



Presentation of the new NEXY by BTicino

#ImprovingLives

bticino

A brand of  legrand®

Discover BTicino's new range: **NEXY. Time to switch**

Introduction

BTicino, a leader in electrical systems and building automation, proudly announces the launch of NEXY, **a groundbreaking range** of switches and sockets designed to blend **Italian design with functionality at an affordable solution**. NEXY redefines the entry-level segment of flush-mounted installation with its frameless, modular architecture, ensuring premium aesthetics that resonate with the BTicino DNA of quality and elegant design.

Part I: General Presentation of NEXY

NEXY is crafted to meet the discerning tastes of developers, interior designers, contractors, and consultants, each valuing a unique combination of design, functionality, and cost-efficiency. This new range is particularly targeted at residential projects where budget constraints do not preclude style, innovation and quality.

Part II: Key Features of NEXY

1. Innovative design:

- NEXY delivers a "Wow effect" through its frameless, monobloc look, but in a modular architecture, embodying the timeless BTicino DNA.
- Recognized in the **IF Design Award 2025** competition as a product that combines innovation, aesthetics and sustainability in a truly unique solution.
- Available in three color options to match contemporary interiors:
White (glossy finish), Grey (matte finish), and Titanium (satin finish).

2. Superior installation:

- The new range features automatic terminals in switches and sockets for seamless installation.
- Reduced thickness (95 mm) and a gentle radius enhance the sleek profile.

3. Enhanced functionality:

- Full touch switches and photoluminescent lenses provide both modernity and practicality.
- Robust switch covers and a focus on detail, such as precise alignments, ensure long-lasting quality.

4. User-centric innovations:

- The catalog of functions evolves to meet the changing needs of users, even in the economical segment.

5. Attention to sustainability:

from reducing plastic in packaging to reusing materials for production, BTicino has focused on sustainability in all phases of the project.

6. TIME TO SWITCH:

for the communication, on the occasion of the launch, we have chosen the claim "TIME TO SWITCH". This slogan plays on words to emphasize that with NEXY, it is time to change, while also introducing the new switches to the market.

About BTicino

BTicino is a globally recognized brand, synonymous with innovative electrical solutions and design and quality excellence. Our commitment to quality, sustainability, and user-centric design drives us to create products that enhance everyday living and professional environments. With NEXY, we continue to uphold our tradition of combining high aesthetics with advanced technology.

For more information, please visit [bticino.com](https://www.bticino.com)

BTicino's NEXY series is designed for stakeholders who prioritize a balance of design, price, and functionality.

- Developers will appreciate the aesthetic appeal combined with cost-effectiveness.
- Interior designers can integrate NEXY's aesthetic versatility into diverse environments.
- Contractors benefit from budget-friendly solutions without compromising on quality and ease of installation.
- Consultants can confidently recommend NEXY, knowing it upholds the trusted BTicino brand and functionality standards.