



Empowering Educational Excellence: Discover the Innovative Solutions of IDEA Consortium

Welcome to the innovative world of IDEA Consortium, where we redefine the approach to equipping educational laboratories. For over three decades, IDEA has stood as a beacon of excellence, delivering cutting-edge equipment and comprehensive services at prices competitive with those of specialized manufacturers. Our unique consortium structure combines the expertise of various leading manufacturers, ensuring a synergy that translates into cost-effective, high-quality, and integrated solutions for your educational needs.





What is IDEA?

- IDEA (Innovative Design in Educational Apparatus) is a dynamic alliance of several top-tier European manufacturers, all leaders in designing and producing technology teaching equipment for all levels of technical education, from universities and technical colleges to secondary schools.
- Our mission is simple yet impactful: to provide our customers with an extensive selection of premier companies and products, thereby enhancing their educational projects with unparalleled quality and innovation.
- Our standards reflect our commitment to partnering only with manufacturers that are not just reliable, but also specialists in their respective fields.





Broad Product Range and Global Outreach

- Our diverse product portfolio spans Basic Sciences, Electricity, Electronics, Mechatronics, Mechanics, and Vocational Training. From basic principles to advanced computer-controlled laboratories, our range includes educational equipment, measuring instruments, industry standard machines, and sophisticated software. We offer a comprehensive range of solutions, from individual products to modular training systems and turn-key laboratories.
- IDEA's influence extends worldwide. We've successfully partnered with various government ministries of education and labor, engaging in projects financed by prestigious organizations like the World Bank, European Commission, United Nations, and other international institutions.





I.D.E.A. 

Why Choose IDEA?

Our consortium model offers numerous advantages:

- **Complex Projects:** We handle a wide array of equipment and services that no single company can provide, ensuring top-quality and cost-effective solutions.
- **Expertise and Experience:** Established in 1992, IDEA's partners boast over a century of combined experience, guaranteeing innovative and well-crafted solutions.
- **Project Management Excellence:** Our operational guidelines guarantee clear responsibility, seamless coordination, complete integration, and dedicated after-sales technical assistance.
- **Local Partner Benefits:** Our streamlined approach reduces time, travel, and expenses, offering a single interface for all your needs.
- **Customer Satisfaction:** Our vast experience and knowledge enable us to cater to a wide range of requests, ensuring customer satisfaction with each project.



Competitive Advantages of IDEA:

- **Technical Expertise:** We offer an unmatched range of equipment, bringing together products and expertise from various manufacturers for cohesive and competent solutions.
- **Synergy:** Our consortium model cuts promotion expenses, allowing our partner companies to focus on their core competencies.
- **Pricing:** As a consortium of direct manufacturers, we offer competitive pricing without unnecessary markups.
- **Flexibility and Innovation:** Specialization in specific fields allows us to offer adaptable and smarter solutions.
- **Compatibility:** IDEA ensures optimal compatibility between various products, crucial for seamless laboratory setups.

In conclusion, IDEA Consortium is not just a choice but a partnership for innovation, quality, and success in educational projects.

We look forward to
contributing to the
success of your project!

CONSORZIO IDEA
Via Cascina Torchio - 26833 Merlino (LO) – ITALY
Tel. +39 02 90 65 92 00
E-mail: info@idea-c.com | Web: www.idea-c.com



Innovative Design in Educational
Apparatus