ad una tecnologia funzionale. Sono sistemi personalizzati scegliendo tra una vasta scelta di colori, finiture e materiali in PVC, alluminio, coibentato, alluminio anodizzato e acciaio inossidabile.

Zanzariere

Sistemi filtranti per eccellenza, offrono gestione della luce e protezione del benessere degli spazi. Grazie al design attuale e a un'ampia gamma di modelli, offrono un risultato perfetto tra efficienza, qualità ed eleganza, con un design a regola d'arte e il rispetto per l'ambiente.

Tende a rullo

Si distinguono per le loro ottime prestazioni nella regolazione ed controllo del flusso luminoso, con il vantaggio di garantire il minimo ingombro nel posizionamento del monoblocco.

Edifici ed efficienza energetica

Isolamento termico al massimo e consumo energetico al minimo: il binomio perfetto per architetture più sostenibili.

Uno degli aspetti fondamentali per Serbloc, oltre a sinergia, innovazione e ottimizzazione e sicurezza, è l'efficienza energetica.

Il nostro team di specialisti è pronto a offrire il proprio supporto in ogni fase del progetto, garantendo la massima qualità e la massima efficienza del sistema.

Il vano finestra del tuo progetto, dalla progettazione alla posa finale.

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

Personalizzazione: La struttura del monoblocco è studiata per essere installata in spazi di vano finestra con altezze superiori a 2,10 m. È studiato per essere installato in spazi di vano finestra con altezze superiori a 2,10 m.

Isolamento termico e acustico: La linea S-Frame™ è studiata per offrire un risultato perfetto tra efficienza, qualità ed eleganza, con un design a regola d'arte e il rispetto per l'ambiente.

Un'offerta completa e versatile, per l'isolamento termoacustico di ogni progetto.

La soluzione S-Frame™ sono progettate per l'isolamento del vano finestra. Scoprite S-Frame: un unico sistema di un sistema integrato che combina prodotti isolanti e sistemi oscuranti e filtranti.

S-Frame™ SMART

La scelta più conveniente per garantire efficienza energetica al progetto.

S-Frame™ PRO

Massime prestazioni

S-Frame™ FIBER

Le prestazioni del sistema

La linea S-FRAME™

Smart Pro Fiber

Proprietà	Smart	Pro	Fiber
Prestazioni termiche	5 stelle	5 stelle	5 stelle
Prestazioni acustiche	5 stelle	5 stelle	5 stelle
Caratteristiche	<ul style="list-style-type: none"> Prestazioni termiche Prestazioni acustiche Isolamento termico Isolamento acustico 	<ul style="list-style-type: none"> Prestazioni termiche Prestazioni acustiche Isolamento termico Isolamento acustico 	<ul style="list-style-type: none"> Prestazioni termiche Prestazioni acustiche Isolamento termico Isolamento acustico
Materiali	<ul style="list-style-type: none"> Vetro 4+4 Aluminio anodizzato Aluminio anodizzato Aluminio anodizzato 	<ul style="list-style-type: none"> Vetro 4+4 Aluminio anodizzato Aluminio anodizzato Aluminio anodizzato 	<ul style="list-style-type: none"> Vetro 4+4 Aluminio anodizzato Aluminio anodizzato Aluminio anodizzato

Un pacchetto completo per il vano finestra del progetto

Monoblocchi Tapparelle Frangisole Tende a rullo Zanzariere VMC

La sinergia tra i prodotti e l'offerta, la vasta gamma di soluzioni isolanti, oscuranti e filtranti da progettare e installare, offre un'ampia gamma di soluzioni per il vano finestra, in grado di adattarsi ad ogni esigenza del progetto.

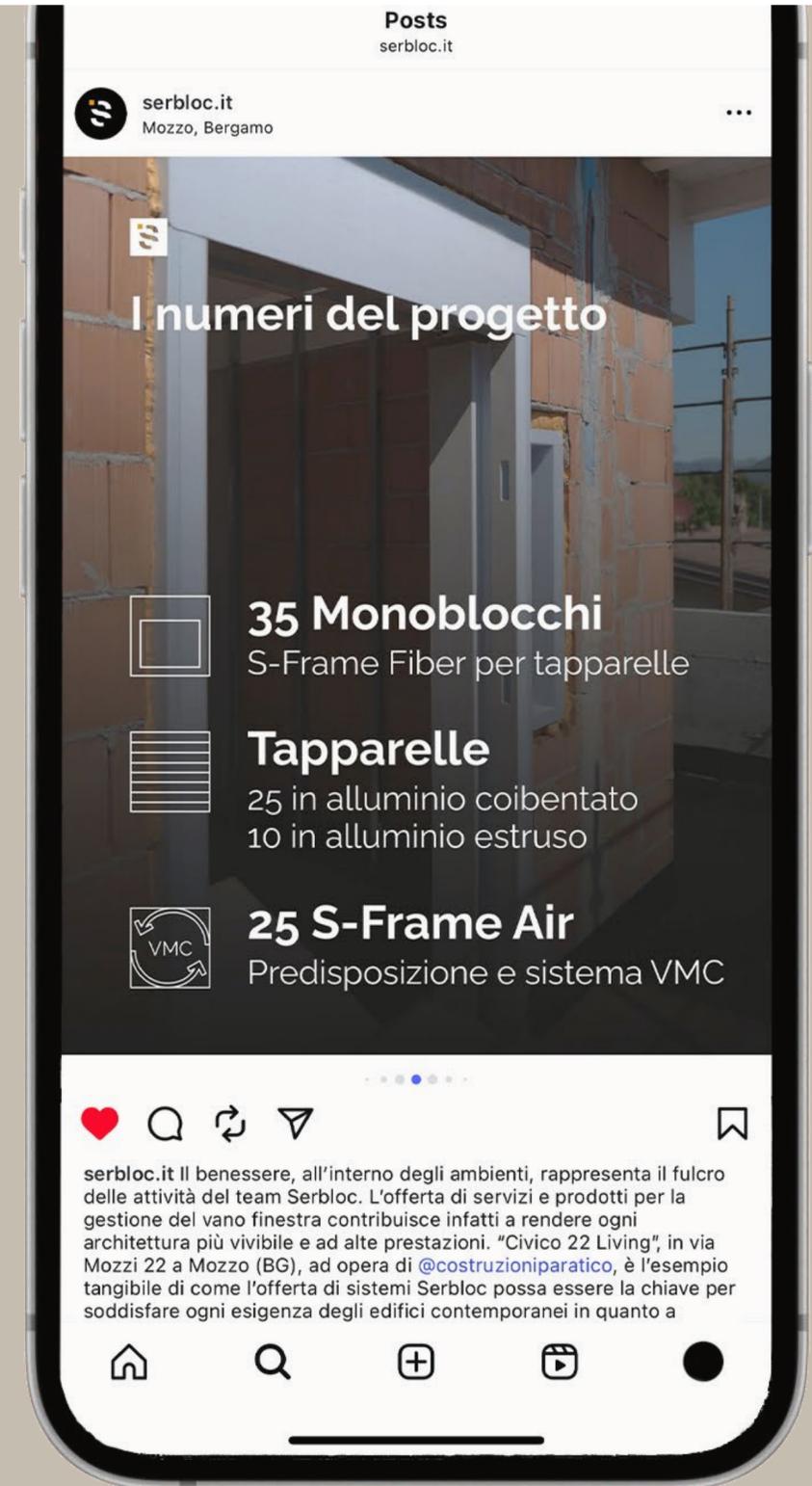
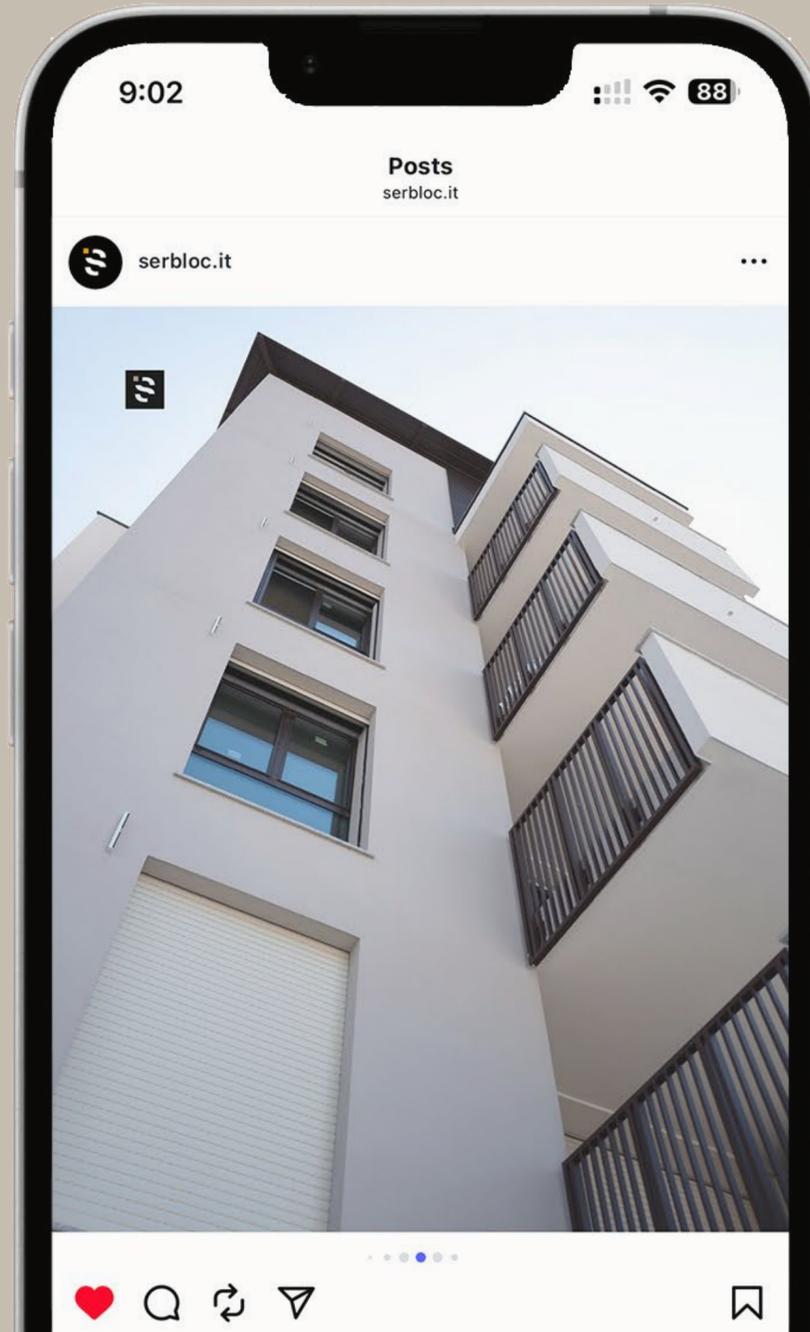
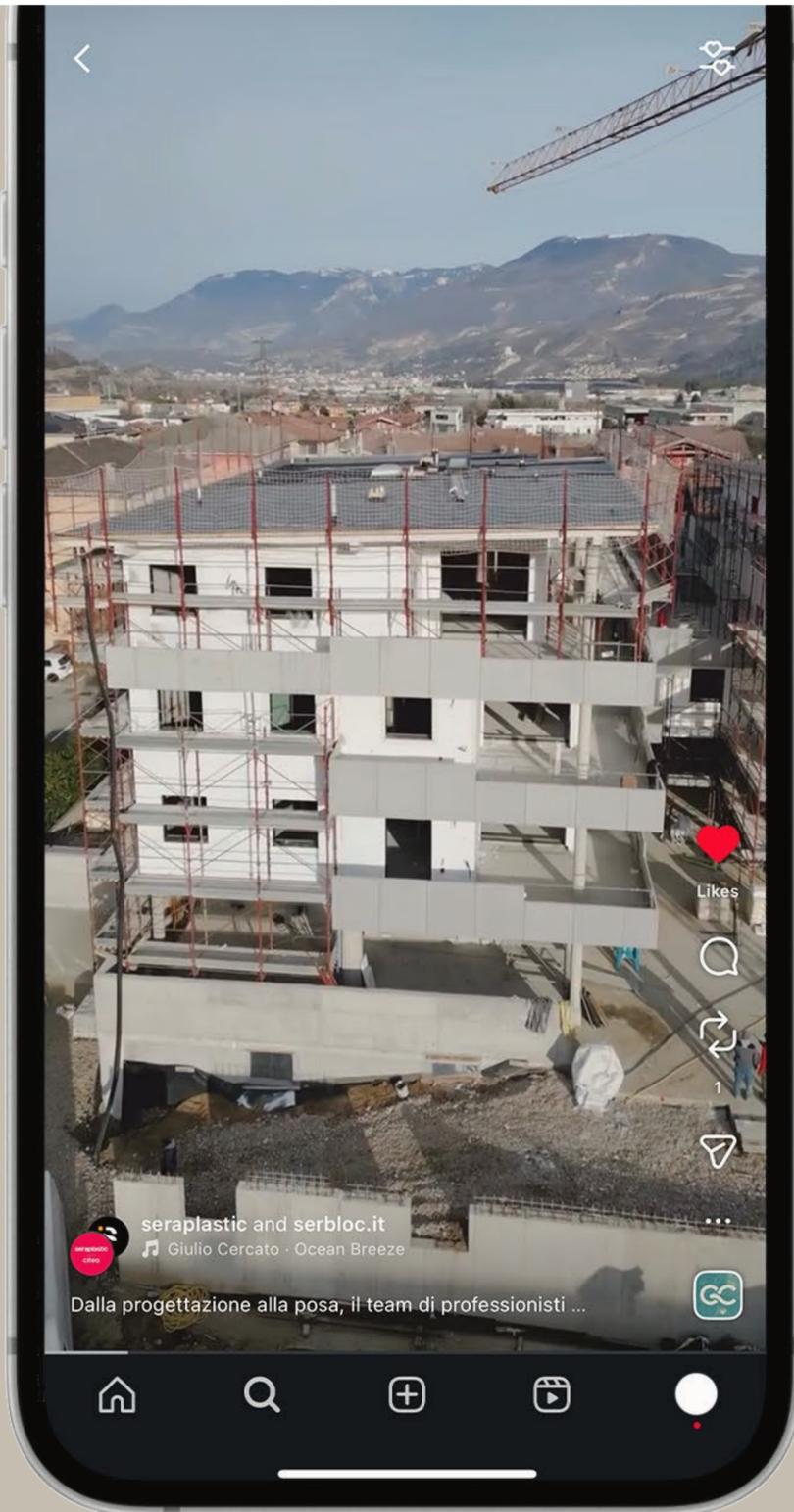
@serbloc.it offers a detailed account of all the construction sites where the company collaborates as a partner.

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.



