



ISSUE NUMBER 03
SEPTEMBER 2026

SELF STORAGE

AISI MAGAZINE

THE SELF STORAGE ITALIAN
ONLINE MAGAZINE

CONVENTION AISI 2026
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BUSINESS & COMMUNITY
INNOVATION & ENTREPRENEURSHIP



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AISI MAGAZINE**

A WORD FROM THE PRESIDENT

Over the past few years, the Italian self storage industry has made remarkable progress. New operators, increasing investment, and growing market awareness have transformed what was once considered a niche business into a true industry.

Today, however, I believe the time has come to take another important step forward. For too long, many entrepreneurs have viewed self storage as a single project to build and manage over time. While this approach has helped the industry grow, it can now evolve into a broader and more ambitious vision.

The challenge is no longer simply opening a facility.

The challenge is to think strategically: to develop multiple locations, build strong organizations, create long-term value, and develop assets capable of attracting institutional capital and investment.

This is exactly the journey AISI wants to support.

Our goal is not only to provide knowledge, tools, and resources, but also to foster a new entrepreneurial culture for the Italian self storage industry—one that looks beyond individual facilities and focuses on building sustainable businesses for the future.



PRESIDENT



introduction

A FEW WORDS SELF STORAGE

Founded in the United States in 1891, self storage has grown into a mature global industry, expected to exceed \$60 billion in market value by 2025. After establishing itself in North America, the model expanded rapidly across Europe, where it continues to experience steady growth in both the number of facilities and investment levels.



SELF STORAGE IN ITALY

Italy is also undergoing a period of significant development and consolidation. Today, the Italian market includes 171 operational facilities, with approximately 190,000 square metres of self storage space nationwide, making Italy an increasingly active player within the European landscape.

Although the market continues to grow steadily, Italy still offers substantial room for expansion compared with more mature European countries.

The outlook for the coming years is highly positive. Between 2026 and 2031, the industry is expected to continue expanding, supported by long-term drivers such as the growth of e-commerce, increasing urbanisation, and ongoing technological innovation.

WELCOME TO THE NEW BOARD OF DIRECTORS

The month of May marked an important milestone in AISI's associative life. During the Members' Assembly, the Association's members gathered to elect the new Board of Directors, which will be responsible for guiding AISI in the coming years and supporting the industry through a period of significant transformation.

NEW BOARD AISI



MARIKA MAMBELLI

Romagna Self Storage



MATTEO CAVALIERI

Logicbox Srl



VANIA BUSON

Vicenzabox



GIOVANNI TRONCHIN

Self Storage Milano Est



CESARE CARCANO

Casaforte Self Storage

The new Board inherits a sector in full transformation: the market continues to grow, investments are increasing, new operators are entering, and interest from both customers and institutions is rising. In this context, AISI aims to continue being an authoritative voice and a concrete platform of support for all its members.

New energy, new perspectives, and a clear direction: to promote the growth of the sector, encourage dialogue among operators, and provide increasingly useful tools to face the challenges of a rapidly evolving market.

On behalf of the entire community, we wish the new Board of Directors every success in their work and thank those who have contributed to the association's journey up to today. The future of Italian self storage is built together.

WELCOME TO THE NEW MEMBERS

The AISI community continues to grow thanks to the entry of new operators who contribute to the development and spread of self storage in Italy. Every new member brings an entrepreneurial story, a vision, and a unique approach to the market. In this issue, we are pleased to welcome five new companies that have officially joined the AISI network.

GIANDOMENICO GIULIANI



We are happy to welcome Giandomenico to the AISI community.

At just 19 years old, he embarked on an entrepreneurial journey and founded the company that he still runs today with his brother, almost 35 years after his birth. A curious entrepreneur and tireless aggregator of people, over the years he has made ideas, relationships and collaboration some of the pillars of his professional career. In 2021, he was among the founders of Auflex – National Association of Flexible Offices and Coworking, of which he has always been a member of the National Board of Directors, contributing to the development and dissemination of new working models and space sharing. Today it continues to experiment with new avenues, seeking to combine models of collaborative development, innovation, and economic sustainability.



CONVENTION AISI 2026

Last days to register

MELIÀ HOTEL MILAN 20 E 21 NOVEMBER 2026

On 20-21 November, we will meet in Milan at the Melià Hotel for two days designed to fully experience the AISI community. Operators, suppliers, and industry professionals will come together to discuss the market, innovation, and the future of self storage in Italy.



Scan the QR code to get your ticket and join the AISI Convention 2026. Don't miss the industry's annual self storage event.



REGISTER NOW
20-21 November 2026

AISI CONVENTION 2026 - A LOOK AT THE PROGRAMME

Following the success of the 2025 edition, the next AISI Convention is set to take another step forward. The event will take place on **20 and 21 November 2026 in Milan**, with an even richer, more practical programme focused on sharing experiences and best practices among industry professionals.



This year, the Convention will kick off on Friday morning with an exclusive experience dedicated to operators. Participants will have the opportunity to **visit two self-storage facilities**, gaining first-hand insight into their operations. The afternoon will be dedicated to training, with an intensive workshop led by Christel Land, an internationally recognised expert in sales and customer experience in the self-storage industry.

On Saturday, the Convention will get fully underway with a day dedicated to the key topics shaping the future of the sector. International speakers, industry professionals and selected experts will take the stage to share strategies, market trends and successful case studies from both Italy and abroad.

