



The Art
of Invisible

LIGHTING

MADE IN ITALY

Elevate your space with **ELEGANCE**

Innovative Telescopic Masts
for Discreet Lighting and Surveillance.



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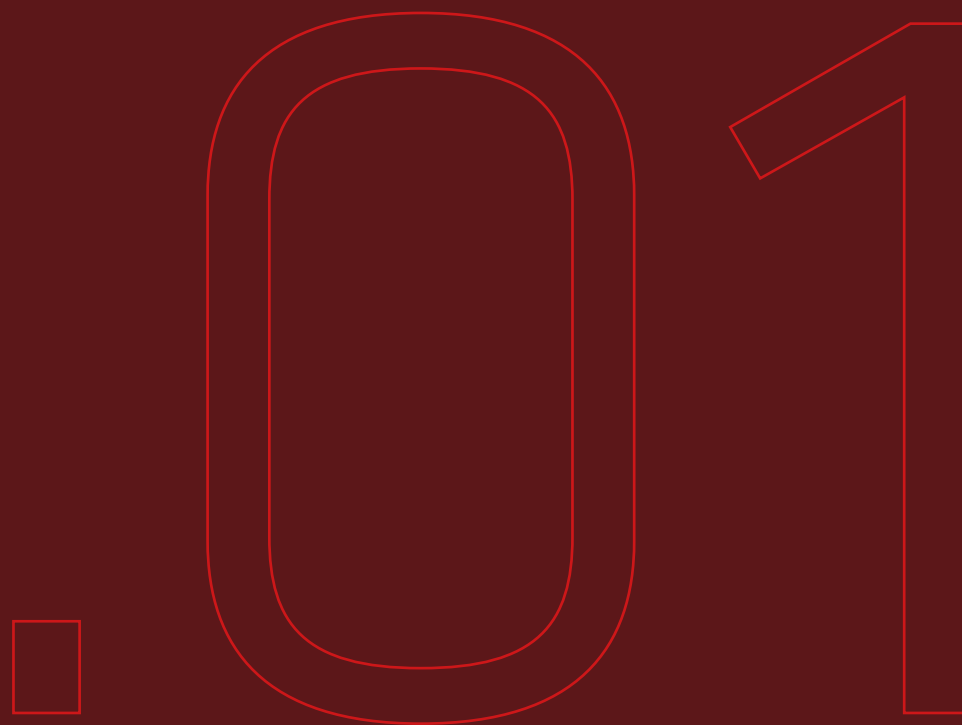
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About Fireco

The Art of Invisible lighting

At Fireco, we believe that technology should serve beauty - not compete with it.

Since **1975**, we have been perfecting the art of telescopic mast engineering, combining Italian craftsmanship, technical innovation, and respect for the environment.

Founded in **1993**, Fireco today operates worldwide, with manufacturing based entirely in Italy and a global network of subsidiaries supporting customers **across more than 80 countries**.

Our masts are more than mechanical systems - they are instruments of invisible illumination, designed to disappear and reappear with grace and with quick and precise answers.

150
PEOPLE

8
SUBSIDIARIES

LIGHT EXPERIENCE

Innovation below the surface

Built with anodized aluminum and precision-engineered components, Fireco masts offer:

- Silent, reliable movement through advanced electromechanical or pneumatic systems.
- Maximum heights of up to 40 meters.
- Resistance to harsh environments and seamless operation.
- Designed to comply with automotive requirements and a wide range of military standards.
- Proven reliability with over 200,000 masts installed worldwide.