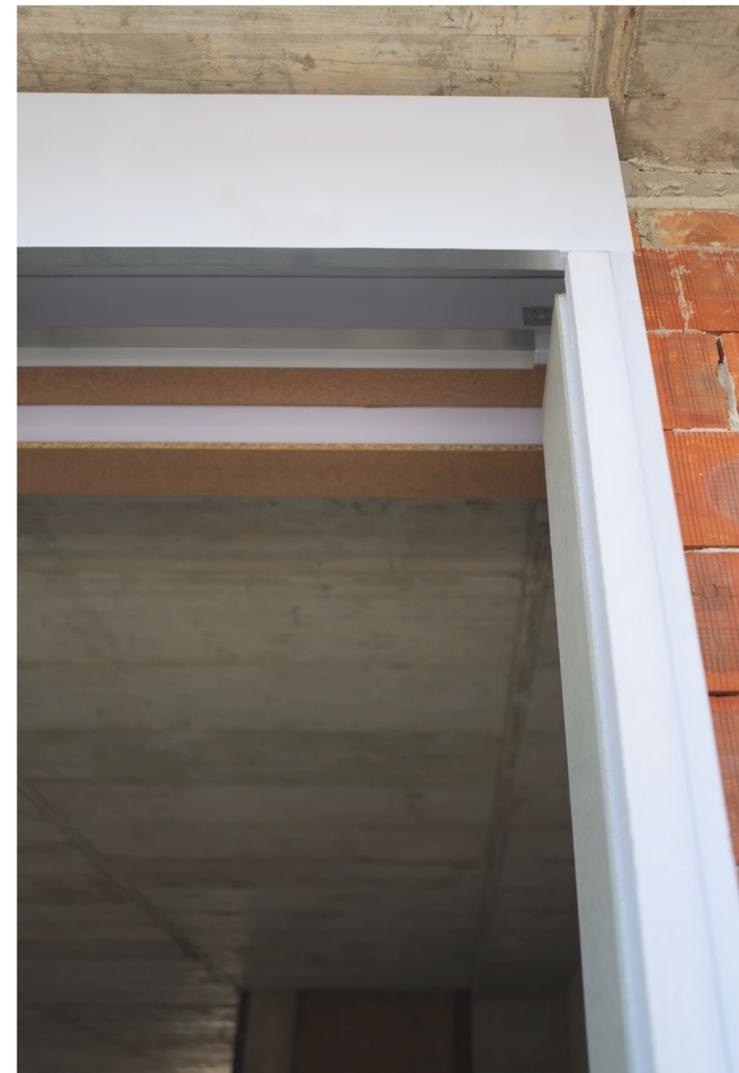


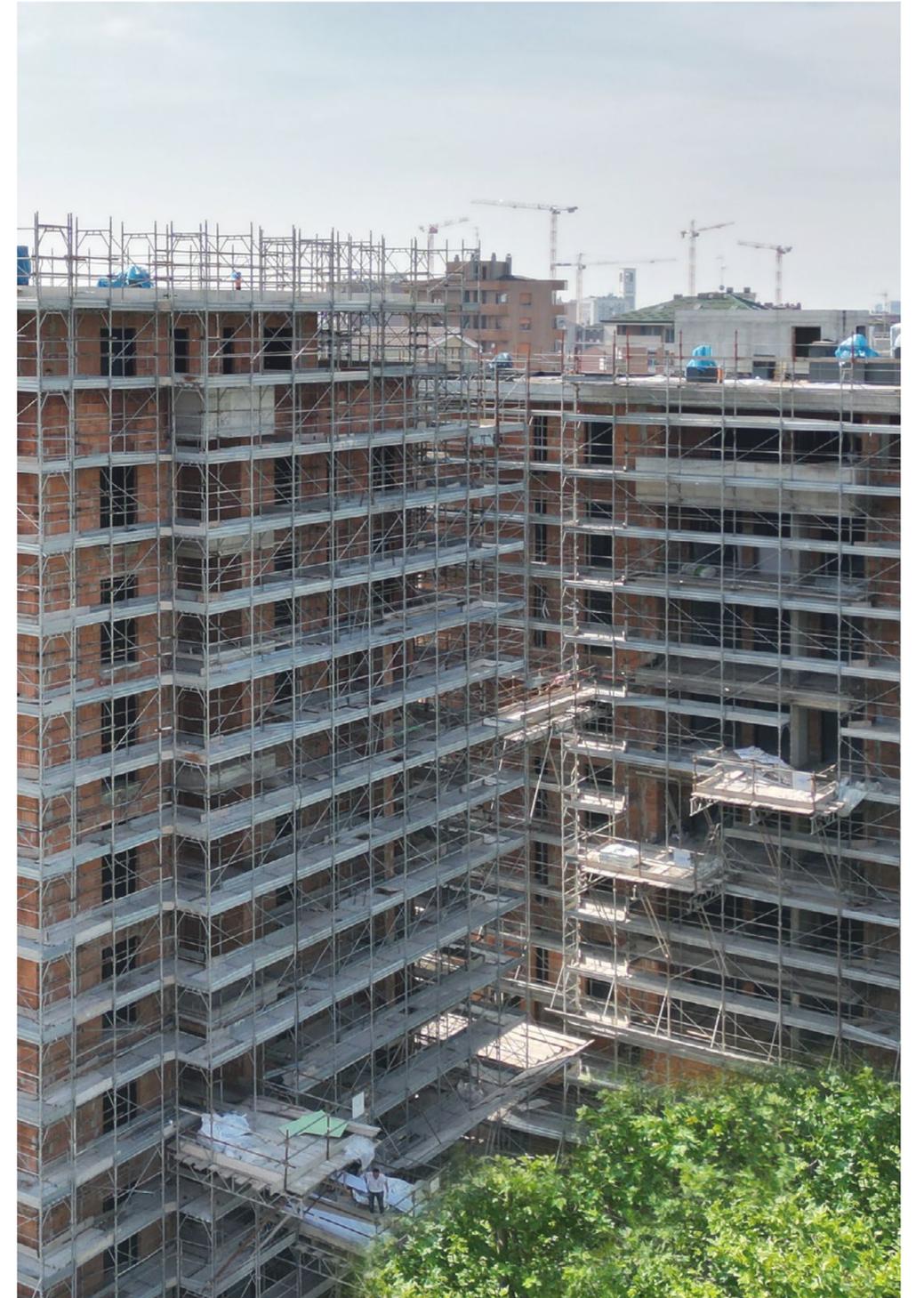
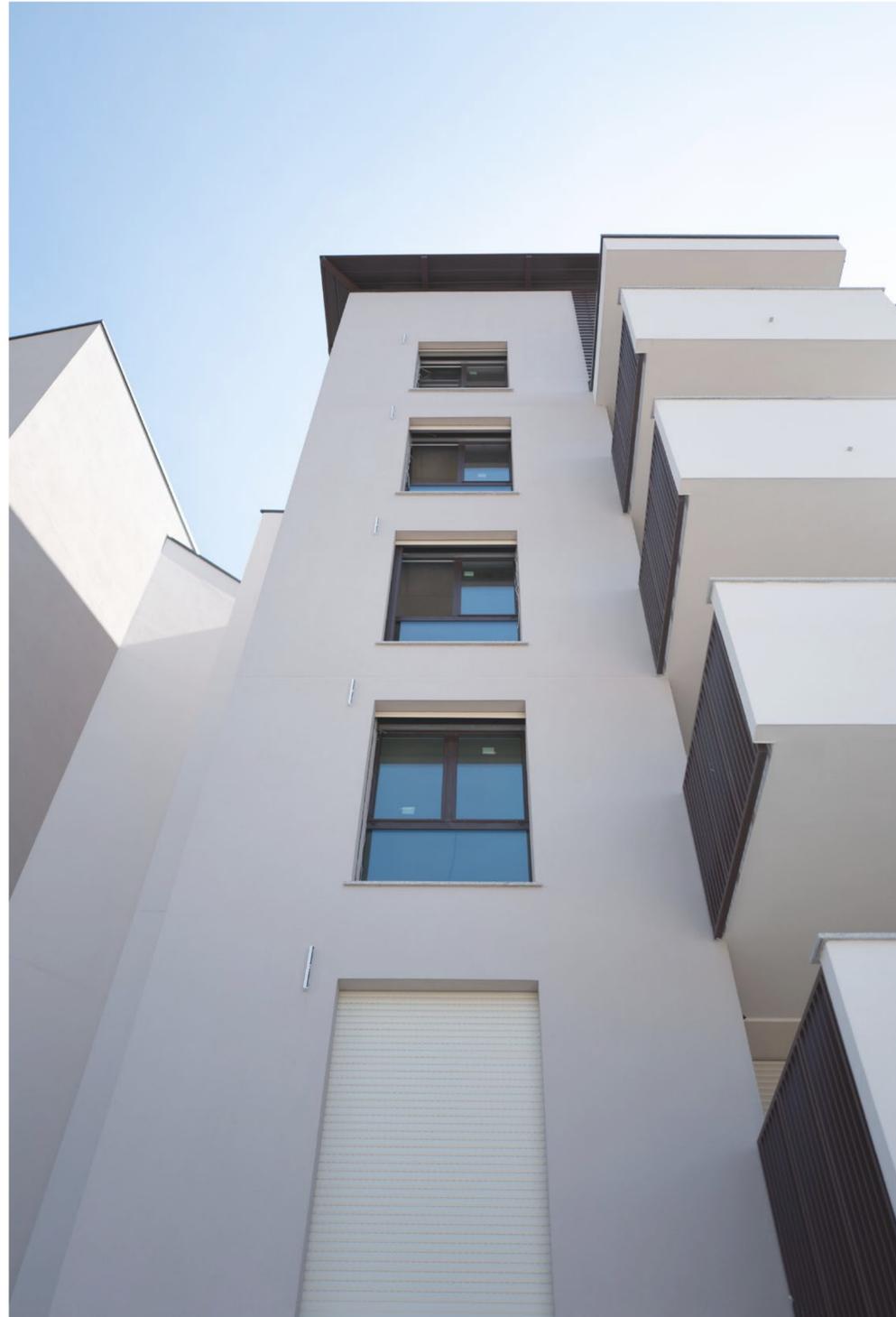
The photographic and video documentation of each project focuses on the details: every construction site is portrayed to highlight the strengths of the products and services offered by the Serbloc team.

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.

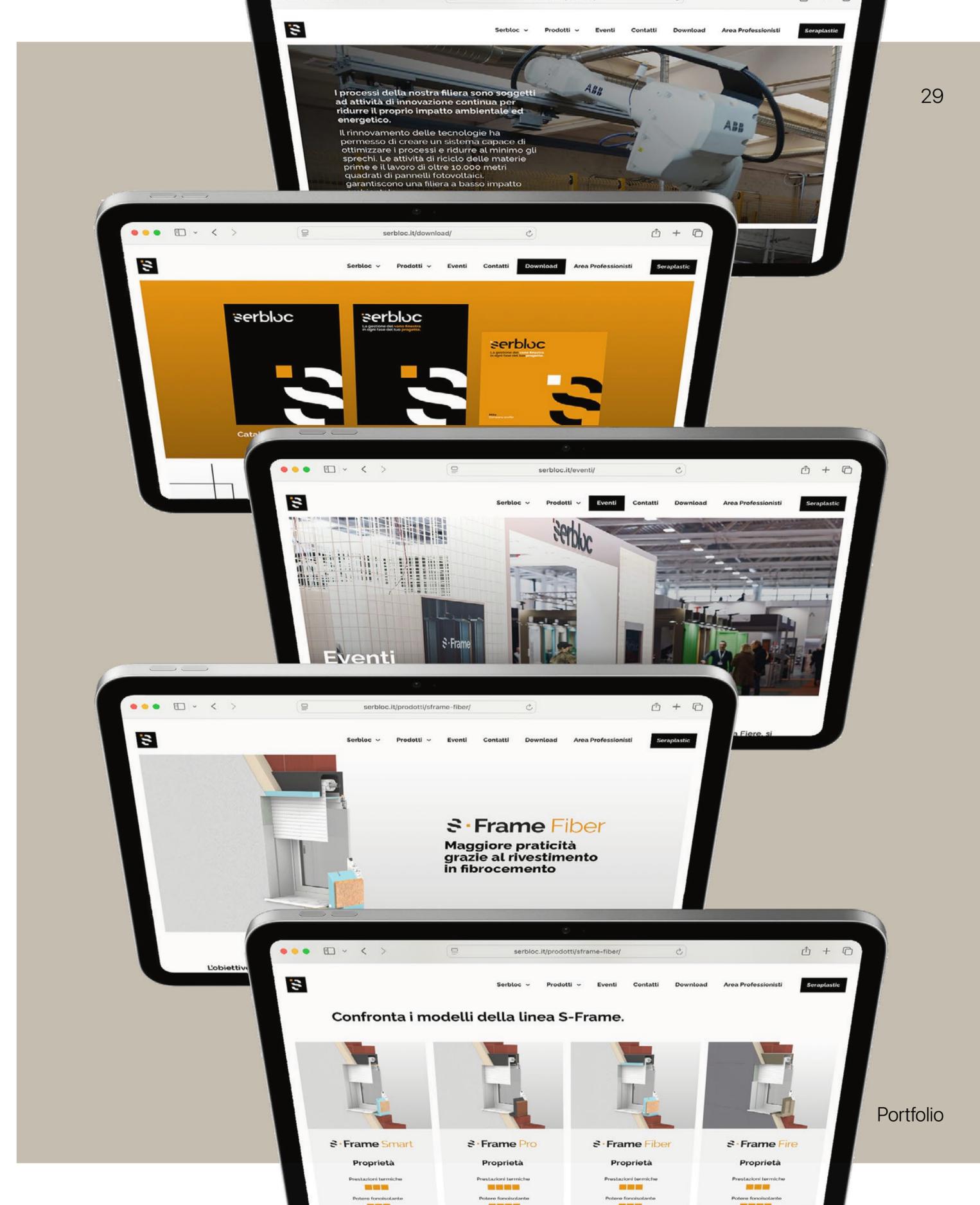
The "Serbloc" section, divided into "Company" and "Service" illustrates the brand's strengths, with particular focus on the added value of collaborating with a single interlocutor capable of providing integrated solutions for every phase of the construction site and improving building performance. The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

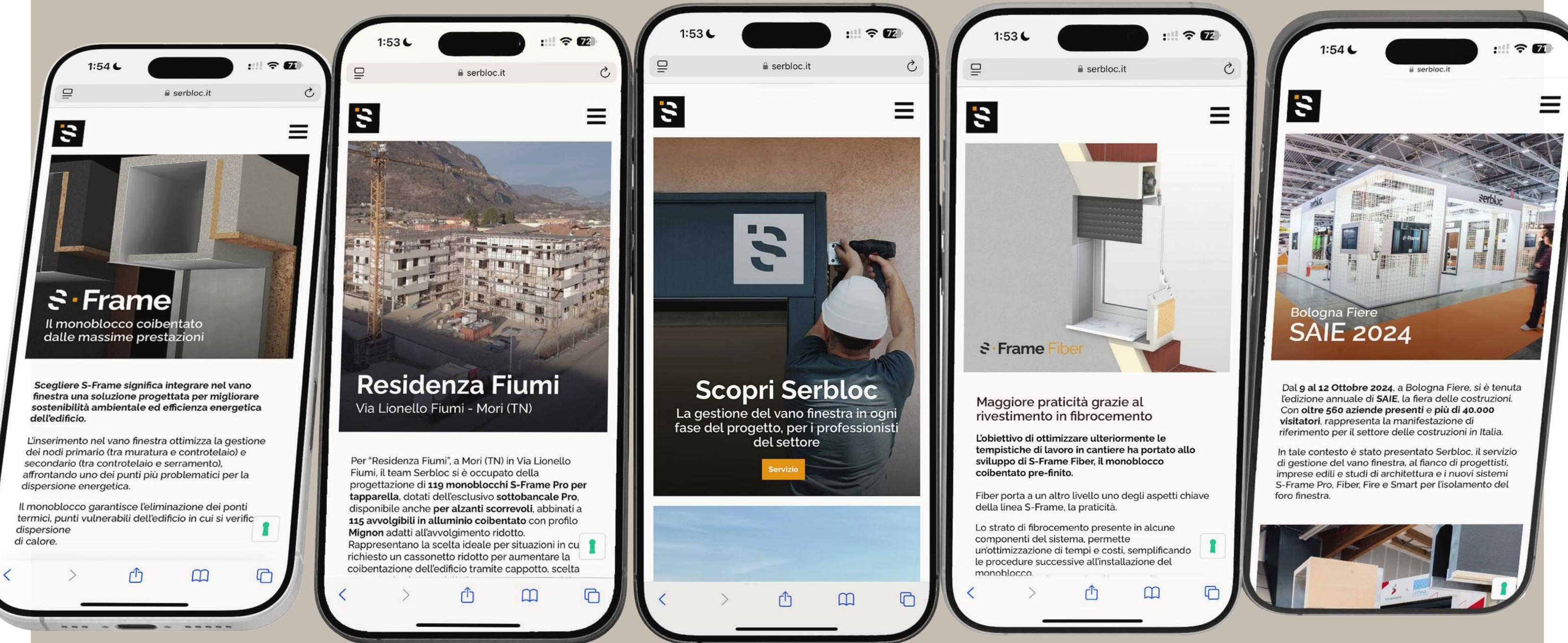
A more detailed focus is reserved for the "S-Frame" section, entirely dedicated to the

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.





S-Frame

Il monoblocco coibentato dalle massime prestazioni

Scegliere S-Frame significa integrare nel vano finestra una soluzione progettata per migliorare sostenibilità ambientale ed efficienza energetica dell'edificio.

L'inserimento nel vano finestra ottimizza la gestione dei nodi primario (tra muratura e controtelaio) e secondario (tra controtelaio e serramento), affrontando uno dei punti più problematici per la dispersione energetica.

Il monoblocco garantisce l'eliminazione dei ponti termici, punti vulnerabili dell'edificio in cui si verificano dispersioni di calore.

Residenza Fiumi

Via Lionello Fiumi - Mori (TN)

Per "Residenza Fiumi", a Mori (TN) in Via Lionello Fiumi, il team Serbloc si è occupato della progettazione di **119 monoblocchi S-Frame Pro per tapparella**, dotati dell'esclusivo **sottobancale Pro**, disponibile anche **per alzanti scorrevoli**, abbinati a **115 avvolgibili in alluminio coibentato** con profilo **Mignon** adatti all'avvolgimento ridotto. Rappresentano la scelta ideale per situazioni in cui richiesto un cassonetto ridotto per aumentare la coibentazione dell'edificio tramite cappotto. scelta

Scopri Serbloc

La gestione del vano finestra in ogni fase del progetto, per i professionisti del settore

Servizio

Maggiore praticità grazie al rivestimento in fibrocemento

L'obiettivo di ottimizzare ulteriormente le tempistiche di lavoro in cantiere ha portato allo sviluppo di **S-Frame Fiber**, il monoblocco coibentato pre-finito.

Fiber porta a un altro livello uno degli aspetti chiave della linea S-Frame, la praticità.

Lo strato di fibrocemento presente in alcune componenti del sistema, permette un'ottimizzazione di tempi e costi, semplificando le procedure successive all'installazione del monoblocco.

Bologna Fiere SAIE 2024

Dal **9 al 12 Ottobre 2024**, a Bologna Fiere, si è tenuta l'edizione annuale di **SAIE**, la fiera delle costruzioni. Con **oltre 560 aziende presenti** e **più di 40.000 visitatori**, rappresenta la manifestazione di riferimento per il settore delle costruzioni in Italia.

In tale contesto è stato presentato Serbloc, il servizio di gestione del vano finestra, al fianco di progettisti, imprese edili e studi di architettura e i nuovi sistemi S-Frame Pro, Fiber, Fire e Smart per l'isolamento del foro finestra.

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.

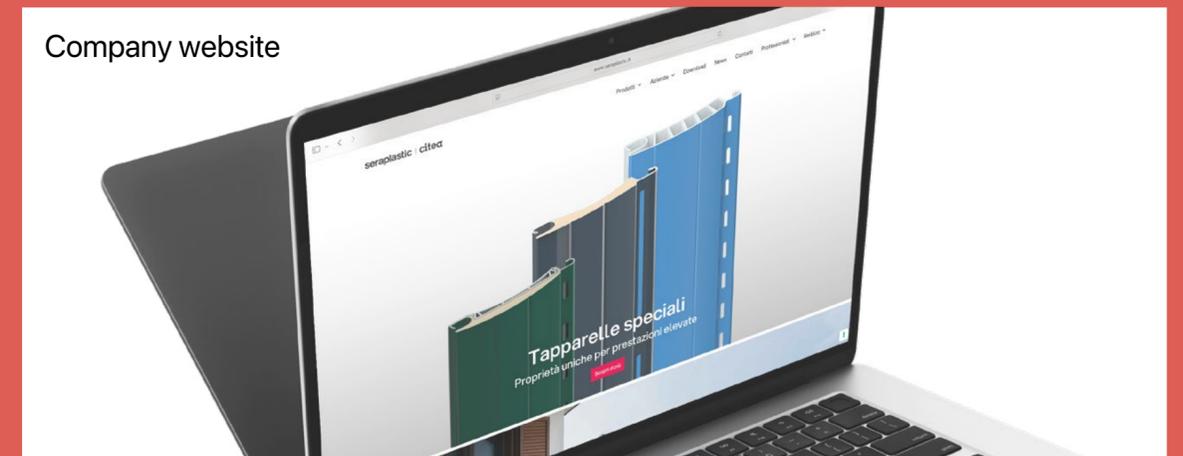
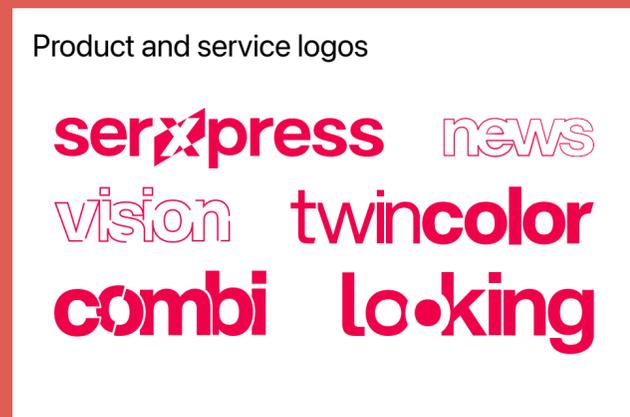
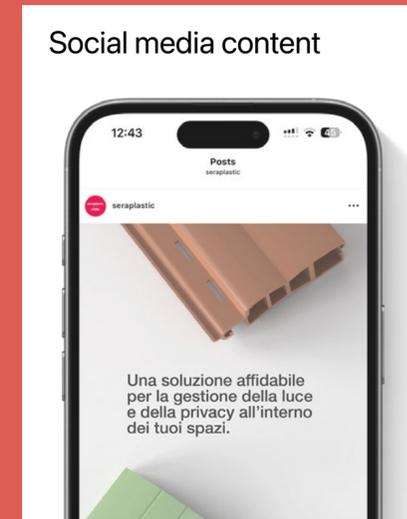
Finally, to further strengthen corporate identity, a revision and update of existing communication materials has been initiated, including email signatures, company vehicle graphics, and document folders. A visual coordination activity designed to bring order, uniformity, and coherence to all physical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



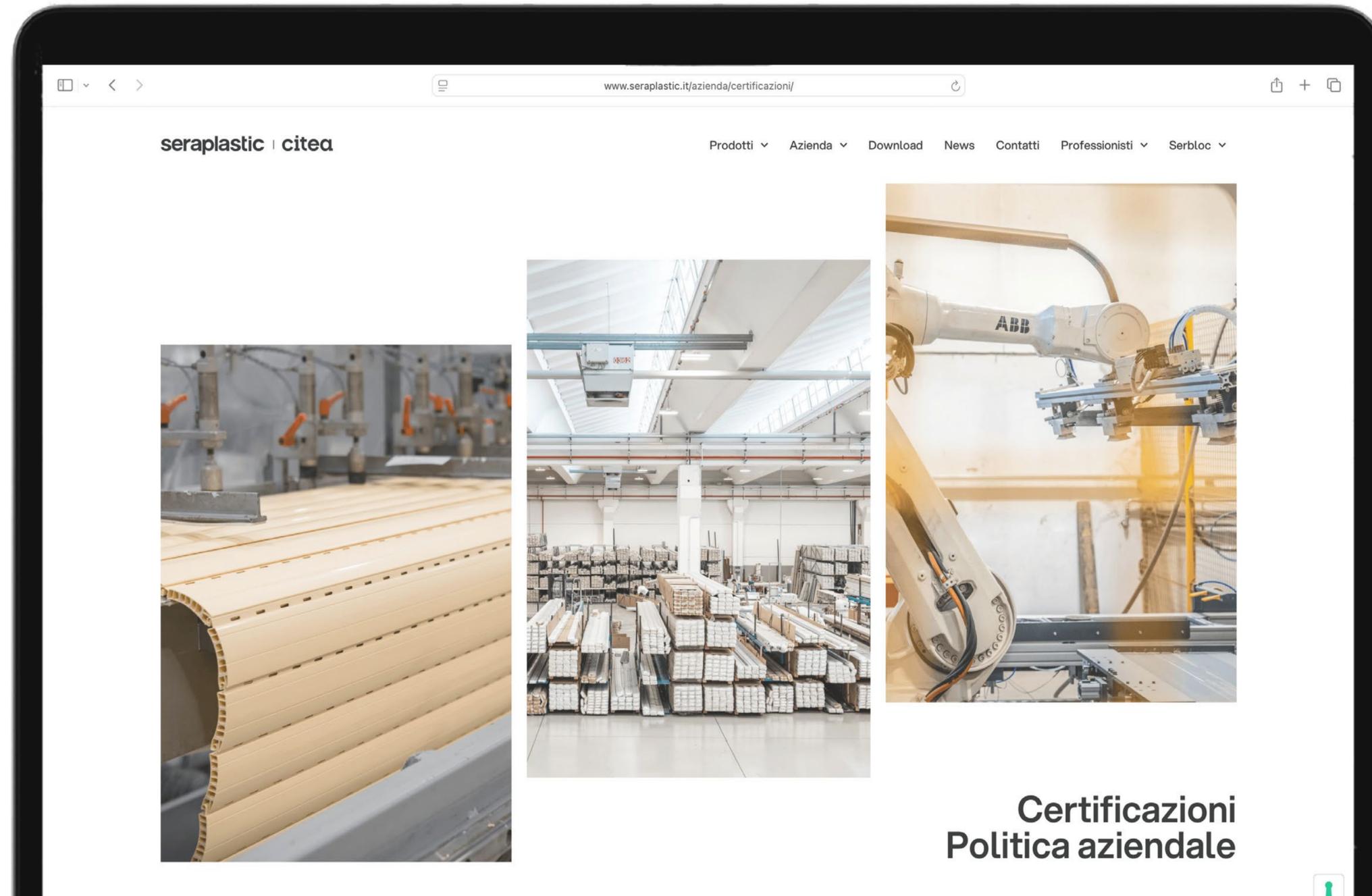
Foldable brochures



Planner



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.