PROGRAM OF THE EVENT

MILAN, 20 NOVEMBER

9:30 - 10:00	Meeting at the Hotel
10:00 - 13:00	Self Storage Tour (Boxengo & Self Storage Milano Est)
13:00 - 14:30	<i>Lunch break</i>
13:30 - 14:00	Return to the hotel and Check-in
15:00 - 16:30	Self Storage Academy: workshop - parte 1
16:30 - 16:45	<i>Coffee break</i>
16:45 - 18:15	Self Storage Academy: workshop - parte 2
19:30 - 20:30	Aperitif
20:30 - 22:00	Networking Dinner & Awards



PROGRAM OF THE EVENT

MILAN, 21ST NOVEMBRE

08:30 – 09:00	Welcome coffee	
09:00 - 09:20	Welcome presentation	<i>Francesca Damiano</i>
09:20 - 09:35	2026 Edition Presentation	<i>Marika Mambelli</i>
09:35 - 10:20	Macroeconomic Outlook	<i>Daniele Bonomo</i>
10:20 - 10:30	Speech presentation	<i>ADVANT Nctm</i>
10:30 - 10:50	Main Sponsor presentation	<i>Janus</i>
10:50 - 11:40	Speed Date: sponsor	
11:40 - 12:25	Round Table	<i>Giulio Brogginì, Advant NCTM</i>
12:25 - 12:35	Speech presentation	<i>Sanchez Puertas</i>
12:35 - 13:45	Networking Lunch	
13:45 - 14:30	Self Storage World Cup Football Panel	<i>Special Guests</i>
14:30 - 14:40	Speech presentation	<i>Store-IT</i>
14:40 - 15:30	Speed Date: sponsor	
15:30 - 16:15	Italian Market vs. Spanish Market 2026	<i>Riccardo Bianchi</i>
16:15	Photos	

MEET SOME OF OUR **SPEAKERS**



Christel Land

She is an author, speaker, and leading European expert in Self Storage, business, and marketing. With her extensive experience, Christel is not only a source of inspiration but also a guide for anyone interested in exploring the world of Self Storage.