Light Without Limits

The power of disappearing structures

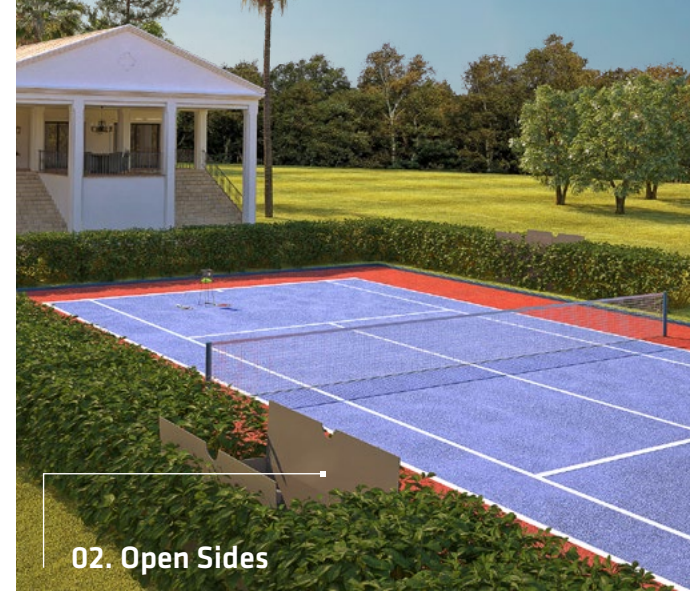
Imagine a space where technology blends seamlessly with the environment - invisible when not needed, yet stunning when in motion. Our telescopic lighting masts remain hidden within the landscape, preserving the natural beauty of their surroundings. With a simple activation, they rise elegantly into the sky, transforming light into a living spectacle.



A show begins with every lift

Each mast's movement is a visual performance. Rising smoothly and silently, the structure becomes part of a choreography where technology enhances the environment.

Every extension is a "wow" moment - a seamless fusion of innovation and elegance, turning light into an experience.