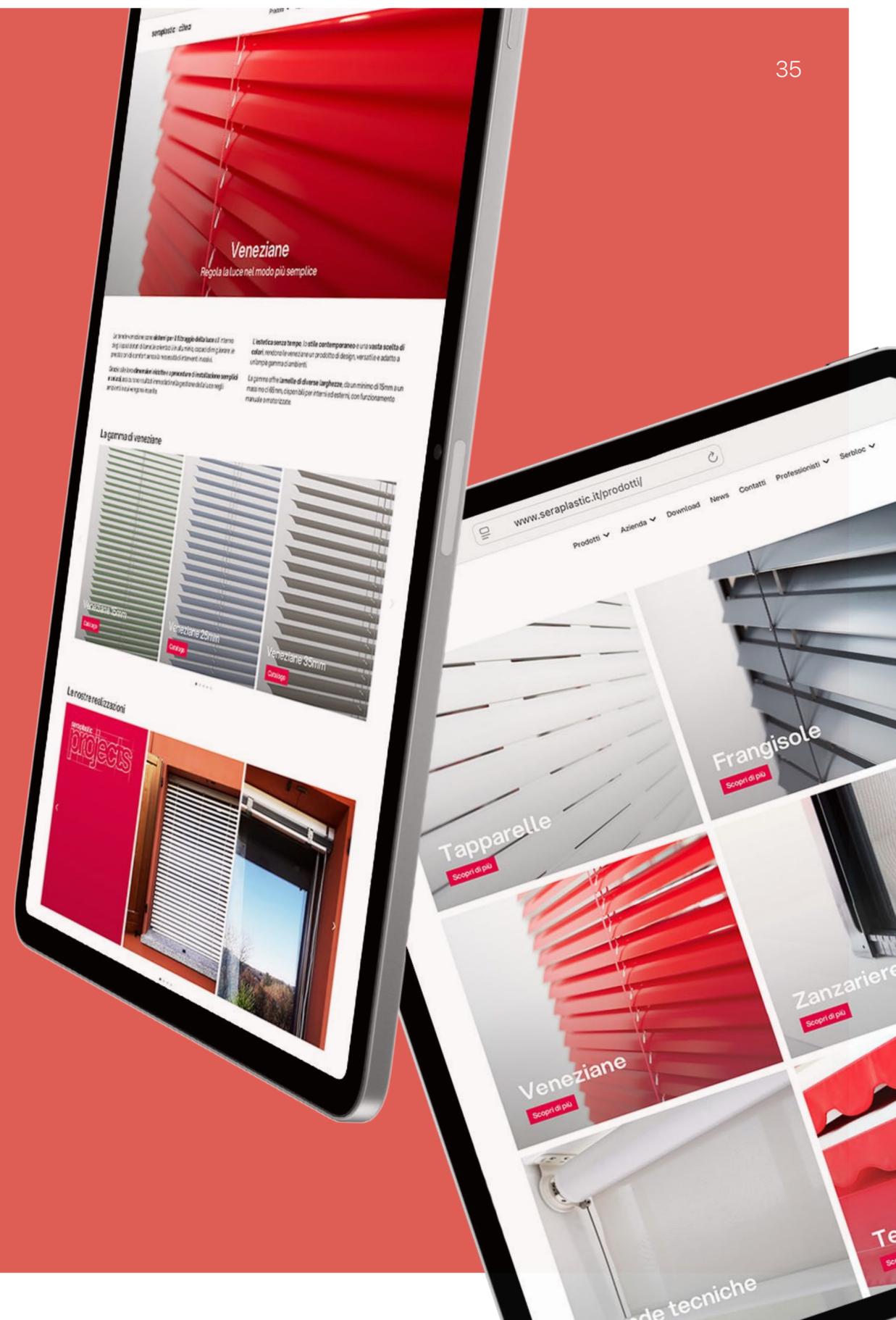
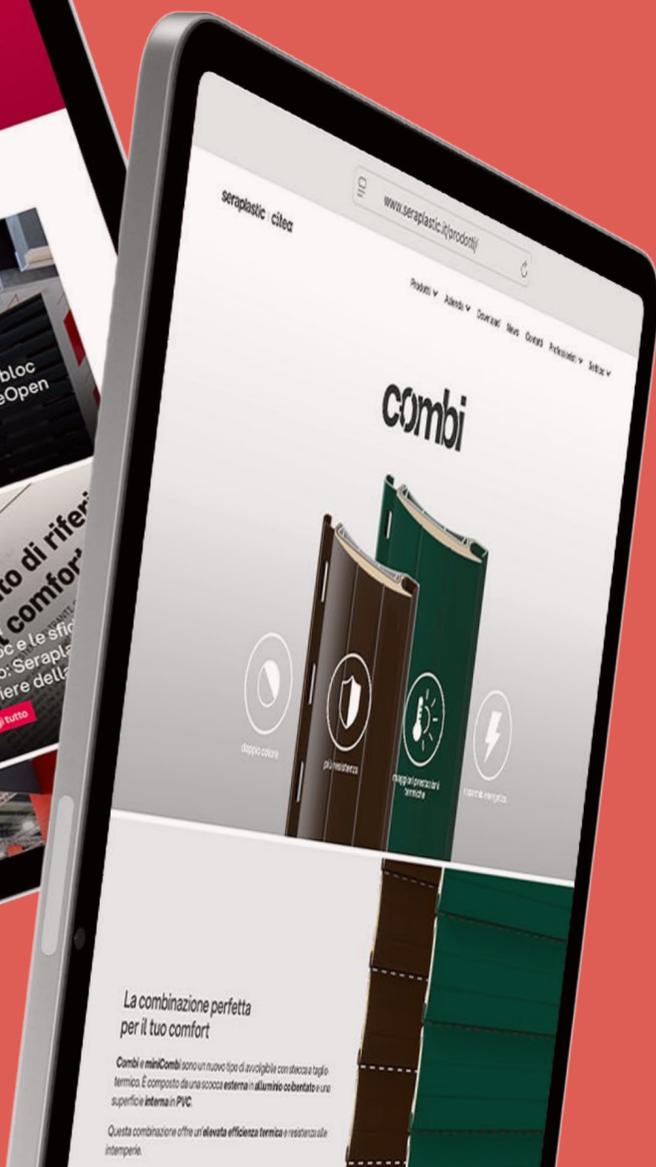
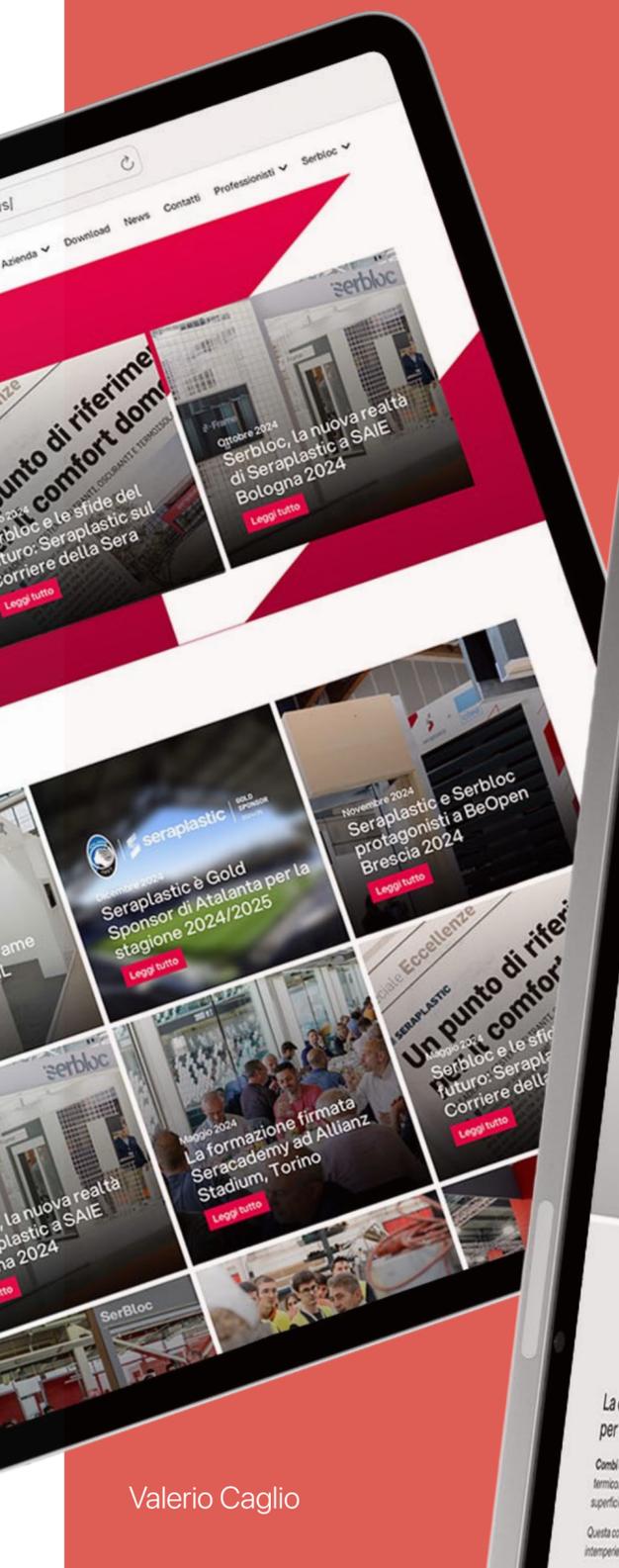


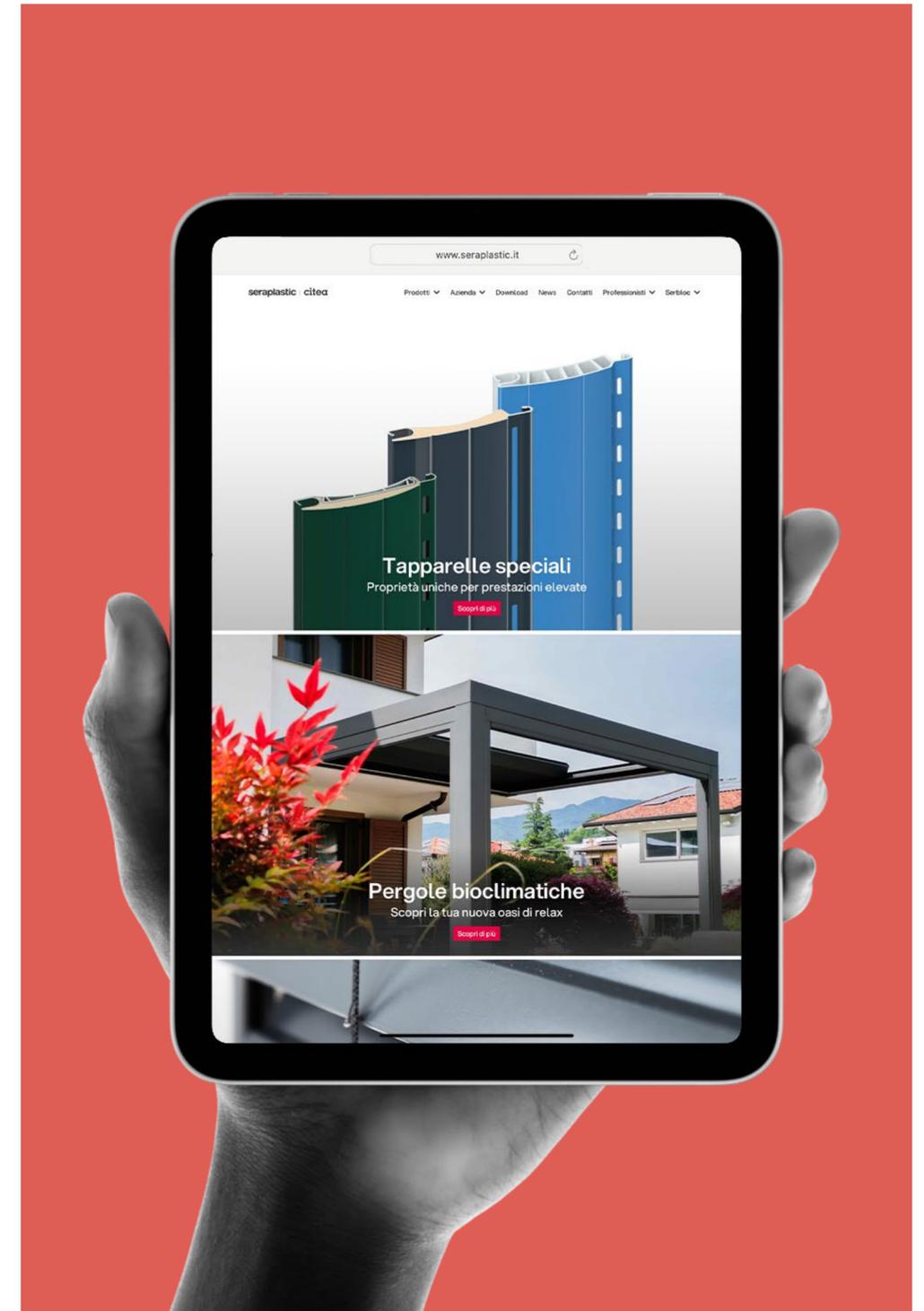
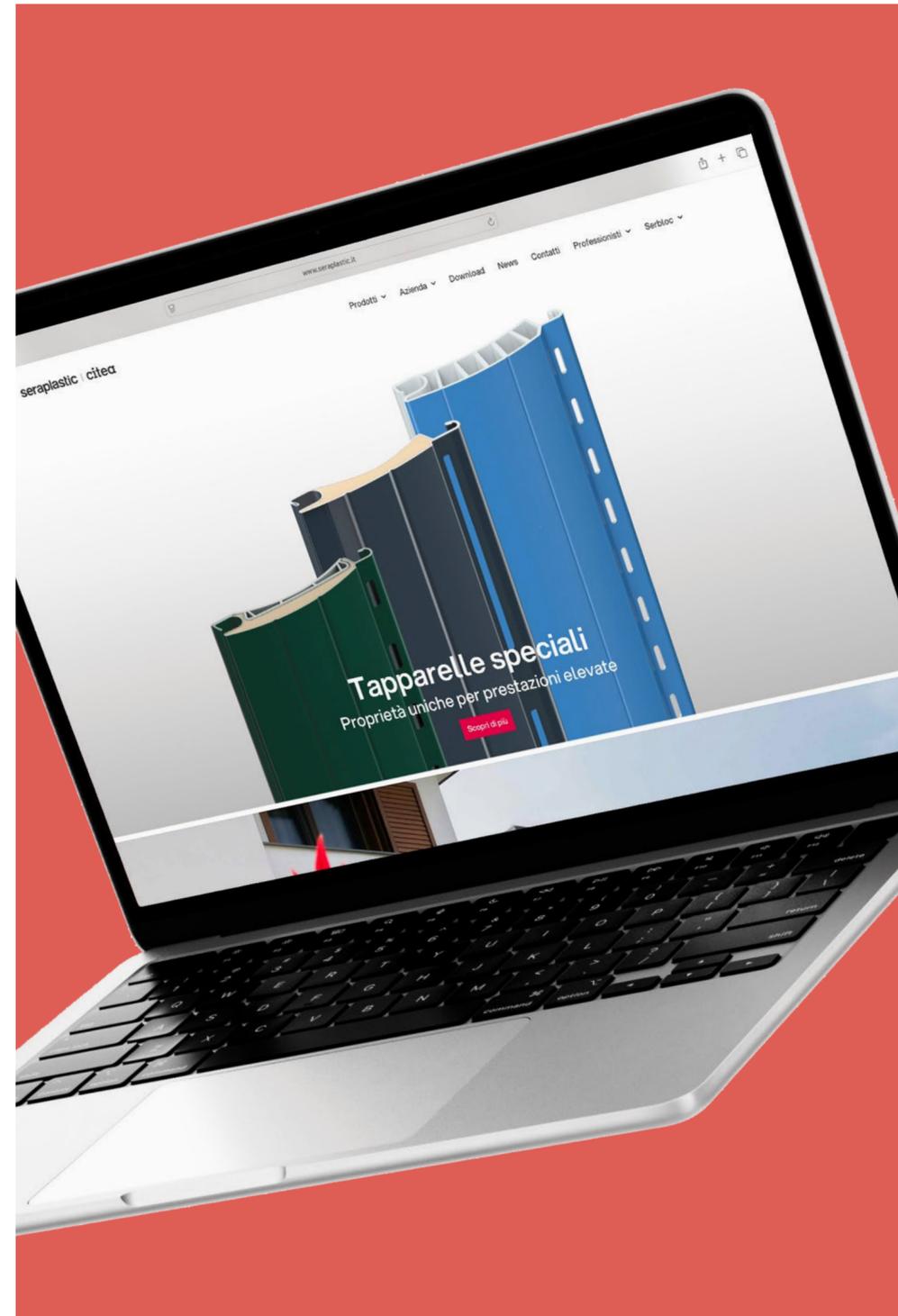
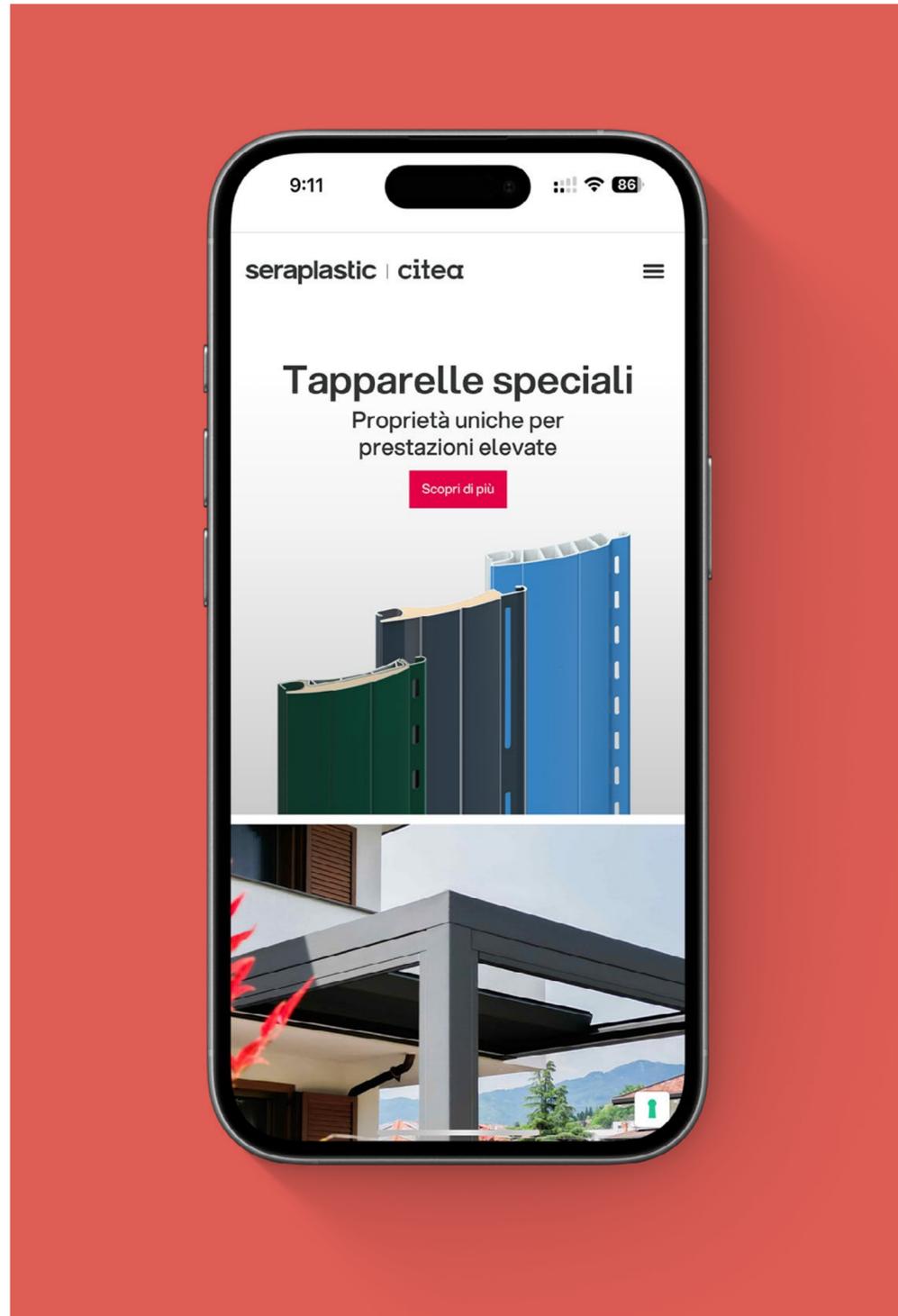
A point of reference for retailers, industry designers, and end customers.