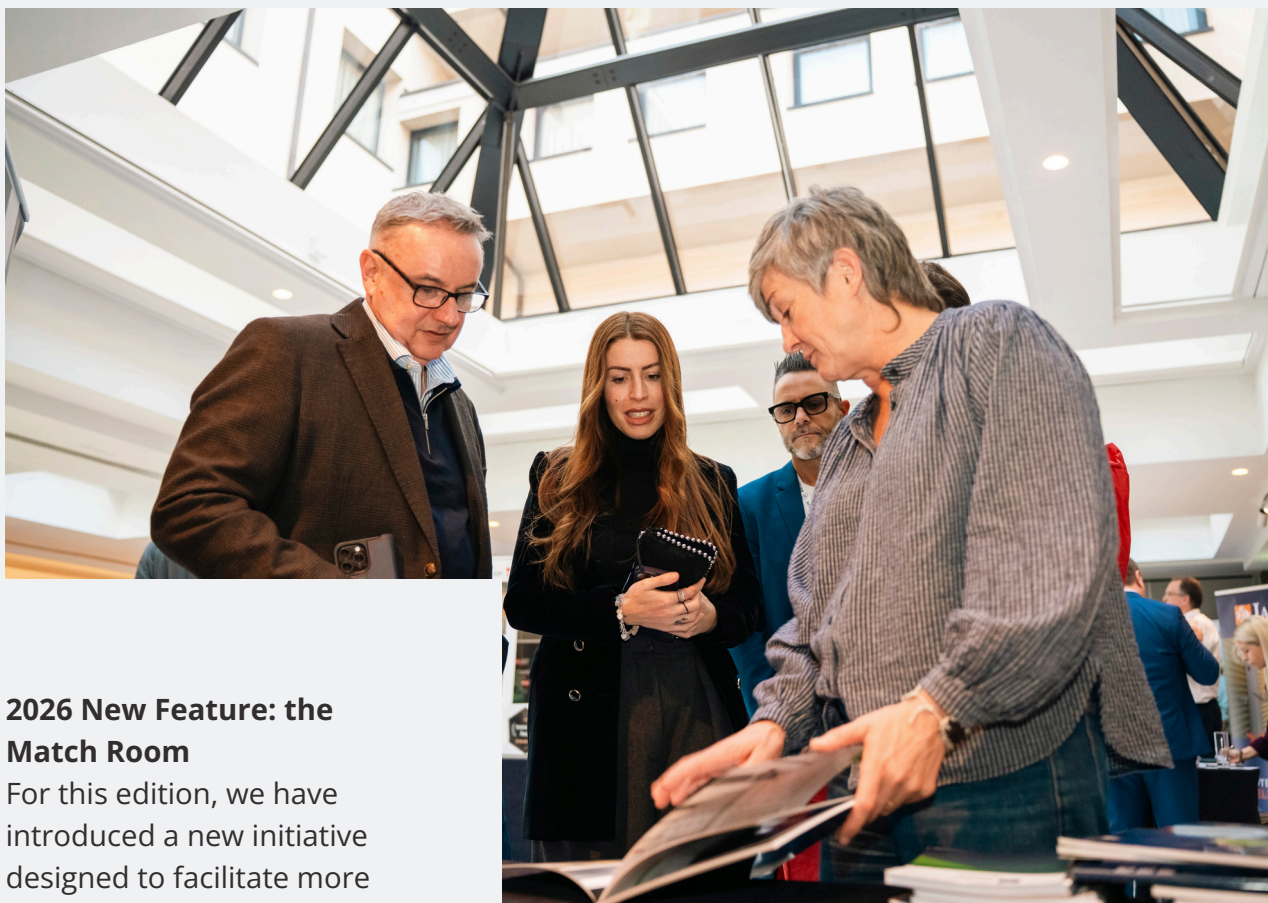
Alberto Serrano

Founder of Trasteros Plus, with 8 self-storage facilities in Spain. Owner of the world's largest YouTube channel dedicated to self-storage, with over 160,000 subscribers.



Giulio Brogginì

Partner at Studio Dott. Riccardo Brogginì, Dottori Commercialisti Associati, where he oversees the Extraordinary Transactions and Corporate Crisis departments.



2026 New Feature: the Match Room

For this edition, we have introduced a new initiative designed to facilitate more in-depth conversations: the Match Room.

During the Convention, participants will have the opportunity to book one-to-one meetings with selected sponsors and suppliers in a dedicated and private space.



AISI **ON THE ROAD**

THE ITALIAN COMMUNITY MEETS THE INTERNATIONAL SELF-STORAGE INDUSTRY

Being part of AISI also means looking beyond Italy's borders. That is why the **AISI team travelled to Wiesbaden-Frankfurt to attend the FEDESSA Conference & Trade Show 2026, held from 22 to 24 September**: one of the most important events of the year for the European self-storage industry.



Operators, suppliers, investors and industry professionals from across Europe came together to share experiences, discuss market developments and discover new solutions for the future of the sector.

For AISI, taking part in the Conference means much more than simply attending an international event. It is an opportunity to bring the voice of the Italian self-storage industry beyond national borders, build new relationships and strengthen connections with the European community.

From meetings and conversations to exhibition stands and informal moments, the Conference was also an important opportunity to reconnect with familiar faces and meet new professionals. Because a community is not built only online or during national events. It grows every time people meet, exchange ideas and discover that, even when working in different markets, the challenges facing the self-storage industry are often surprisingly similar.



Taking part in an event such as FEDESSA also means gaining a closer look at how the industry is evolving across different countries: new business models, technology, automation, sustainability and a growing focus on customer experience.

Looking beyond Italy also means gaining a better understanding of where the Italian self-storage industry could be heading.

And this is precisely one of AISI's goals: to continue building bridges between the Italian and European markets, bringing new ideas, experiences and opportunities back to its community.