.03

Invisible
Beauty

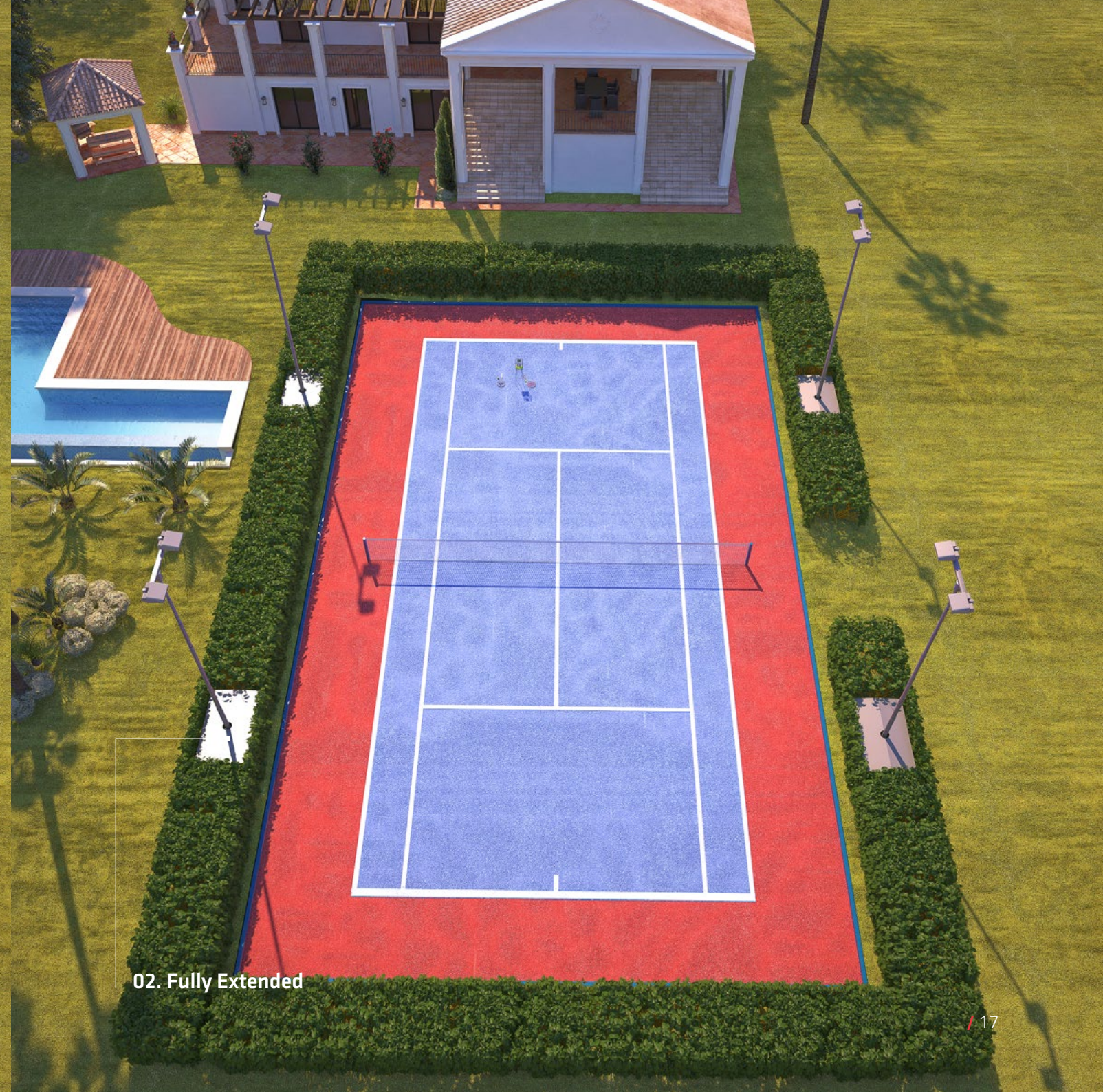
Designed to blend

When retracted, our masts leave no visual footprint. They remain hidden underground or integrated into architectural elements, preserving the purity of parks, resorts, and private estates. No bulky structures, no intrusive poles - just pure, untouched scenery until light is truly needed.





01. Retracted



02. Fully Extended

Simplicity refined - Plug & play installation

To facilitate installation and maintenance, Fireco offers a Plug & Play steel structure:

- Pre-assembled mast integration
- Embedded electrical wiring and cable management
- Simplified foundation system for quick deployment

This innovation reduces installation complexity while maintaining the highest performance standards.



01

Fast



02

Easy



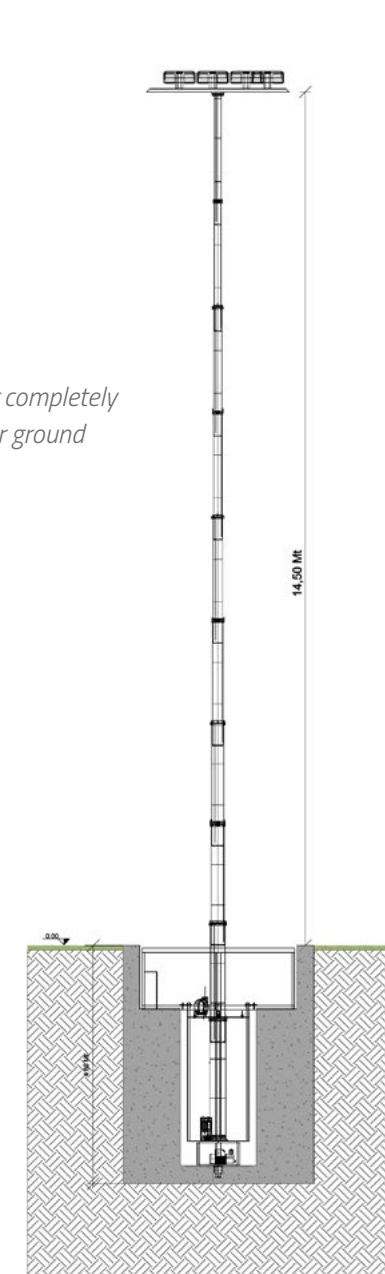
03

Durable



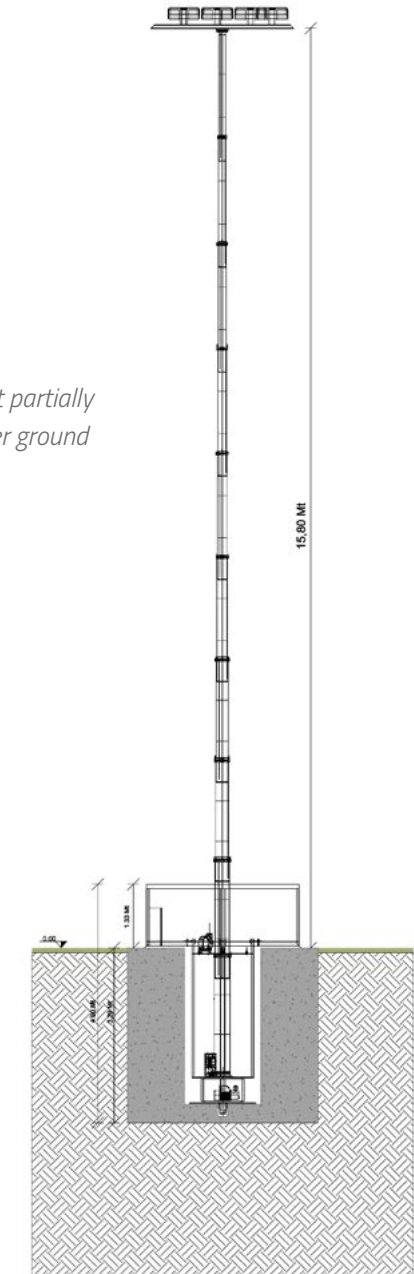
01.