seraplastic.it 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.

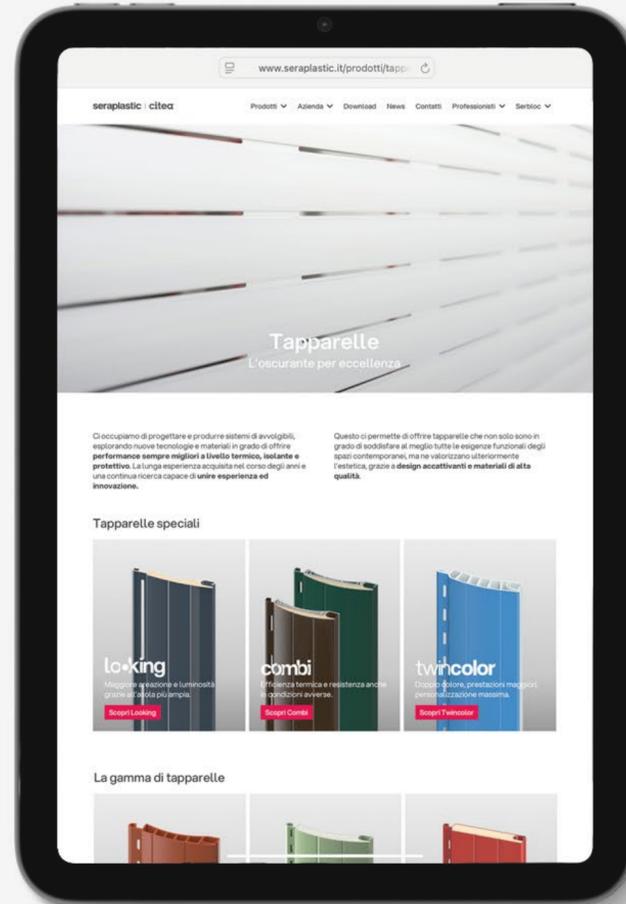
Three areas enrich the institutional storytelling of the Seraplastic world. The "News" section, regularly updated, documents training activities, participation in trade fairs, and all relevant company news. The "Serbloc" section is dedicated to the service developed for architects, designers, and construction 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.

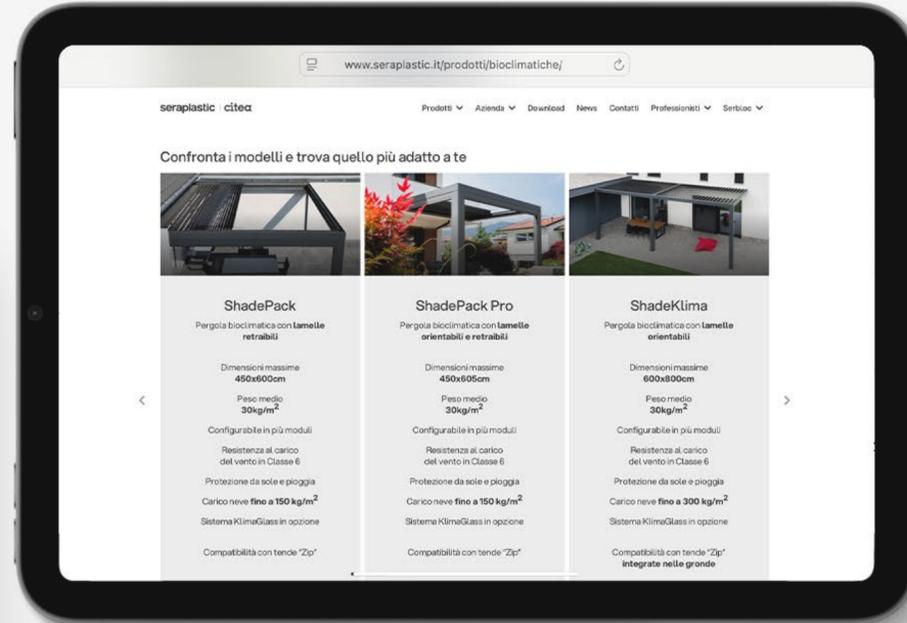
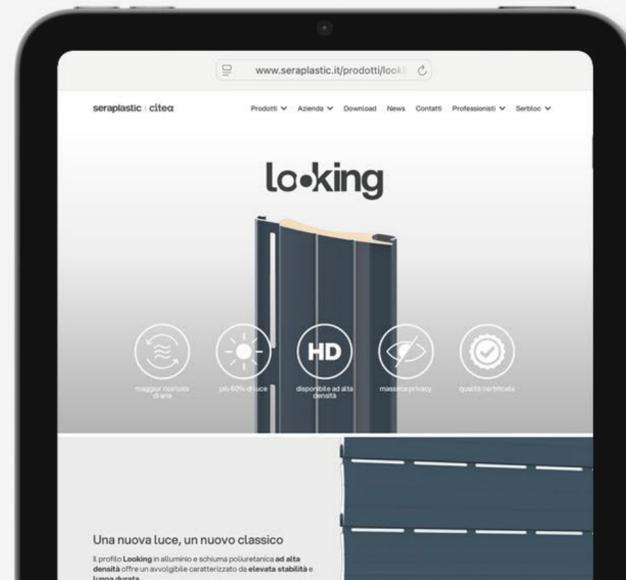




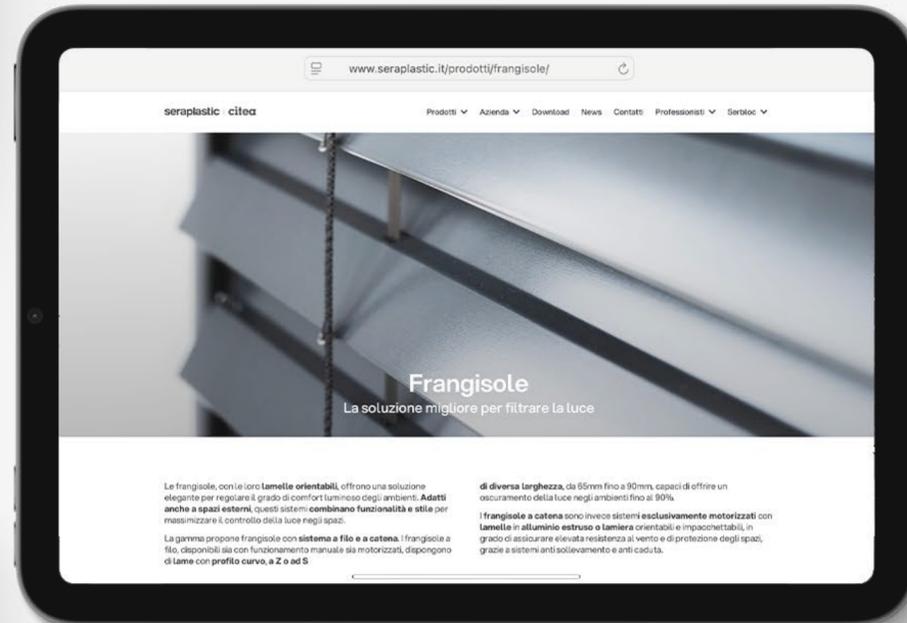
Seraplastic



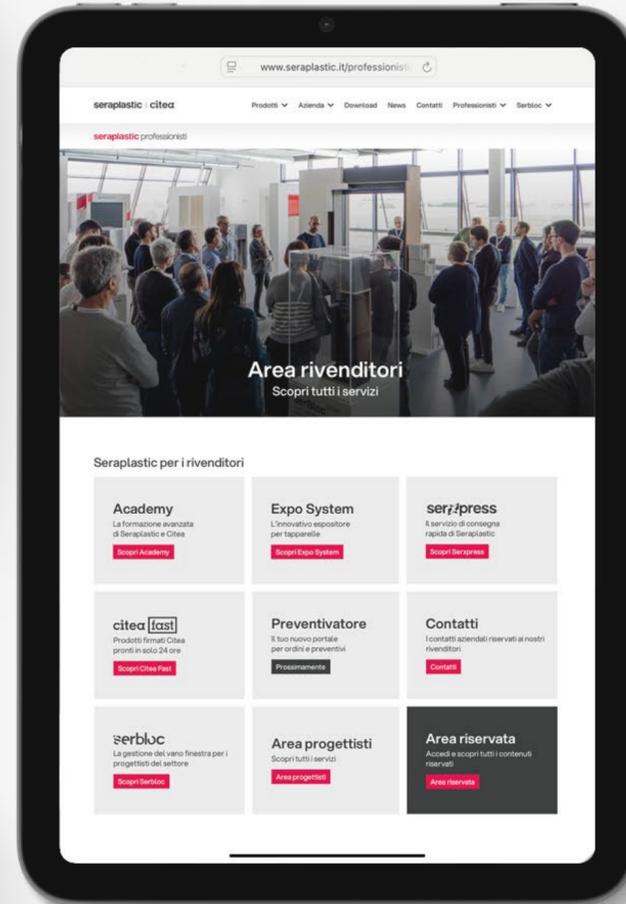
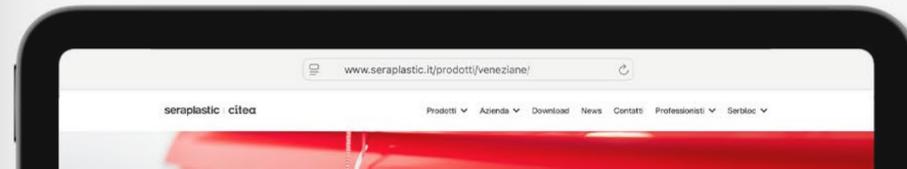
Shutters



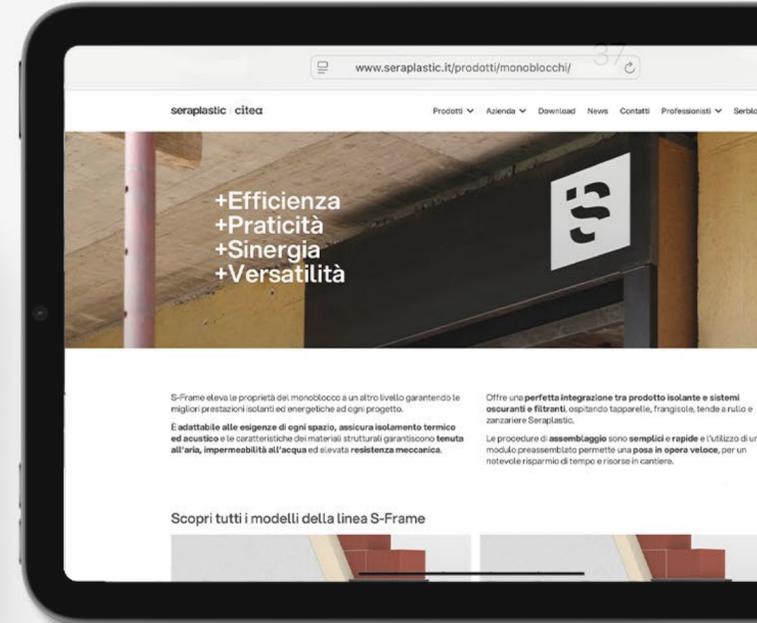
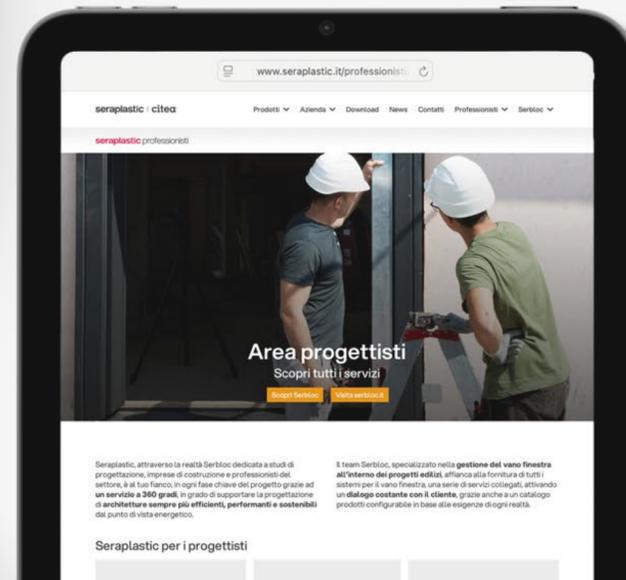
Bioclimatic Pergolas