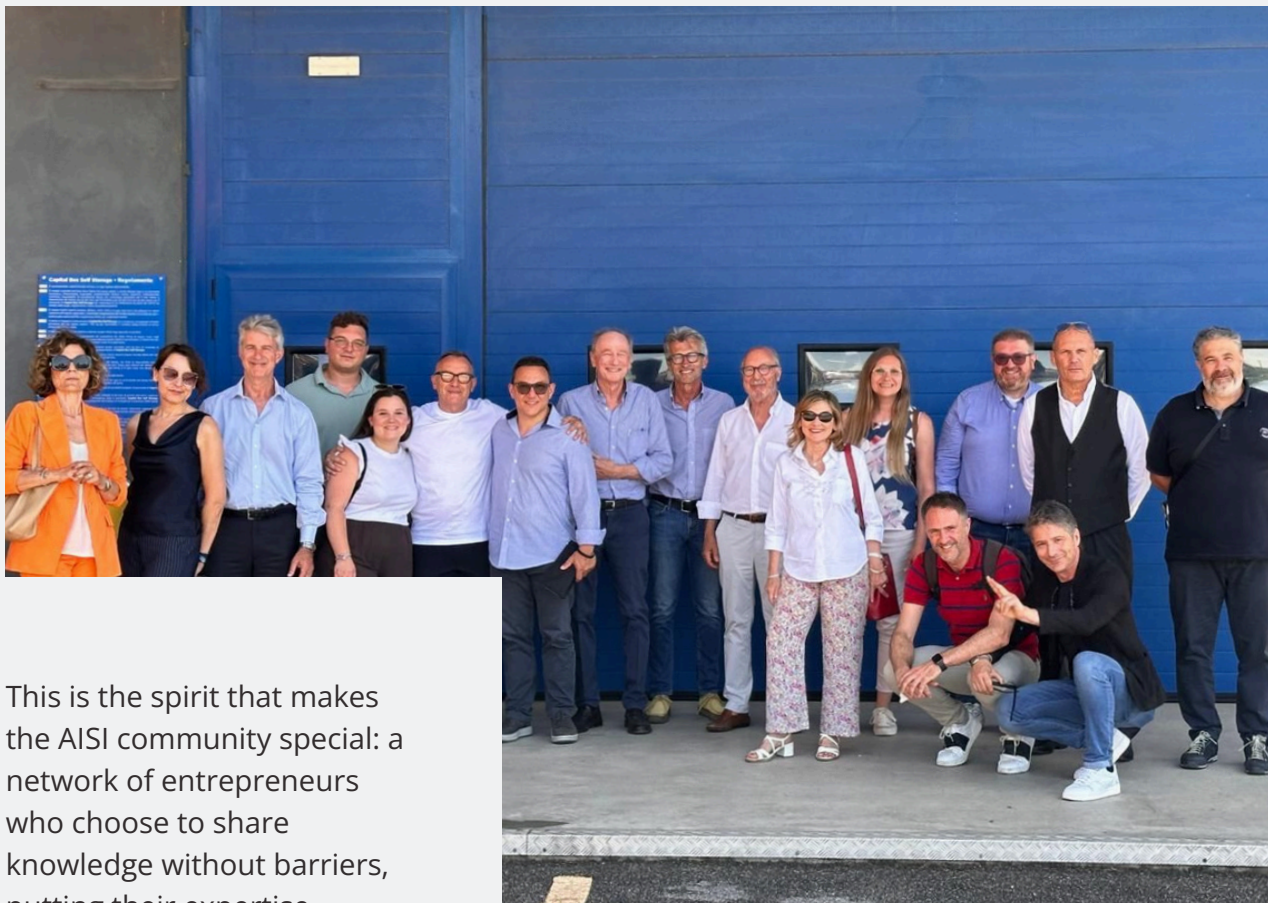
STORIES FROM OUR MEMBERS

The Italian self storage sector continues to grow thanks to the entrepreneurial energy of its operators. New openings, investments, and strategic transactions tell the story of a dynamic industry that is increasingly present in cities and regions. In this section, we collect some of the most interesting stories from recent months.

WHEN THE TRUE STRENGTH OF SELF STORAGE LIES IN SHARING

Some meetings are worth more than a conference. Days when there is no stage to step onto, but instead an opportunity to visit facilities, see solutions first-hand, ask questions, exchange ideas and return home with new insights to put into practice. That is exactly what happened during the mini gathering organised in Rome, which brought together operators from all over Italy, from Bolzano to Syracuse, travelling across the country with one common goal: to share experiences and grow together. The day included visits to two facilities in the Rome area: Spazio Self Storage, led by Roberto Gallo, and Capital Box, founded by Rodolfo Bertoli. Two different facilities, two entrepreneurial visions, and one great opportunity for open discussion among industry professionals. Between one visit and the next, the real value of the gathering emerged through spontaneous conversations: shared experiences, everyday challenges, ideas, questions and solutions discussed openly and transparently. An authentic atmosphere, where competition makes room for collaboration and where every operator contributes to the growth of the entire industry.





This is the spirit that makes the AISI community special: a network of entrepreneurs who choose to share knowledge without barriers, putting their expertise, successes and lessons learned at the service of one another.

Long live Italian self storage.
Long live a community that chooses to grow together.



A COMMUNITY THAT CREATES VALUE BEYOND BUSINESS



Being part of AISI means exactly this: not simply belonging to an association, but being part of an active network of entrepreneurs and professionals who are willing to get involved, share their experiences and learn from one another.

Every meeting, every facility visit and every opportunity for discussion represents a chance to create new connections, exchange ideas and build relationships that go beyond a purely professional context.

For AISI, networking is not simply about meeting people: it is a concrete tool for sharing knowledge, identifying new opportunities and accelerating the growth of the entire industry. It is precisely these moments of openness and collaboration that are making the Italian self-storage sector increasingly connected, knowledgeable and prepared to face the future. Because a sector truly grows when the people within it choose to share, collaborate and move in the same direction.

Thank you to all the operators who, every day, contribute to this community with their participation, experience and desire to build something together.

Long live the Italian self-storage community.

A community that creates value beyond business.

WHEN NETWORKING CREATES VALUE THE RELATIONSHIPS THAT HELP THE INDUSTRY GROW



In the self-storage industry, growth is driven not only by new facilities, investments and market strategies. It also, and above all, comes through people.

Visits between operators, on-site meetings and informal opportunities to exchange ideas are among the most valuable aspects of a community like AISI: opportunities to share experiences, exchange ideas and learn from one another.

A business trip can become something much more meaningful when it turns into an opportunity for conversation, laughter and genuine sharing.

This was precisely the spirit behind the meeting between Romagna Self Storage, New Style and Inbox Self Storage: a day dedicated to direct exchange, curiosity and the willingness to share experiences openly.

Behind every facility there are people, entrepreneurial stories and different journeys. Visiting a facility therefore means discovering not only its spaces and operational solutions, but also the vision, decisions and daily work that make each business unique.

These moments represent the true added value of the community: creating connections that go beyond a simple professional relationship and building a network of operators willing to share knowledge, experience and new perspectives.

Because the future of self storage is built together.

BREAKING NEWS

NEW OPENINGS IN ITALY: THE MARKET IS MOVING (AND EVOLVING)

Casaforte opens its sixth facility in Milan. Casaforte continues its expansion with the opening of Milano Soderini, the group's sixth self-storage facility in the city of Milan.

The growth of Italy's leading operator continues

Each new opening represents much more than an expansion of the network: it is a concrete step towards a self-storage model that is increasingly innovative, accessible and focused on the customer experience.

A solution that responds to the growing need for flexibility among both private individuals and businesses.



With this new opening, Casaforte further strengthens its presence in one of the most dynamic areas of the country, contributing to the development of a more modern service aligned with European standards.