Mast completely under ground



02.

Mast partially under ground



04

Custom Projects

Tailored excellence





Every space is unique - and so is every Fireco solution. We customize mast dimensions, load capacities, fixing systems, and control interfaces to perfectly match the specific needs of each customer and project.

From concept to creation, we accompany architects, designers, and developers in realizing their visions without compromise.

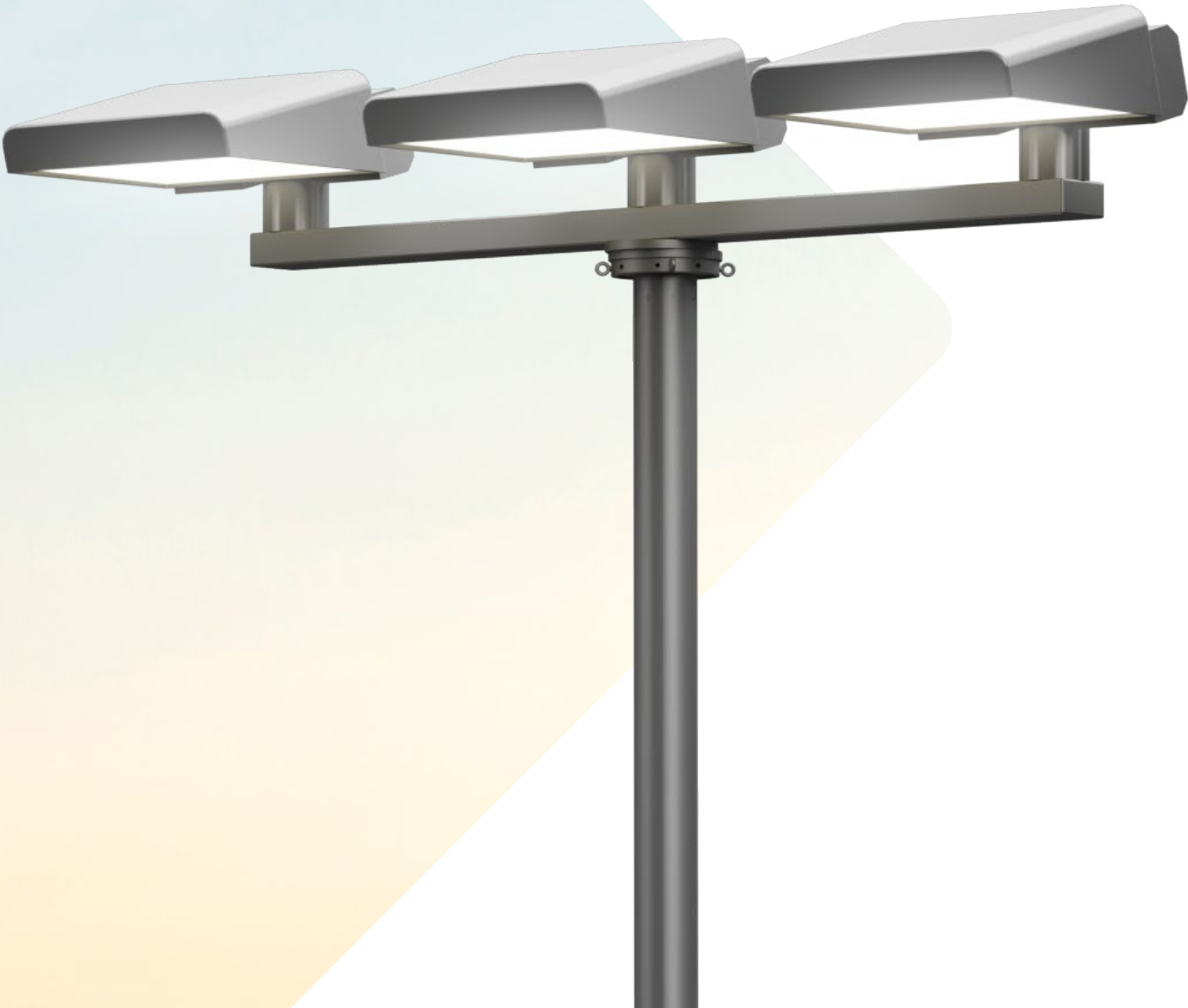


From private estates to grand resorts

Fireco masts
are the ideal solution for:

-  **01.** Luxury villas
& private gardens
-  **02.** 5-star resorts
& beach clubs
-  **03.** Golf courses, tennis courts
& outdoor sports facilities
-  **04.** Urban parks
& exclusive public spaces

Where beauty, discretion, and performance are essential,
Fireco offers an invisible solution that elevates every project.



blend into any
environment



**No visual
clutter**



**Value
enhancement**



improved
safety

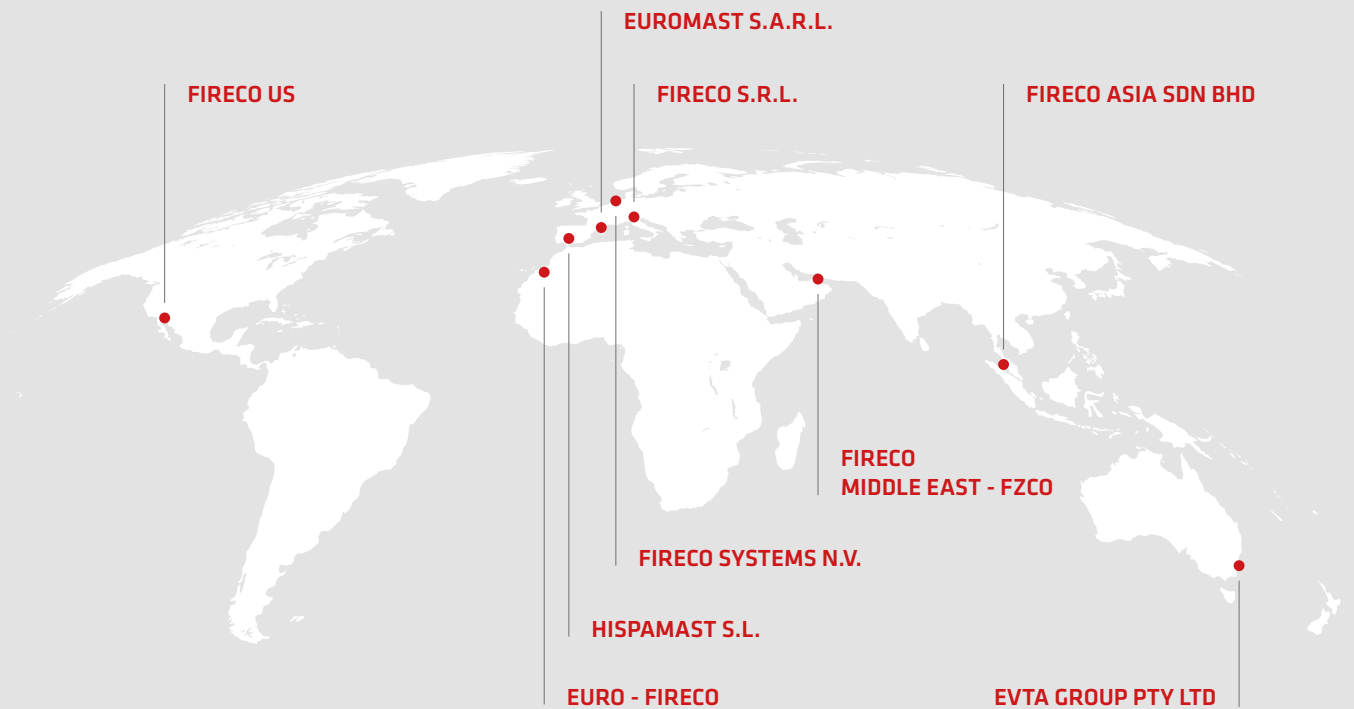




05

Fireco Worldwide

Commitment to sustainability



Our telescopic masts represent a sustainable choice:

- Minimal landscape impact
- Low-energy systems
- Long-lasting materials designed for easy maintenance

We help design spaces that respect, preserve, and enhance the environment.

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Let's Illuminate and Secure your Space Together

Contact us to bring light, security, and elegance
to your premium environments.



SCAN HERE
to find out more

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