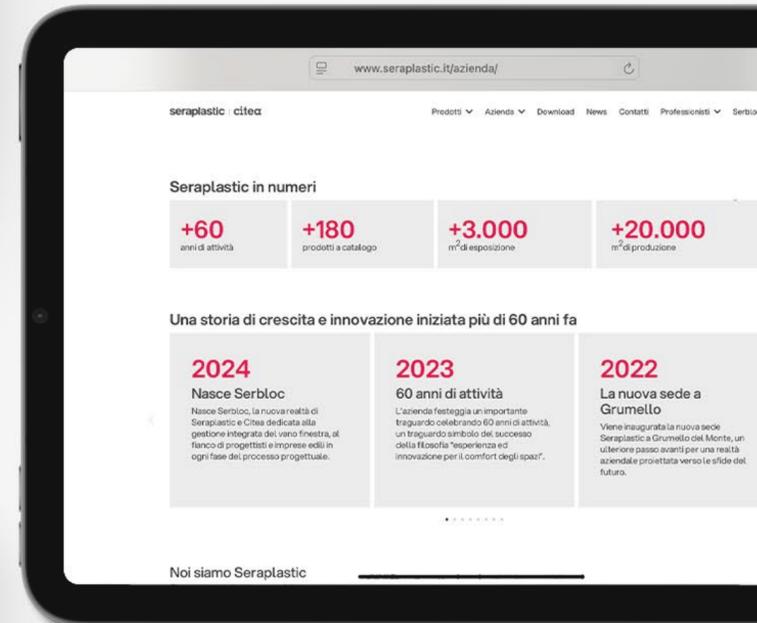
Sunshades



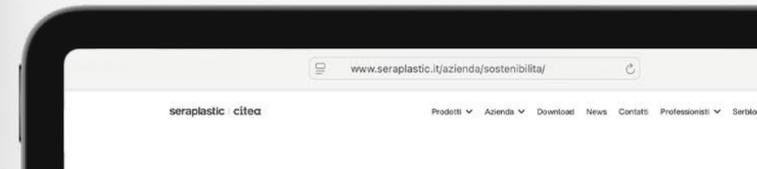
Dealers area



Monoblocks



Company profile

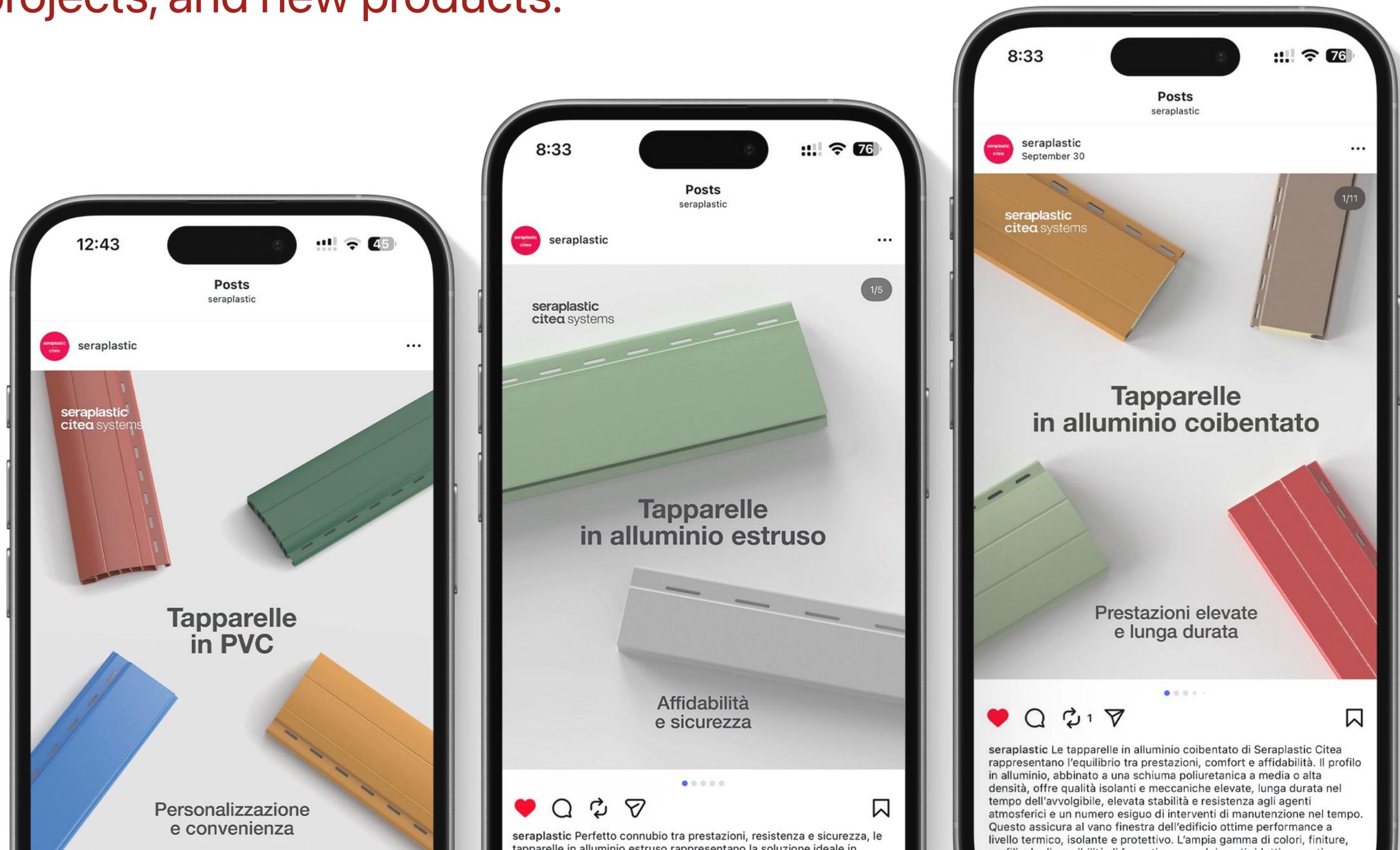


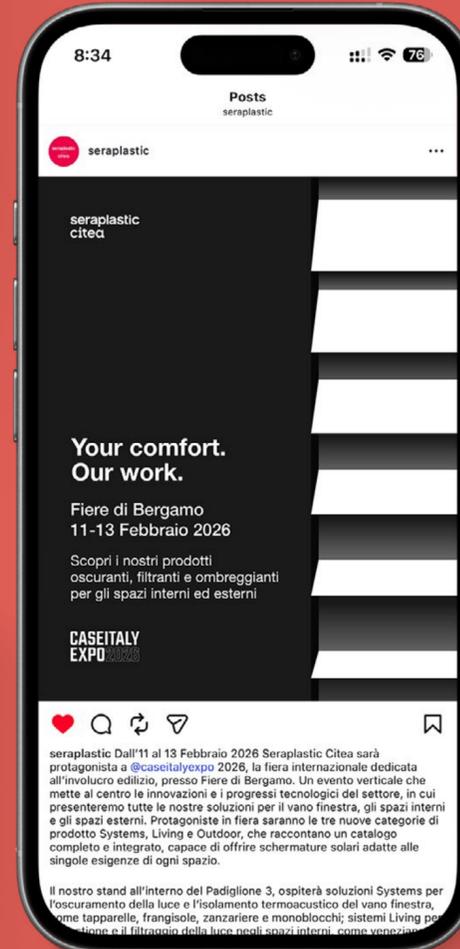
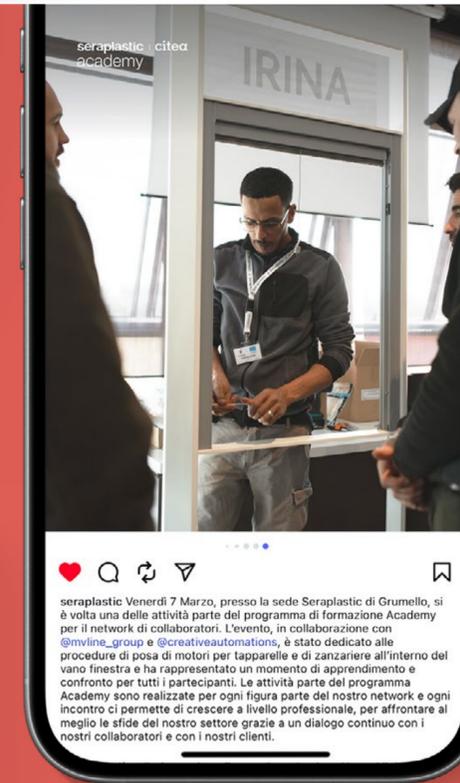
The social media pages tell the company story from every angle, offering a complete window into the world of Seraplastic: training activities, events, completed projects, and new products.

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

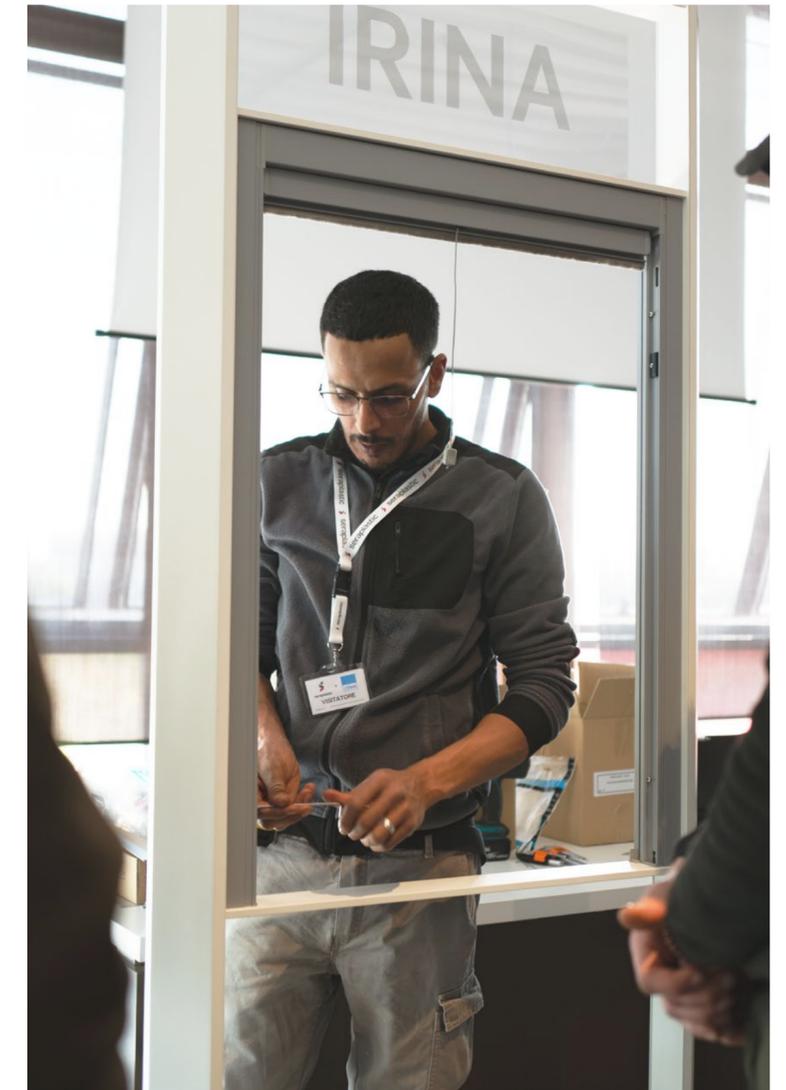
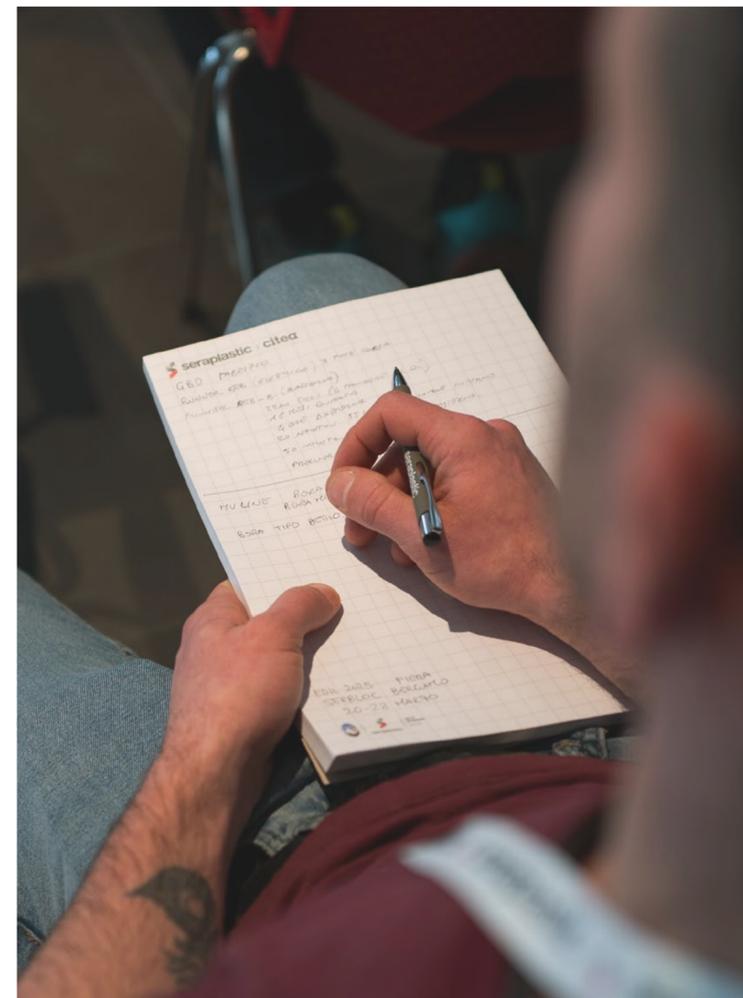




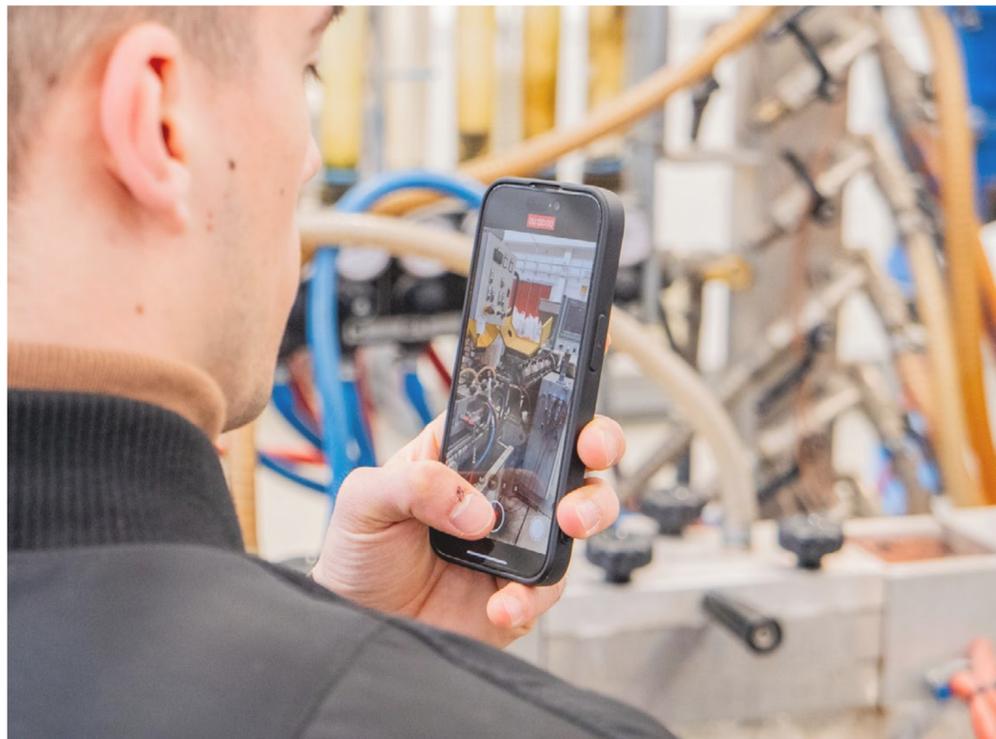
Every event, fair, and training activity held by Seraplastic at its Bergamo and Turin locations is documented with photographs and videos to be shared on the company's communication channels.

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](http://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.







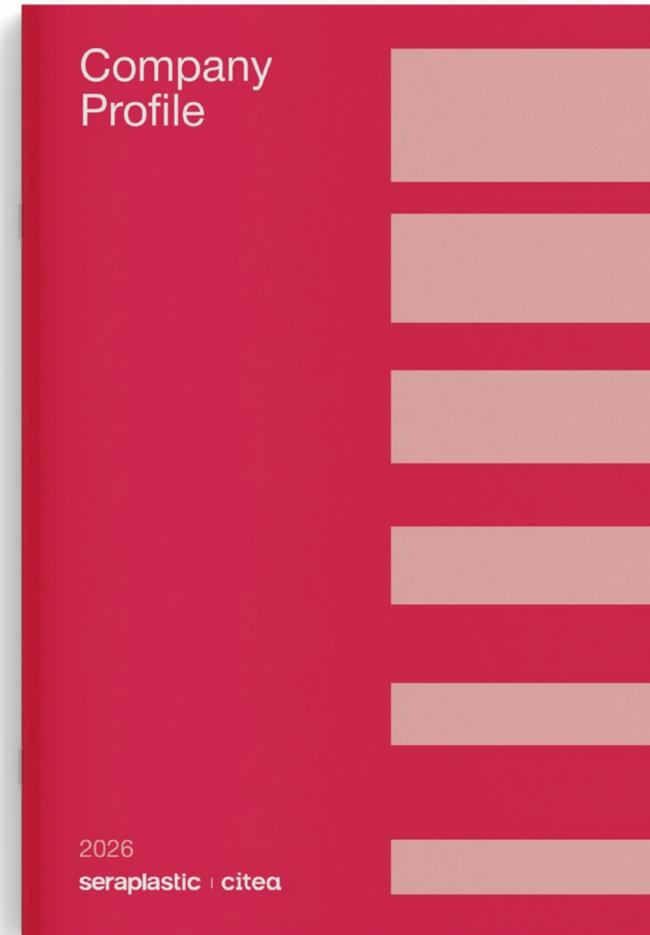
The company story continues also in all catalogs, where the presentation of each product, service, and activity is central.

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

Tapparelle
L'oscurante per eccellenza dalle elevate prestazioni: una combinazione perfetta tra design e tecnologia

La tapparella è il sistema oscurante più conosciuto e diffuso, capace di ottimizzare le prestazioni termiche e contribuire al benessere degli spazi.

L'uso di materiali di alta qualità in tutta la gamma garantisce lunga durata e resistenza agli agenti atmosferici. La attività costanti di ricerca, l'adozione delle nuove tecnologie e l'esperienza accumulata negli anni assicurano tapparelle in grado di soddisfare le esigenze degli spazi contemporanei, valorizzando anche con un'estetica accattivante e un design moderno.

È disponibile in un'ampia gamma di modelli, pensata per rispondere alle diverse esigenze del mercato. Gli seraplastic si distinguono per prestazioni e materiali. Tra cui PVC, alluminio anodizzato, alluminio estruso, acciaio inossidabile e tapparelle ibride e speciali.

I nostri prodotti

1963
Nasce Seraplastic
A Tagliero nasce Seraplastic, azienda specializzata nella produzione e vendita di tapparelle in PVC e legno.

1990
La produzione si amplia
L'azienda amplia la gamma materiali per la produzione di tapparelle aggiungendo a PVC e legno anche alluminio e acciaio.

2000
Nuovi prodotti per gli ambienti
Si amplia il catalogo prodotti, affiancando alle tapparelle tutti i prodotti necessari per l'edilizia, come zanzariere, tende, veneziane e frangisole.

2010
Acquisizione di Citea
Seraplastic acquista Citea, azienda situata a Torino in Piemonte, che si occupa di produzione e vendita di tapparelle, tende e tende a vista e veneziane.

2018
Il monoblocco Seraplastic
Seraplastic e Citea affiancano a tutti i sistemi oscuranti a tiranti anche una prestigiosa tecnologia ad alta prestazioni, presentando l'innovativa linea di monoblocchi coibentati.

2020
Nasce Serbloc
Nasce Serbloc, la nuova realtà di Seraplastic Citea dedicata alla gestione e integrità del vano finestra, al fianco di progettisti e imprese edili in ogni fase del processo progettuale.

2022
La nuova sede di Grumello
Veniva inaugurata la nuova sede Seraplastic a Grumello del Monte, un ulteriore passo avanti per una realtà aziendale proiettata verso le sfide del futuro.

2023
60 anni di attività
L'azienda festeggia un importante traguardo celebrando 60 anni di attività, un traguardo simbolo del successo della filosofia "esperienza ed innovazione per il comfort degli spazi".

+60
anni di attività

+3.000
m² di esposizione

+180
prodotti a catalogo

+20.000
m² di produzione

Your comfort Our work

Il comfort di ogni spazio è l'obiettivo che guida le nostre attività. Da più di 60 anni, ci occupiamo di garantire agli ambienti interni ed esterni le migliori prestazioni in termini di comfort, efficienza e qualità abitativa.

Crescita, innovazione e responsabilità: valori che da oltre 60 anni fanno parte della nostra politica aziendale

Rinnovamento dei processi
Luoghi di lavoro più efficienti, dove persone e strumenti digitali collaborano a lungo, creando valore e energia aziendale.

Il cliente al centro
La soddisfazione del cliente guida ogni scelta e attività, con un servizio di prodotti per ottimizzare il comfort e servizi su misura per il professionista.

Formazione
Formazione continua orientata per il nostro mercato di riferimento, attraverso il programma di corsi Academy.

Impatto ambientale
Dedicated plants to reduce CO2 of 20000 t/y and prevent 400000 t/y of CO2 emissions, all with a reduction of 10% in energy consumption.

Innovazione
Oltre 80 anni di esperienza maturata nella produzione di attività innovativa, per produrre l'azienda leader in PVC.

Dialogo e crescita
Attiva collaborazione con i nostri network di professionisti e partner, favorendo lo sviluppo, l'innovazione e l'esperienza, per creare e raggiungere i nostri obiettivi.

Organizzazione e responsabilità
Ogni processo e attività è monitorato e verificato per garantire la massima qualità, controllo e attenzione alla qualità e alla sostenibilità del processo.

Supporto
Al fianco del cliente in ogni fase del lavoro, con un servizio di consulenza che fornisce il supporto e l'innovazione.

Materiali sostenibili e di qualità
I materiali primari dei nostri prodotti sono certificati, provenienti da fonti controllate e con un processo di produzione che rispetta i più alti standard dell'industria 4.0, creando un prodotto industriale in cui operatori, macchine, dati e sistemi digitali interagiscono in modo ottimale, aumentando efficienza e produttività.

Riciclo dei materiali
Riduzione nella produzione di rifiuti, riciclaggio e recupero di PVC e alluminio. Il nostro impegno è nel creare prodotti che rispettano l'ambiente, prima degli scopi non riciclabili.

Efficienza energetica
I nostri prodotti riducono l'impronta energetica degli edifici, risparmiando l'energia necessaria per realizzare il nostro livello di comfort abitativo.