Another opening that confirms how the Italian self-storage market continues to grow, with a strong focus on innovation, technology and service quality.

ProntoBox is taking shape

The new Milan self-storage facility is getting closer

Work is progressing at a steady pace on the construction of ProntoBox Self Storage, the new facility set to open in the heart of Milan.

The project is taking shape with the aim of offering a modern, simple and fully digital self-storage experience, designed to meet the needs of both private customers and businesses.

Among the key features of the new facility are fully climate-controlled spaces, designed to provide maximum protection for stored belongings, and a completely smart access system: customers will be able to enter the facility and manage their storage unit directly through an app, independently and whenever they need it.

Technology, comfort and flexibility: ProntoBox is preparing to bring a new generation of self-storage to the Milan market, where innovation and ease of use become an integral part of the customer experience.



IN SELF STORAGE, PRICE IS NEVER JUST ABOUT SQUARE METRES

Selling space or solving problems?

Cesare Carcano explores the hidden value behind every customer.



In self storage, price is never simply a matter of square metres. Behind every enquiry there is a story: a family moving home, a growing business, or someone facing a new stage in life.

In a new video published on Alberto Serrano's channel, Cesare joins Sarah, Call Centre Manager at Trasteros Plus, for a conversation comparing two markets, two experiences and two different approaches to selling self storage: Italy and Spain.

The Customer Comes Before the Space

One of the key topics discussed is how price should be approached. For Cesare, the value of a storage unit cannot be determined solely by its size. The real question is: who is the customer, and what problem are they trying to solve?

Someone calling after a house move, a separation or the arrival of a new child will have completely different needs.

That is why selling cannot simply be about communicating a unit size or a price. It has to start with listening. In self storage, you are not selling square metres. You are selling solutions. The conversation also highlights another fundamental element: people.

From the relationship between the call centre and reception team to staff training, an operator's success depends on creating an aligned organisation where every person contributes to the customer experience.

For both Sarah and Cesare, a call should not simply end with providing a price. It should begin with understanding the customer's situation, building trust and guiding them towards the solution that best fits their needs.

Because often, the difference between a lost enquiry and a new customer starts with a conversation at exactly the right moment.

A Conversation to Learn From

This international discussion offers practical insights for self storage operators everywhere. The future of the industry will not be determined only by the amount of space available, but by the ability to better understand the people looking for that space.

An insightful conversation between two industry professionals, with ideas and strategies that can be put into practice from tomorrow.



Watch and listen to the full interview on the **YouTube channel**.



SELF STORAGE INSIGHTS INSIDE THE EUROPEAN MARKET

The self storage market continues to evolve, between growth, new challenges, and still untapped opportunities. Understanding where self storage is heading means reading the numbers, but above all interpreting the changes that are reshaping the sector.

The FEDESSA CBRE 2025 European Report describes a sector that continues to grow, but above all to evolve. Self storage is no longer just an emerging market: it is entering a new phase, more mature, more structured, and increasingly understood by consumers. With over 10,500 active facilities in Europe and a total surface area of approximately 17.7 million square meters, the sector confirms its expansion at a continental scale. Data collected from more than 1,400 facilities across 16 countries and over 5,000 consumer interviews paint a picture of an increasingly sophisticated market, driven by innovation, digitalization, and the growing professionalism of operators. Self storage is growing, but above all it is evolving. The United Kingdom remains the leading market, accounting for 34.5% of facilities, followed by France, Germany, and Spain.



However, growth is gradually shifting toward emerging markets, where development potential is still very significant.

In 2025, a slight decline in average occupancy (-0.8%) is recorded, a sign of stabilization after years of strong growth. Investment volume, around €260 million in the first months of the year, is also down compared to the 2024 peak. Yet the overall picture remains solid. The sector proves to be resilient, capable of adapting even in complex economic environments.

Structural demand continues to be supported by long-term trends: increasing urbanization, shrinking living spaces, greater mobility, and new needs for flexibility.

2025 also marks an acceleration on the technological front. Facilities are evolving toward increasingly automated and digital models: remote access, fully online management, and dynamic pricing systems are becoming more and more widespread. At the same time, attention to sustainability and energy efficiency is growing, although costs still represent a limitation for many operators. Competition is increasing, driven by the entry of large operators and institutional investors. In this context, building a strong and recognizable brand is becoming an increasingly strategic factor.

The outlook remains positive. More than 60% of operators expect revenue growth, while nearly half anticipate an increase in demand. Self storage continues to confirm itself as a counter-cyclical sector, capable of performing even in times of uncertainty.

Italy: a market gaining momentum

If Europe is growing, Italy is accelerating. The Italian self storage market is undergoing a consolidation phase that marks the transition from an emerging sector to an increasingly structured and attractive industry. Today, the country has 171 operating facilities, expected to reach around 180 by 2026 thanks to new projects under development. Total surface area has reached 190,000 square meters, while the average occupancy rate stands at around 81%, confirming solid and growing demand. Self storage in Italy is no longer a niche: it is a market under construction.

Despite positive signals, the Italian market is still underdeveloped compared to major European countries. Awareness of the service remains limited, but this represents one of the greatest growth opportunities. The entry of institutional investors, technological evolution, and the spread of more advanced management models are helping to make the sector increasingly competitive. The potential is there. Now is the time to build it.