Certificazioni
Servizi e prodotti Seraplastic: qualità certificata

Da oltre 60 anni, la attività aziendali si basano su tre principi fondamentali: crescita, innovazione e responsabilità. Questi valori guidano tutte le attività di sviluppo, controllo e attenzione alla qualità e alla sostenibilità del processo.

In particolare, le procedure di progettazione e produzione di schemature sono in continuo e di passo in opera di monitoraggio, schemature sono in grado di essere certificate secondo la norma ISO 9001:2015. Ciò garantisce che ogni fase del processo sia gestita con un sistema di qualità rigoroso, orientato all'ingegnerizzazione e alla massima soddisfazione del cliente, con controlli costanti, standard elevati e un'organizzazione orientata verso il cliente e i risultati nel tempo.

I materiali utilizzati nei sistemi Seraplastic sono certificati CAM (Criteri Ambientali Minimi), a conferma del basso impatto ambientale dei prodotti, della presenza di materiali riciclabili e della loro futura riciclabilità. I processi produttivi rispettano i più alti standard dell'industria 4.0, creando un prodotto industriale in cui operatori, macchine, dati e sistemi digitali interagiscono in modo ottimale, aumentando efficienza e produttività.

Infine, l'azienda monitora le performance non finanziarie ESG, valorizzando le proprie attività in ambito sociale (S), ambientale (E) e di governance (G). Questi indicatori riflettono la condizione lavorativa, la sostenibilità, l'etica, la trasparenza e il rispetto dell'ambiente all'interno dell'azienda.

ISO 9001:2015
Industria 4.0
ESG
CAM

I prodotti Systems

Tapparelle 24-27

30-31 Zanzariere

Frangisole 28-29

32-33 Tende tecniche

34-35 Monoblocchi

Cassonetti 36-37

Tende a rullo
Dove la luce incontra il design: funzionalità, estetica e controllo della luce su misura per il tuo spazio

Con i prodotti Citea Living, la tenda a rullo diventa una vera soluzione d'arredo: un complemento di design pensato per spazi dove ogni dettaglio conta. Non si può solo un semplice tendente, ma un sistema studiato per la gestione della luce, capace di conferire carattere, personalità e armonia all'ambiente.

Le tende a rullo Citea Living si distinguono per il sistema Hightouch e per la perfetta integrazione in contesti in cui la modularità della base è essenziale per il comfort, il filo e il battente. La possibilità di tirare o srotolare la base naturale crea il modo di progettare, rendere l'ambiente più luminoso, contribuire al benessere energetico degli ambienti e aumentare il benessere termico.

Ogni tenda è realizzata su misura e personalizzabile con diverse opzioni di tessuti, complementi, modelli di installazione e sistemi di movimentazione. Gli elementi sono dotati di innovativa tecnologia di collegamento, memorizzazione posizioni e memoria della posizione precedente. La scelta di tessuti, decorati, tessuti, frangisole, da colori vivaci o dalle texture materiche, consente di creare l'effetto estetico e funzionalizzato desiderato.

I nostri servizi

Formazione Academy Seraplastic
La necessità di offrire una formazione continua e accurata ha portato alla nascita di un programma di eventi Academy, dedicato alla formazione specialistica dei collaboratori aziendali. Attraverso una serie di incontri, formati al nostro network, supportiamo su tutte le nostre attività di prodotto.

Invio ordini Software Serapp
A supporto delle operazioni di prevenditori e ordine dei prodotti, abbiamo creato Serapp, il nostro software proprietario, disponibile per il sito del rivenditore.

Supporto Portale online dedicato
Il sito www.seraplastic.it offre un'area interamente dedicata al nostro network di professionisti. Si tratta di un portale riservato ai collaboratori e rivenditori dell'azienda, dove è possibile visualizzare e scaricare tutti i contenuti e loro relativi.

Produzione Servizio Fast ed Express
Per supportare i nostri rivenditori in caso di urgenze, abbiamo attivato servizi di produzione e consegna veloce. Disponibili per tutta la rete, garantiscono la possibilità di ricevere un ordine urgente in pochi giorni presso le sedi di Grumello del Monte o Venaria Reale.

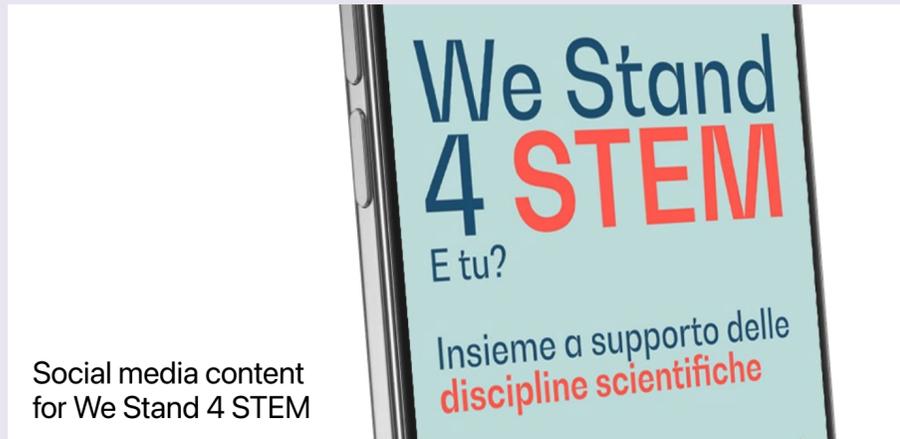
Esposizione Expo System
Abbiamo progettato Expo System come supporto ad una occasione di eventi rivenditori. Con il nostro agente possibile, consente di ricevere fino a sei modelli di documenti, adattabili online e in loco sia all'interno sia all'esterno. In questo modo, il cliente finale può valutare il meglio prodotto esposto.

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

valored



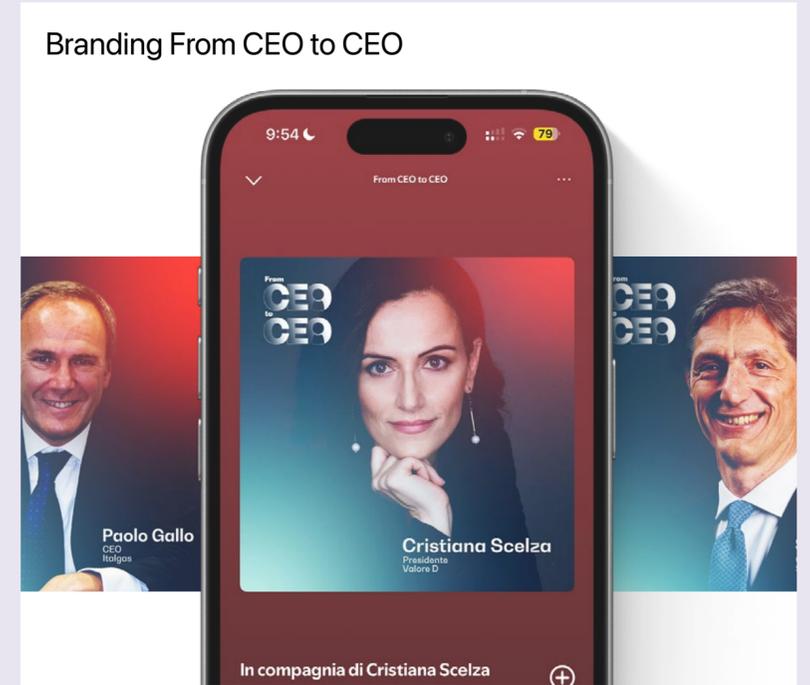
Events photographic documentation



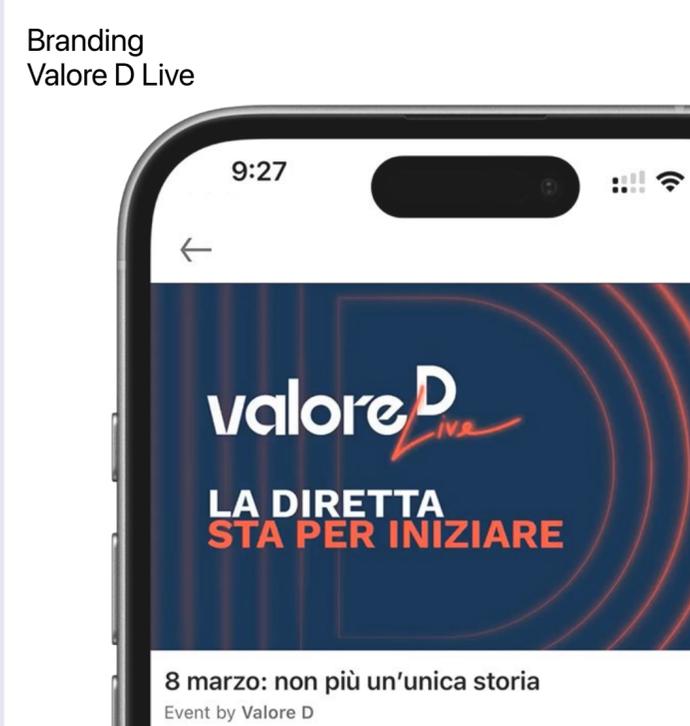
Social media content for We Stand 4 STEM



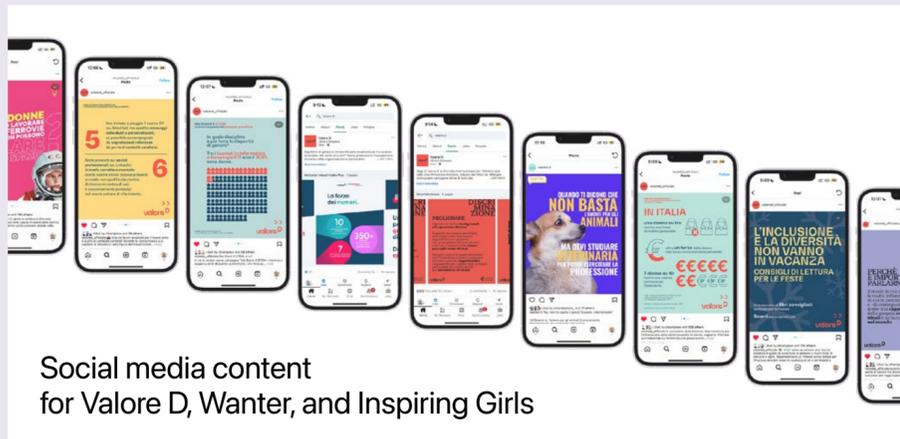
Layout design for the strategic plan



Branding From CEO to CEO



Branding Valore D Live



Social media content for Valore D, Wanter, and Inspiring Girls



Logo design for Obiettivo PMI



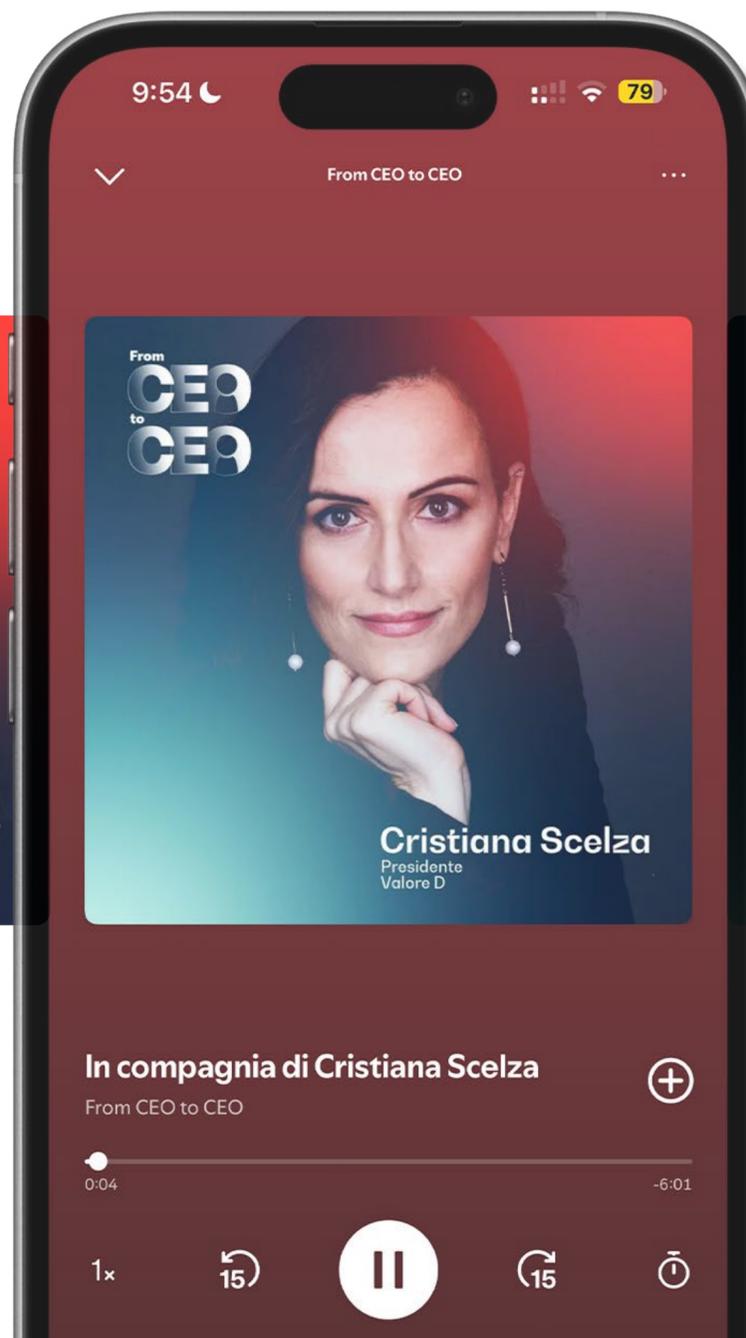
Collaboration in developing texts for the new valored.it website

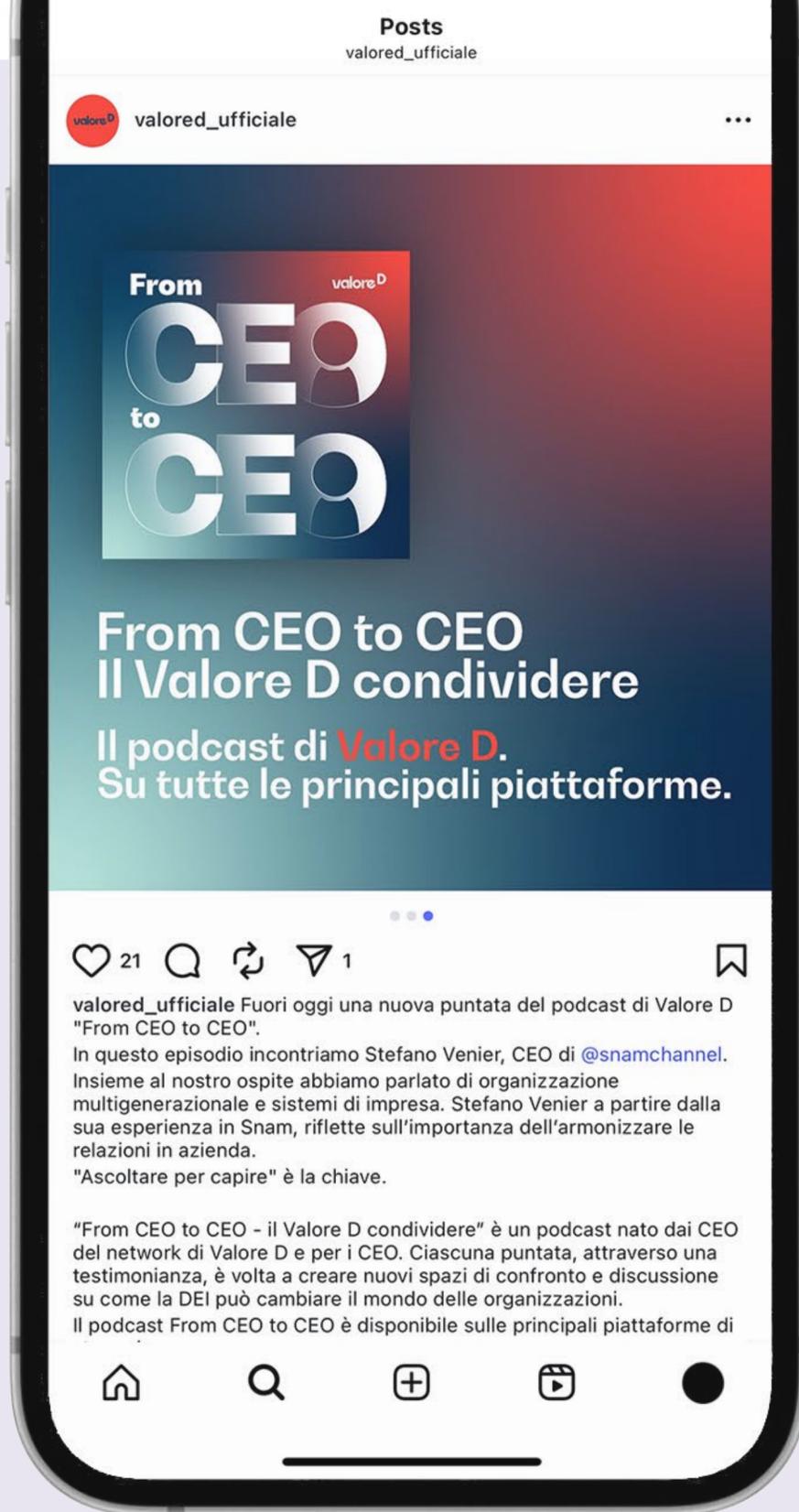


Direzionari Videos

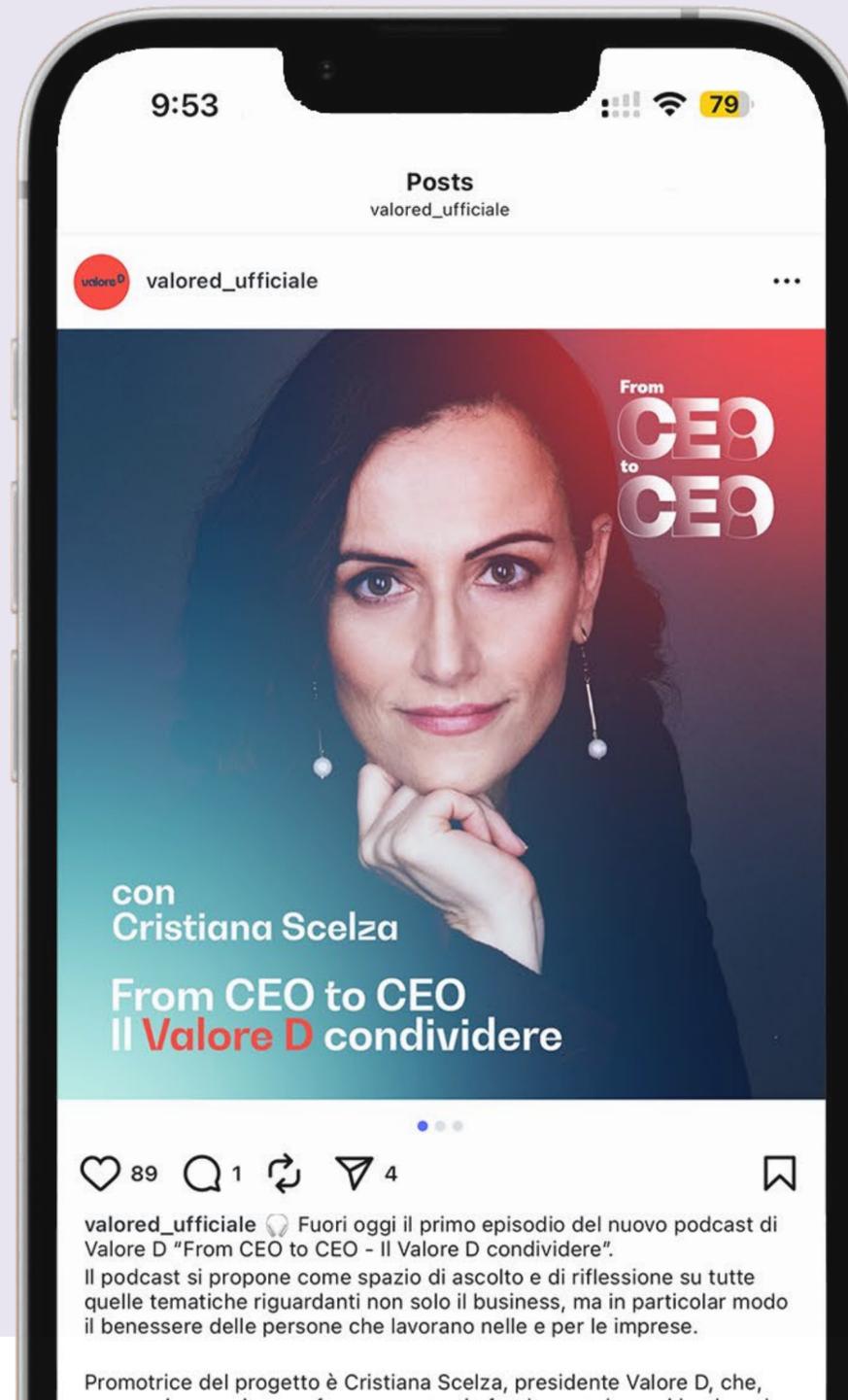
From CEO to CEO: Valore D's new podcast where voices from the community of CEOs of member companies discuss the latest news on D&I topics.