SELF STORAGE #EVENTS

IDEAS TRAVEL AND SO DOES SELF STORAGE.

In this column we gather the highlights of the main European events to bring trends, inspiration, and perspectives from across the continent into the AISI community.

FEDESSA AT THE BSSA SPRING EVENT LOOKING BEYOND BORDERS TO GROW



Last May, FEDESSA took part in the BSSA Spring Event, organised by the Belgian Self Storage Association and hosted by Shurgard at its facility in Waterloo, Belgium. The event brought together professionals from different European markets for a day focused on sharing experiences, training and exchanging insights across the industry. The day began with a guided tour of Shurgard's Waterloo facility, providing a valuable opportunity to take a closer look at the centre's operational organisation, explore the solutions adopted and exchange views on the management practices that contribute to enhancing the customer experience. The programme then continued with a series of technical sessions addressing key topics for the self-storage industry. Events such as the BSSA Spring Event highlight the importance of international networking for the continued development of the self-storage industry. By sharing knowledge and experiences across borders, industry professionals can gain new perspectives, identify opportunities and contribute to the growth of the sector across Europe.

SELF STORAGE #EVENTS

FEDESSA CONFERENCE & TRADE SHOW 2026 WIESBADEN-FRANCOFORTE | 22–24 SEPTEMBER 2026



From Wiesbaden to Rome: the European Self-Storage Industry Meets in Italy

At the end of September, Wiesbaden-Frankfurt became the meeting point for the European self-storage industry for three days. The FEDESSA Conference & Trade Show brought together operators, suppliers, investors and industry professionals from across the continent, once again confirming its position as one of the sector's most important international events.

Three days of meetings, networking, insights, new ideas and discussions across different markets, with an increasingly international community and an industry that continues to evolve.

But the real surprise came at the end of the event.

Next stop: ROME!

The next FEDESSA event will take place in Italy: from 5 to 8 October 2027, the international convention will arrive in Rome. An announcement that is also a source of great pride for the Italian self-storage community: after bringing the industry together in Wiesbaden, Rome will welcome self-storage operators and professionals from across Europe.

The next appointment is already marked in the calendar.

See you in Rome! 🇮🇹

SELF STORAGE #EVENTS

SELF-STORAGE BRANCHENFORUM 2026 AI TAKES CENTRE STAGE IN VIENNA



On 31 August and 1 September 2026, Vienna hosted the Self-Storage Branchenforum, the annual event organised by the Self Storage Verband, the industry association representing Germany and Austria. The 2026 edition brought together 125 participants and 29 exhibitors, once again highlighting the importance of dialogue and exchange between operators, suppliers and industry professionals. At the heart of the two-day event was a topic that can no longer be ignored: Artificial Intelligence and its practical impact on the future of self storage. The discussion went far beyond technology and innovation in the abstract. The key question running throughout the event was a very practical one: where can AI actually create value for a self-storage operator? From communication and facility management to data analysis and process optimisation, as well as legal considerations and the skills required to navigate this transformation, artificial intelligence was examined from a variety of perspectives. The aim was to distinguish genuinely useful applications from simple enthusiasm for a technology that continues to evolve at a rapid pace.

The Vienna edition of the Self-Storage Branchenforum left a clear message: Artificial Intelligence has now become part of the everyday conversation within the self-storage industry.

The key issue, however, is not simply whether to use AI, but how to use it in a conscious, useful and effective way, in line with the needs of both the company and its customers.

SELF STORAGE #EVENTS

SSA UK GOLF DAY 2026 WHEN NETWORKING ALSO TAKES PLACE ON THE GREEN



Not every industry event takes place in conference rooms and presentation halls. Sometimes, the most authentic relationships are built outdoors, through a shared day of sport, conversation and exchange.

This is precisely the spirit of the SSA UK Golf Day, the event organised by the Self Storage Association UK which, once again in 2026, brought together self-storage operators and suppliers in an informal setting filled with networking opportunities.

This year, the event took place at the stunning Wychwood Park Golf Club in Cheshire, a new venue that welcomed professionals from across the UK for a day centred around golf, networking and the exchange of ideas.

Between one hole and the next, conversation was the real protagonist: spontaneous discussions, new connections and exchanges between operators facing the same challenges and sharing the same passion for self storage.

It was an opportunity to strengthen existing relationships, build new ones and demonstrate how the value of a community can also be built away from traditional industry events

Because, often, the best collaborations start with nothing more than a simple conversation.

SELF STORAGE #EVENTS

STORA SUMMIT 2026



Last June saw a new edition of the Stora Summit, the conference dedicated to operators looking to grow their businesses and prepare for the transformations reshaping the self-storage industry.

The objective of the event is clear: to bring together the operators driving change and share practical strategies, success stories and tools that can be applied immediately.

Throughout the day, keynote speeches, panel discussions and practical sessions explored some of the key trends currently transforming self storage: online conversion, dynamic pricing, artificial intelligence, voice assistants, process automation and the increasingly digital management of facilities.

The event also provided plenty of opportunities for direct interaction, with one-to-one meetings and networking sessions involving professionals from different European countries, encouraging the exchange of practical experiences and innovative ideas.

More than just a conference, the Stora Summit is establishing itself as a laboratory for innovation, where dialogue between operators becomes a practical tool for anticipating market developments.