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.

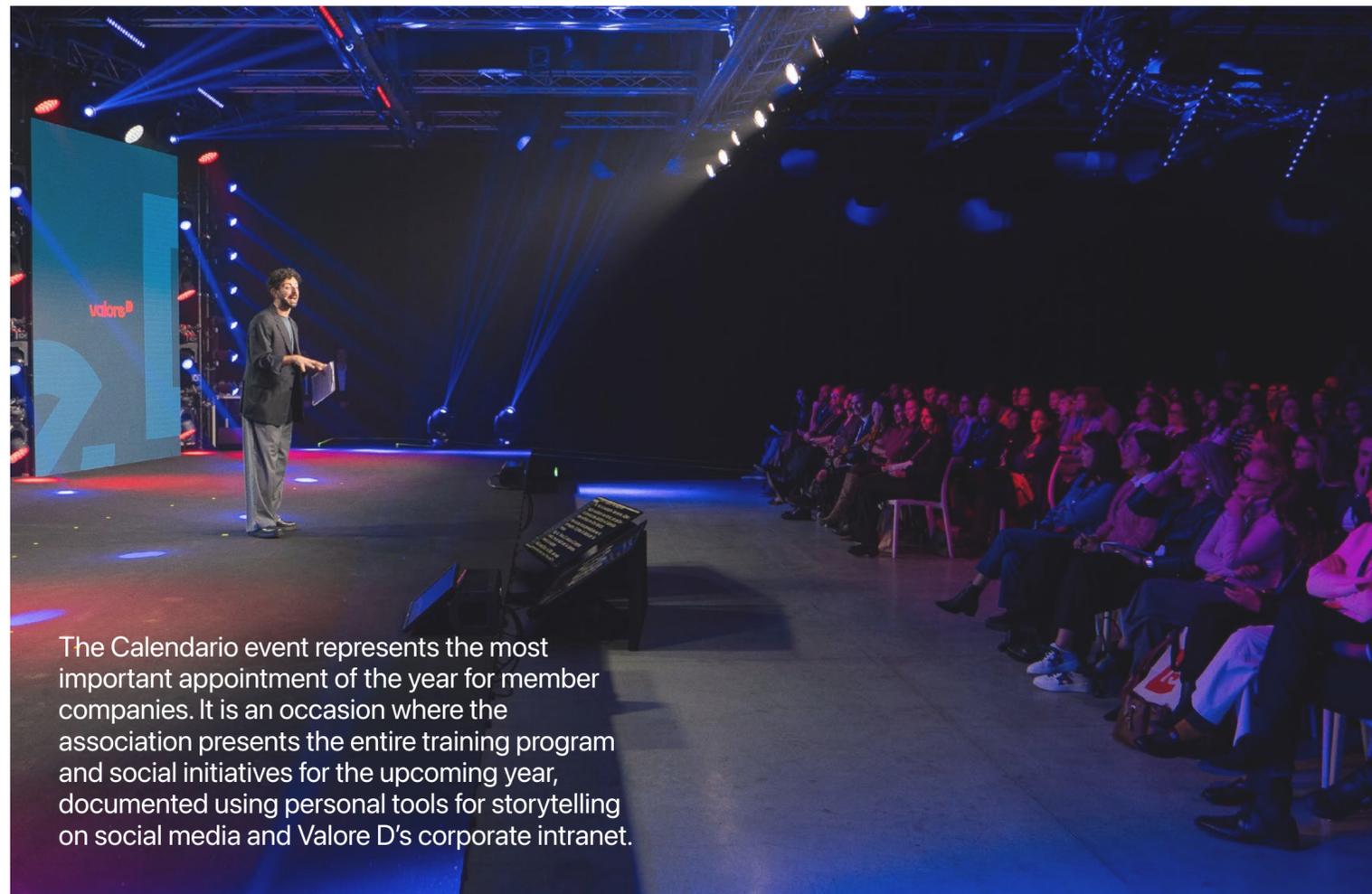




In addition to designing the logo, the entire coordinated image of the format was developed, starting from the creation of the covers for each episode of the first edition, up to the overall project cover. The work also included the development of all graphic content for feeds and stories, designed to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





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.

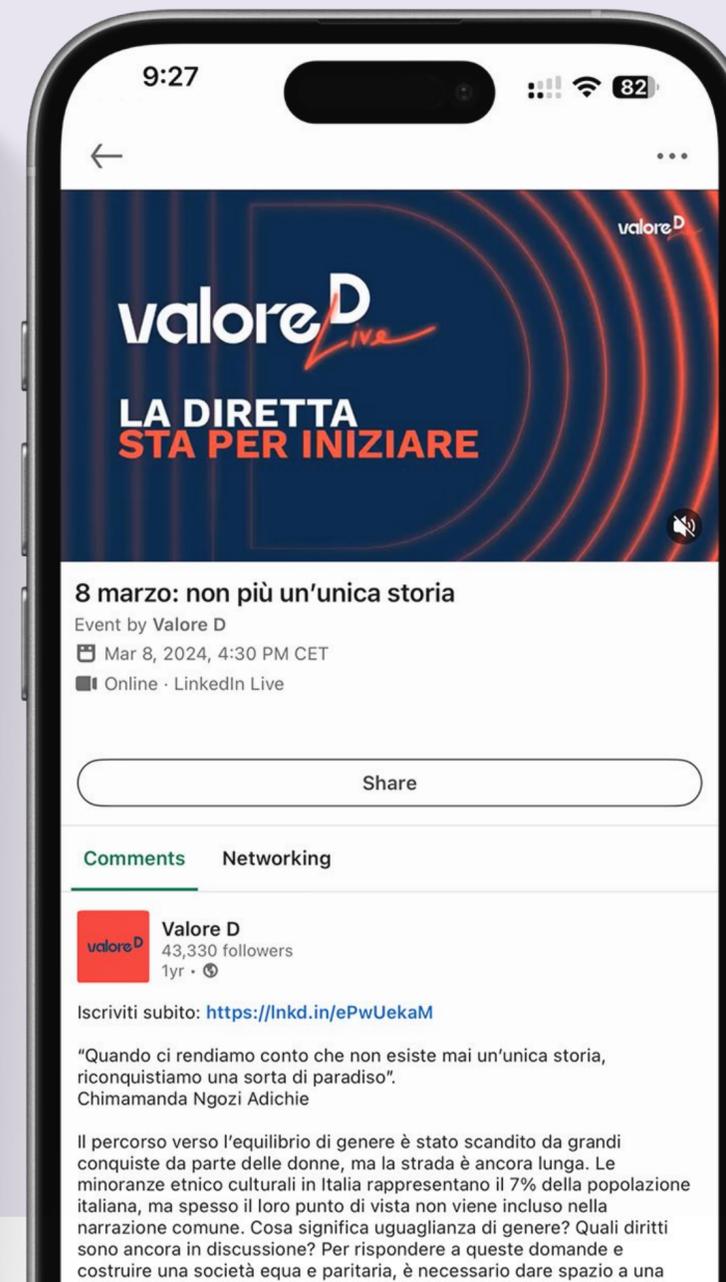
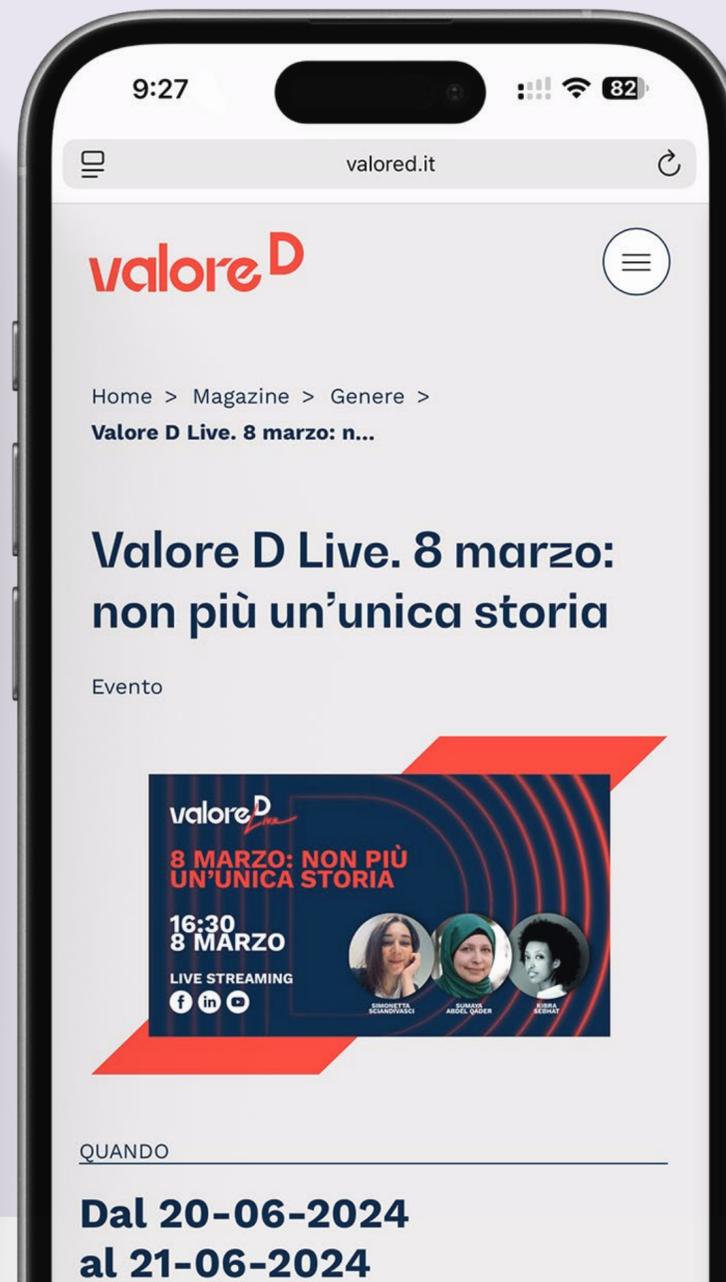
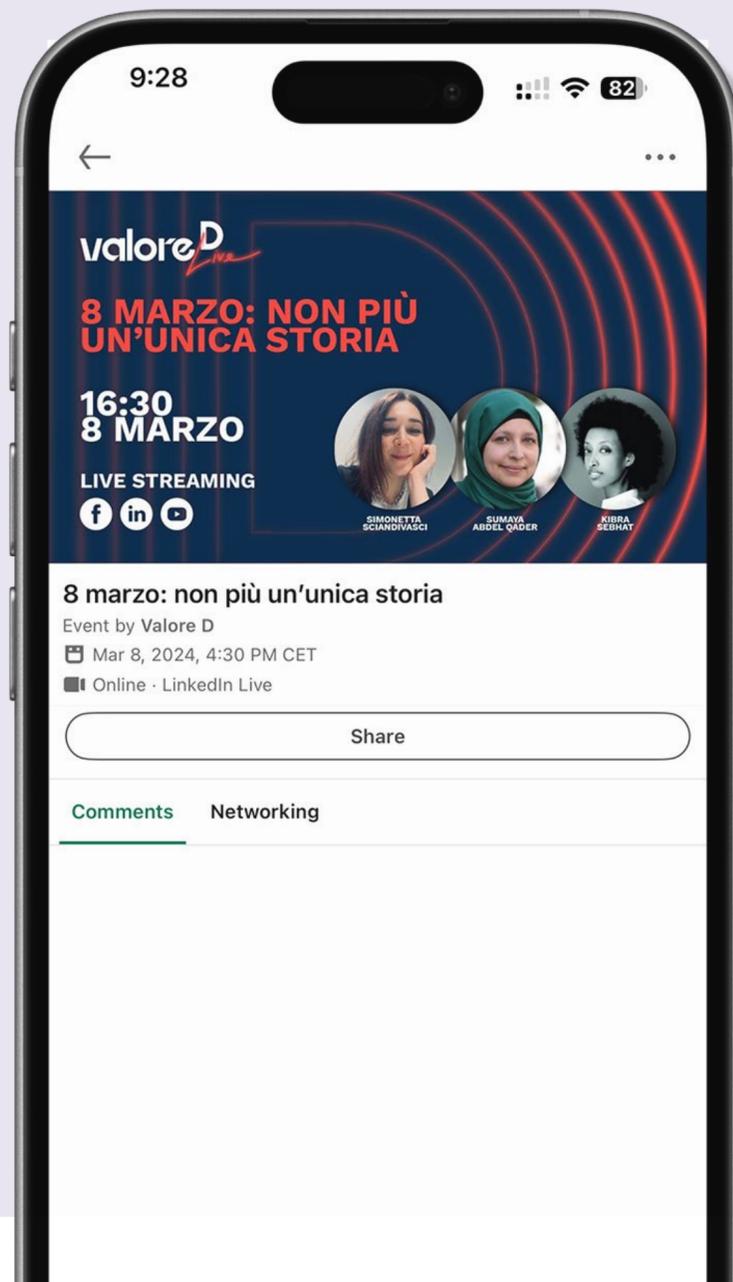
Valore D Live is the new format of free live streaming events, broadcast on the association's social media channels, Facebook, LinkedIn, and YouTube, and dedicated to diversity and inclusion topics. With an annual schedule of four meetings, the format represents the evolution of the previous Valore D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

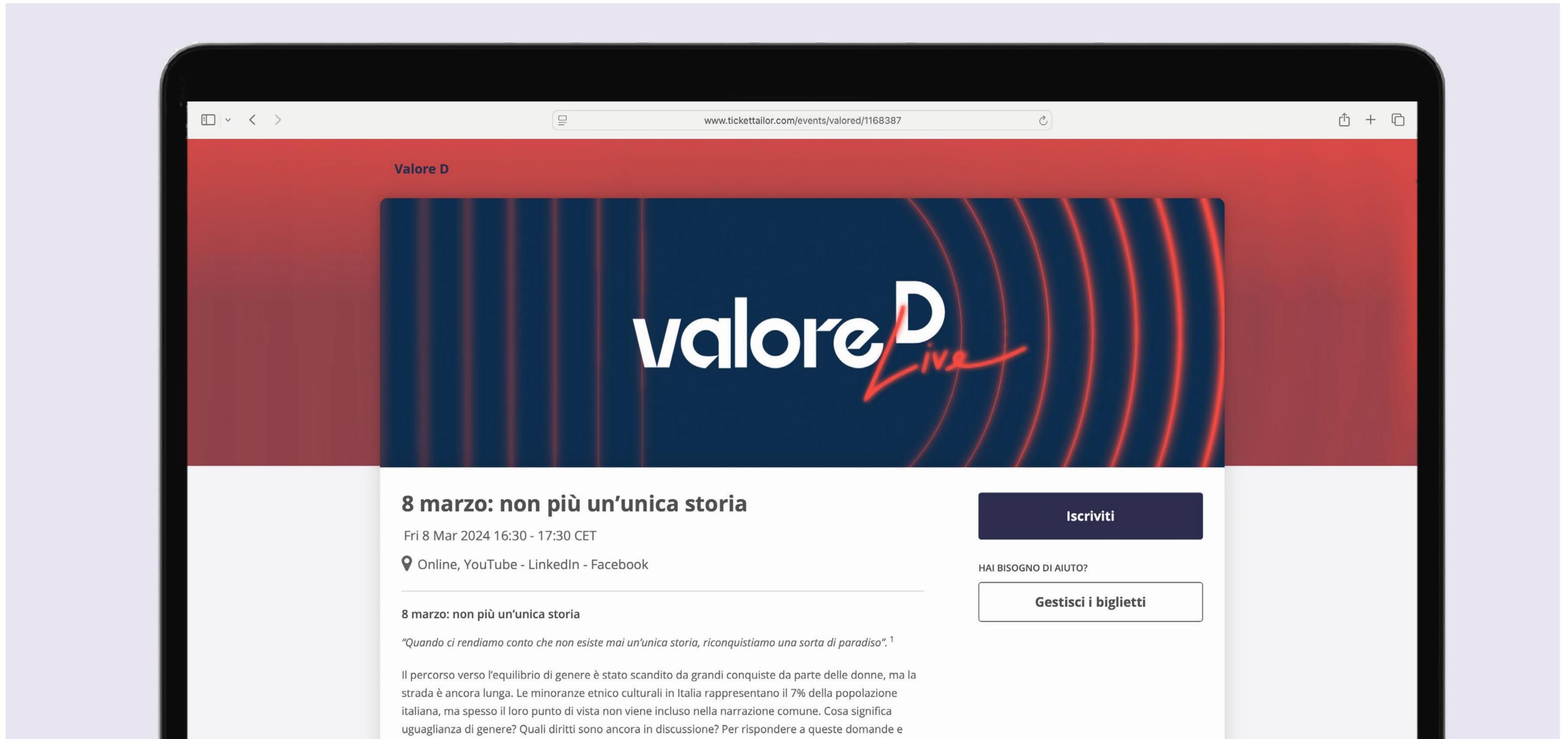
The work focused on creating a distinctive branding capable of reflecting Valore D's visual identity while introducing elements of immediate recognizability. From the logo to the graphics for social posts, from news published on the website to registration forms, and visual elements for the live streaming,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

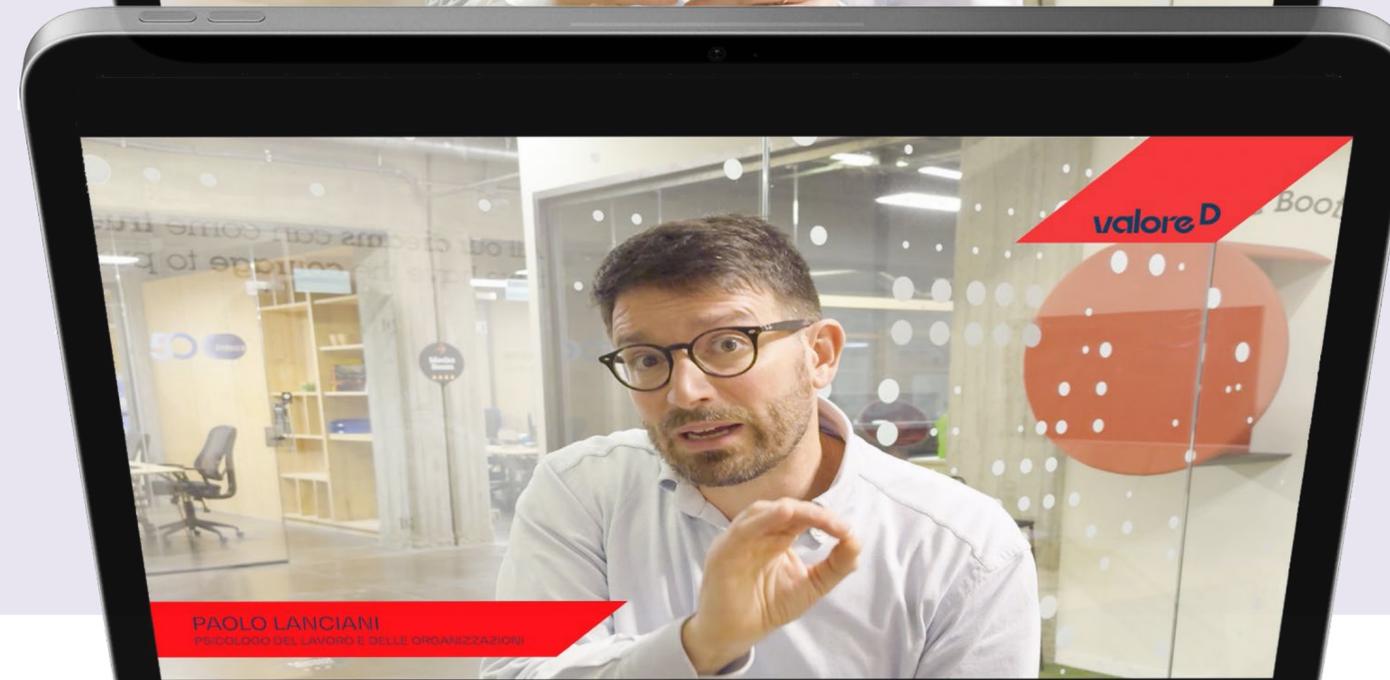
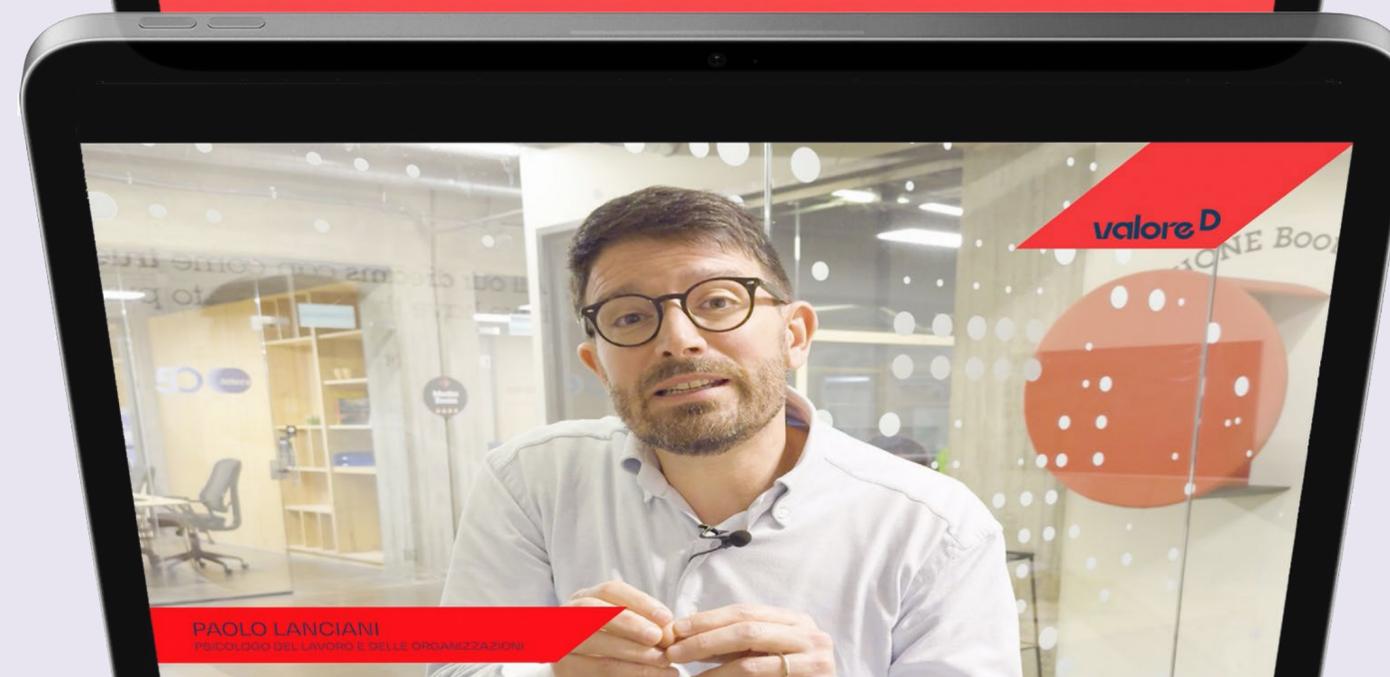
At the end of the course, the user receives one of three possible feedback profiles, each introduced and explained by Paolo Lanciani, work psychologist and scientific consultant for the project. The videos, recorded using personal filming equipment, are an integral part of the training experience and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

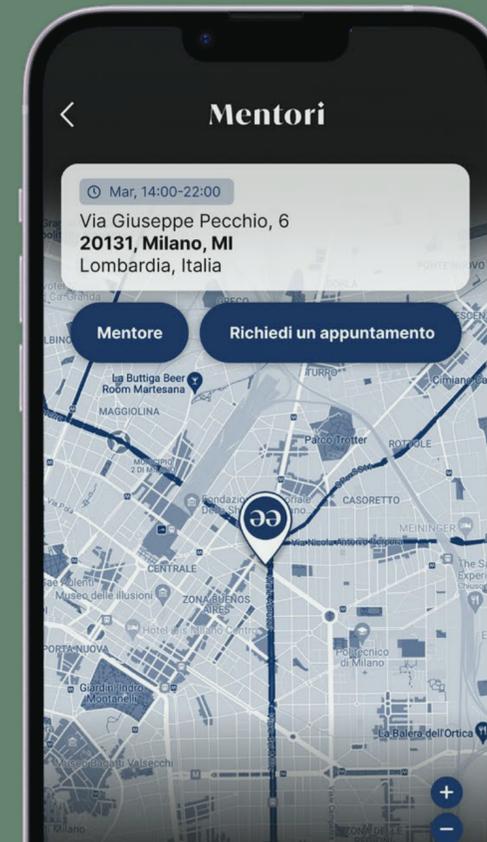
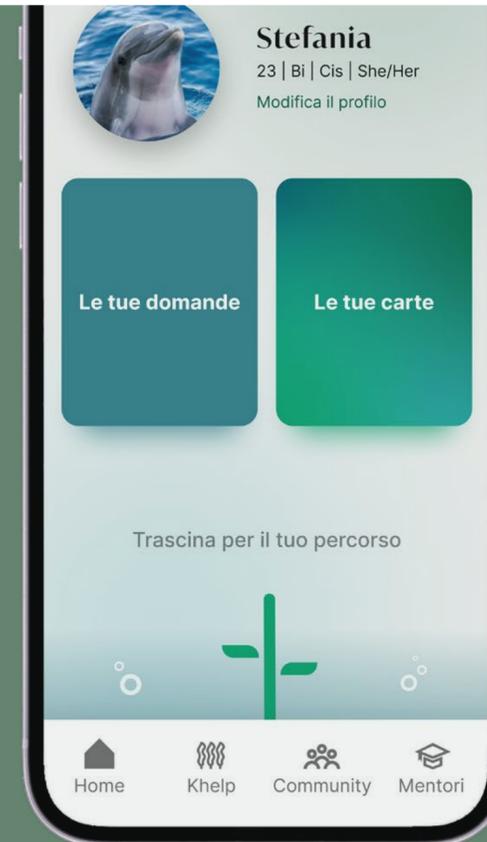
A new comfort zone where you can discover yourself, free from any kind of stereotype.

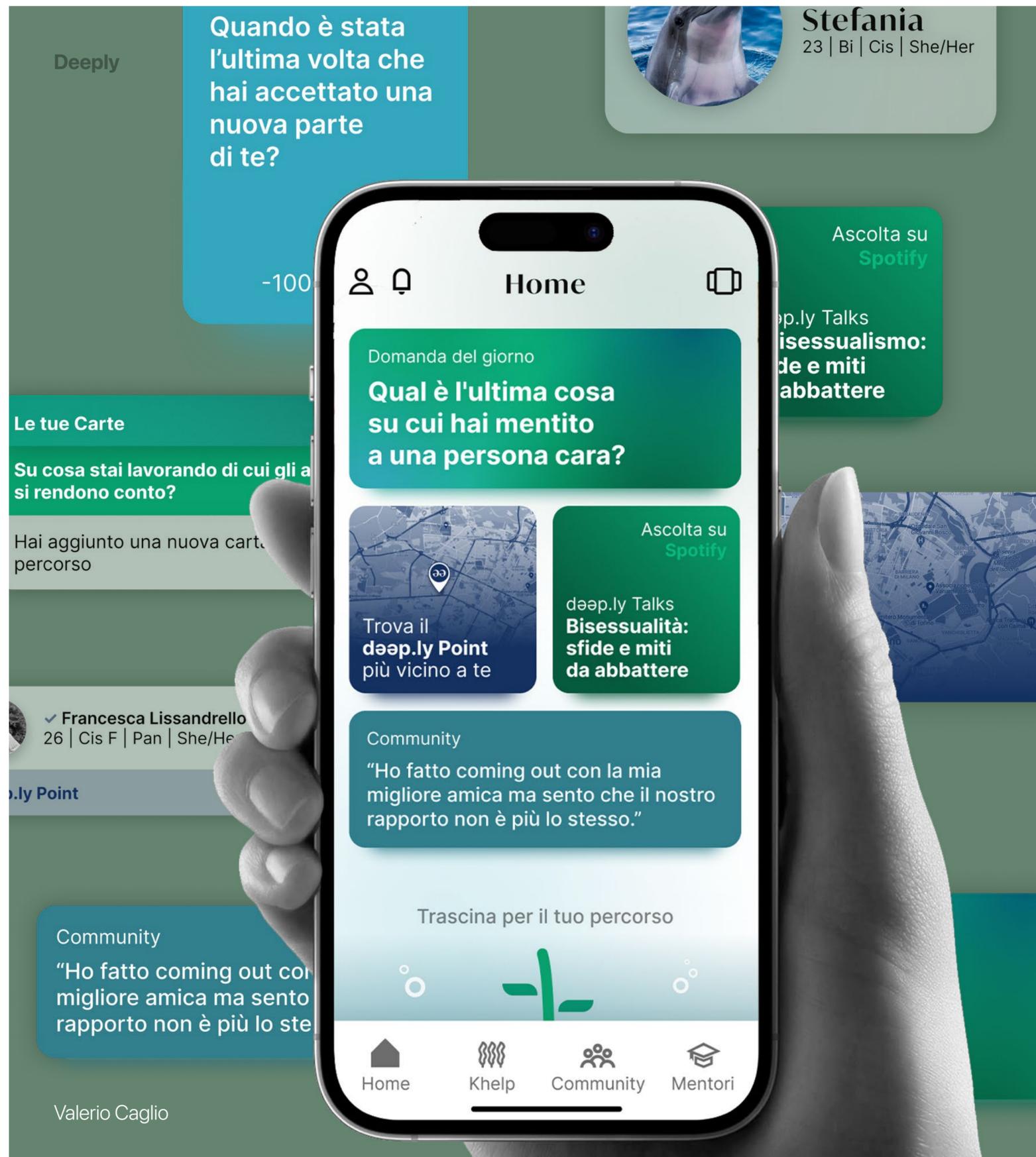
The Deep.ly platform prototype was born with the aim of creating a complete and safe ecosystem where a queer person can feel welcomed, heard, and supported along their path of understanding and awareness. A true comfort zone designed for the LGBTQIA+ community, and beyond, where every individual can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





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.

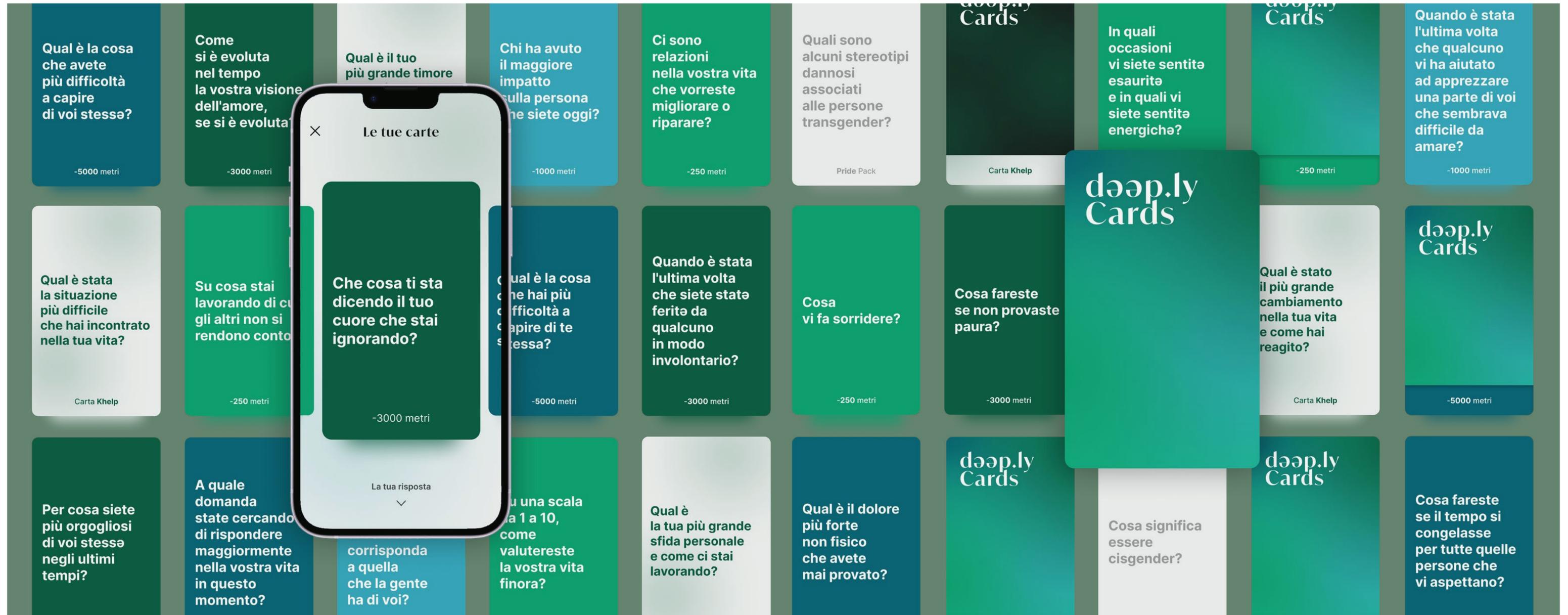


All main sections of the app branch out from the Home screen. Among them is the Khelp section: a conversational AI-based chatbot available in two modes — OneToOne Mode, for a guided and personalized experience, and Play Mode, which offers random questions related to the app's themes. Another key section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

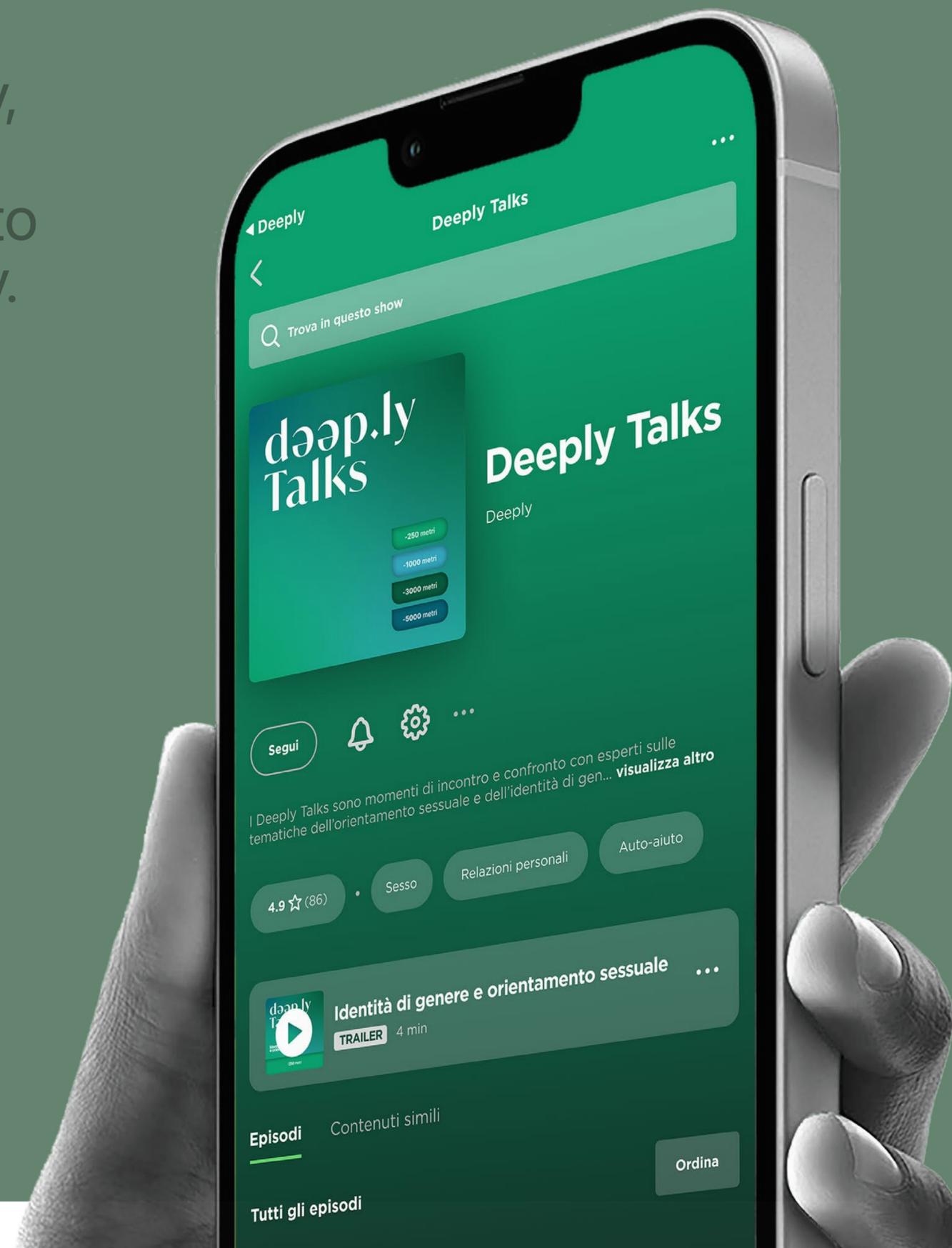


Conversations about gender and sexuality, right in your headphones: every event organized by the Deeply team is turned into a podcast available to everyone on Spotify.

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



Portfolio

Valerio Caglio
Communication Designer

2025

Thanks
for your attention!

Portfolio



Valerio Caglio

Visual Communication Designer
Milan, Italy

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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