Technology is evolving rapidly. Sharing knowledge and experience is one of the best ways to keep growing.

SELF STORAGE #NEWS

THE DEVELOPMENTS THAT ARE SHAPING THE MARKET

European self storage continues to evolve through new openings, strategic transactions, and increasingly innovative models. Here are some of the most relevant news stories from recent months.

SHURGARD RECOGNIZED FOR ITS CORPORATE CULTURE INVESTING IN PEOPLE MEANS BUILDING THE FUTURE OF THE INDUSTRY



When we talk about business growth, the focus is often on new investments, facility openings and financial results. But there is an increasingly decisive factor behind an organization's success: its people. Shurgard has received the "We Invest in People – Gold" certification, awarded by Investors in People, one of the leading international standards for people management and development within organizations. The recognition rewards companies that demonstrate a concrete commitment to the professional growth of their employees through continuous training, a strong focus on employee well-being, and a corporate culture built around engagement and talent development. With approximately 350 centres across seven European countries, more than 230,000 customers and around 900 employees, Shurgard has reached the highest level of certification, reinforcing a vision that places human capital at the heart of its strategy. In an increasingly competitive and professional market, the quality of the customer experience also depends on the quality of the teams that make it possible.

SELF STORAGE #NEWS

HOMEBOX CELEBRATES 30 YEARS OF GROWTH THREE DECADES OF VISION, INNOVATION AND DEVELOPMENT IN SELF STORAGE



In 2026, HOMEBOX celebrates the 30th anniversary of the opening of its first facility in Paris by Nicolas Rousselet, marking the beginning of a journey that has seen the brand become one of the leading players in the European self storage industry.

From that first opening, HOMEBOX has built a steady growth path, and today manages almost 200 facilities across France, Switzerland, Germany and Spain, covering more than 600,000 square metres of managed space.

But the value of this history cannot be measured by numbers alone. One of the most interesting aspects of HOMEBOX's journey is its ability to combine growth with a strong identity. The company has developed its network through a diversified model that combines directly operated facilities, franchising and strategic acquisitions, while consistently maintaining a long-term vision.

Growing without losing its identity is one of the most important challenges for any operator in the sector.

Looking ahead, HOMEBOX has already set its next milestone: 50 new facilities by 2030. This target confirms the group's ambition and its confidence in the development prospects of the European market.

A story that demonstrates how planning, sustainable growth and the ability to innovate can still represent the key ingredients of a successful business model today. A journey that not only celebrates an anniversary, but also provides inspiration for the entire European self storage industry.

SELF STORAGE #NEWS

INSIDE SELF-STORAGE RECOGNISES INNOVATION ACROSS THE INDUSTRY WINNERS OF THE “BEST OF BUSINESS AWARDS 2026” ANNOUNCED



Innovation continues to be one of the main drivers of growth in the international self storage industry. This is confirmed by the results of Inside Self-Storage's (ISS) annual "Best of Business Awards 2026" survey, which involved industry professionals voting for the best products, services and solutions across 40 different categories.

Each year, the awards provide a snapshot of the most interesting technologies and initiatives contributing to the transformation of the market, recognising companies capable of offering increasingly efficient, digital and operator-focused solutions.

Among the new features of the 2026 edition was the introduction of the "Best AI Product" category, awarded to The Storage Group for its Alden Chat/Phone Agent solution. The AI-powered system is designed to improve customer communication management through automated and continuously available assistance.

Other notable recognitions included:

- Cubby Enterprises, which received the award for the most innovative product.
- Janus International, recognised for the best technological innovation, confirming the central role of technology in the development of increasingly smart, secure and efficient facilities.

Innovation is no longer simply a distinguishing factor: it is becoming a competitive standard across the industry.

SELF STORAGE #NEWS

SELF STORAGE ENTERS MAJOR SHOPPING CENTRES WITH FLEXISTORE IN FINLAND



One of the most interesting trends emerging in the European market is the integration of Self Storage facilities within major shopping centres. A concrete example comes from Finland, where Flexistore is set to open a new fully digital facility inside the Mall of Tripla in Helsinki, one of the country's most important shopping centres.

The new facility is based on a clear philosophy: bringing Self Storage even closer to people's everyday lives. The facility will operate 24/7, be fully automated and designed to meet the needs of an increasingly urban customer base accustomed to services that are immediate, simple and accessible.

The opening of Flexistore is an example of how the sector is exploring new development models. Self Storage is no longer limited to traditional industrial or peripheral locations, but is beginning to move into high-traffic areas where consumers live, work and shop every day. Proximity is becoming a new competitive factor.

As cities become increasingly dense, homes become smaller and consumers look for flexible solutions, location is becoming a fundamental strategic lever. The future of Self Storage may therefore also involve new and unexpected locations: not only dedicated facilities, but spaces integrated into urban ecosystems that people already visit on a daily basis.

Innovation in the sector also means rethinking where and how the service is offered.

SELF STORAGE #NEWS

SELF STORAGE...REACHES THE MOON WHEN INNOVATION AND STORYTELLING GO BEYOND EVERY BOUNDARY



Among the most curious and original stories of the month, this one certainly deserves a special mention. Swiss company **Zebrabox** has announced its partnership with Asclepios, one of Europe's leading university programmes dedicated to the simulation of space missions. The project brings together students, researchers and engineers from around the world with an ambitious goal: to develop skills, technologies and knowledge that can contribute to training the next generation of space exploration professionals.

For Zebrabox, this collaboration represents much more than a simple sponsorship. It is a concrete way of supporting values that are also part of the company's DNA: innovation, research, technology and the ability to look beyond traditional boundaries.

And, of course, such a special partnership could not be without an element of humour. Thanks to this initiative, Zebrabox can now jokingly claim to have become... the first Self Storage company to reach the Moon.

It is a fun statement, but also an excellent example of smart communication: turning a partnership into a story capable of attracting attention, generating conversations and strengthening brand positioning.

Because even in Self Storage, marketing is not simply about promoting a service. It is about building a recognisable identity and communicating values that people can identify with.

SELF STORAGE #NEWS

CASAFORTE ACCELERATES GROWTH IN ITALY SEVEN NEW SITES ACQUIRED FOR MORE THAN €24 MILLION



The Italian Self Storage market continues to consolidate and attract strategic investment. Among the most significant deals in recent months is the acquisition by Casaforte, Italy's leading operator in the sector, of seven new sites in Milan, Rome, Bergamo and Verona, for a total investment of more than €24 million.

The transaction is part of the company's expansion and strengthening strategy, with the aim of further increasing Casaforte's presence in Italy's main urban centres and responding to growing demand for flexible storage solutions from both individuals and businesses.

Following the entry of Ardian Growth II, which acquired a majority stake in the company in March 2026, Casaforte is continuing its development journey with a strategy focused on organic growth and network expansion.

The investment provides further confirmation of the growing interest in the Italian Self Storage market, which still offers significant room for development compared with more mature European markets. Large cities continue to represent the main growth areas: urbanisation, smaller living spaces and new organisational needs among businesses and professionals are increasing demand for modern, secure and accessible storage solutions. Italian Self Storage is entering a new phase: more structured, more competitive and increasingly attractive to investors.

SELF STORAGE #NEWS

BOXENGO SECURES €42 MILLION FINANCING



The Italian self-storage market continues to attract interest from international investors and operators, with new development projects confirming the sector's still largely untapped potential. Among the most dynamic players is Boxengo, a platform launched by H.I.G. Capital, which has secured financing of more than €42 million from Bayview Commercial Mortgage Italy, managed by Bayview Italia. The transaction is aimed at the acquisition and redevelopment of a portfolio comprising four properties located between Milan and Rome, two of Italy's main urban markets for demand for flexible storage space.

QUIKSTOR INTEGRATES ITS SOFTWARE WITH SITEWARE



Digitalisation continues to transform the way self-storage operators manage their facilities. One of the most interesting developments comes from QuikStor, an international provider of software and technology for the sector, which has announced the integration of its management software with SiteWare, a platform dedicated to audits and operational task management. The goal of the integration is simple but strategic: to make facility inspections more efficient by automatically turning information collected during inspections into concrete operational tasks.

SELF STORAGE #NEWS

GREEN STREET ACQUIRES STORTRACK



Commercial real estate analytics company Green Street has acquired StorTrack, a provider specialising in data and market intelligence for the self-storage sector. The transaction strengthens Green Street's platform by combining its research and advisory activities with StorTrack's information on market development, pricing and supply availability. The combined platform will provide even more comprehensive analysis to real estate operators and investors in the sector, supporting strategic decision-making based on increasingly accurate data. The platform will serve more than 4,000 companies across Asia, Australia, Europe and North America.

SELF-STORAGE SECTOR CALLS FOR A CLEARER REGULATORY FRAMEWORK



The Italian self-storage market continues to grow, attracting an increasing number of operators and investors, but it still faces a number of important regulatory challenges. An analysis published by MilanoFinanza highlights how the sector currently operates in the absence of specific legislation, often relying on atypical contracts that fall somewhere between storage agreements and leases. This creates a number of issues that operators must address, including insurance protection for stored goods.

AISI ON TOUR: RETRACING THE JOURNEY

AISI on Tour continues its journey in Milan, where Arcangelo Gabriele Troina visited Giovanni Tronchin, a long-standing member of our community and founder of Self Storage Milano Est.



AISI on Tour continues its journey to discover the businesses and people contributing to the growth of the Italian self storage industry. It is not just about visiting new facilities, but about meeting the people behind them, listening to their stories and getting to know the entrepreneurs who are shaping the sector. During the visit, we had the opportunity to retrace the company's history, tour the facility and discuss the challenges and opportunities facing the Italian market. A valuable opportunity to share experiences, ideas and perspectives on

the future of self storage. Giovanni is a great example of innovation and a strong focus on communication. He received the AISI Marketing & Communication Award, a recognition given to operators who stand out for their ability to promote and enhance self storage. The visit also included a symbol that has become increasingly recognisable within our community: the AISI sticker, proudly displayed inside the facility as a sign of belonging to a network of professionals who share knowledge, experience and a passion for the self storage industry.

DATA SOURCES

- *Report Fedessa 2025*
- *Report AISI 2025*
- *Fedessa Unlocked-Q2-2026*
- *Inside Self Storage (<https://www.insideselfstorage.com>)*

DATA SOURCES & REFERENCES



AISI MAGAZINE



UNA COMMUNITY CHE CRESCE

Un luogo editoriale dove il settore si riconosce e si confronta, numero dopo numero.

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