



ISSUE NUMBER 02  
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**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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# 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.

## FASTBOX, ANCONA



We are pleased to welcome Fastbox into the AISI community, a company specialized in self storage, logistics, and business services. Based in the industrial and commercial area of Baraccola, Fastbox has developed an offering that goes beyond the traditional concept of storage, integrating self storage solutions, a business center, coworking spaces, and meeting rooms within a single service ecosystem.

The addition of Fastbox Ancona further enriches our network of operators across the national territory. We are particularly pleased to welcome a company that has successfully integrated self storage with high value-added services for businesses and professionals, contributing to the spread of the flexible space culture in Italy.

# WELCOME TO THE NEW MEMBERS

## PIETRO MARTINONI



We are pleased to welcome Pietro Martinoni as a new member of AISI.

Pietro brings a strong background in international real estate, also gained through significant experience in New York at Tishman Speyer, one of the leading global real estate companies. Throughout his career, he has developed expertise in investment analysis, real estate development, and the management of strategic projects in highly competitive markets. Today, Pietro is focusing his activities on the Italian market, where he is working on the development of a new platform dedicated to self storage. This project stems from his ambition to contribute to the growth and expansion of a sector that still holds significant development potential in Italy, bringing international expertise, entrepreneurial vision, and an innovation-driven approach.

His entry into AISI represents yet another sign of the growing interest that self storage is attracting among real estate professionals and investors, further confirming the increasingly central role of the association as a key reference point for the development of the sector in Italy.

We therefore warmly welcome Pietro and wish him every success in his future projects in the self storage industry.



# CONVENTION AISI 2026

*Get your ticket now to participate*

## MELIÀ HOTEL MILAN 20 E 21 NOVEMBER 2026

On 20–21 November, we will meet in Milan at the Meliá 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 - COSA CI ASPETTA

Following the success of the 2025 edition, the next AISI Convention is preparing to take another step forward. The event will take place on **November 20–21, 2026, in Milan**, with an even richer, more practical program focused on sharing real experiences among industry operators.



This year, the Convention will already begin on Friday morning with an exclusive experience dedicated to operators. Participants will have the opportunity **to visit two self storage facilities**, stepping directly into the heart of day-to-day operations. A unique chance to observe organizational models, sales strategies, processes, and operational details in real life, while openly engaging with other industry professionals.



*Workshop AISI Academy  
with Christel Land*

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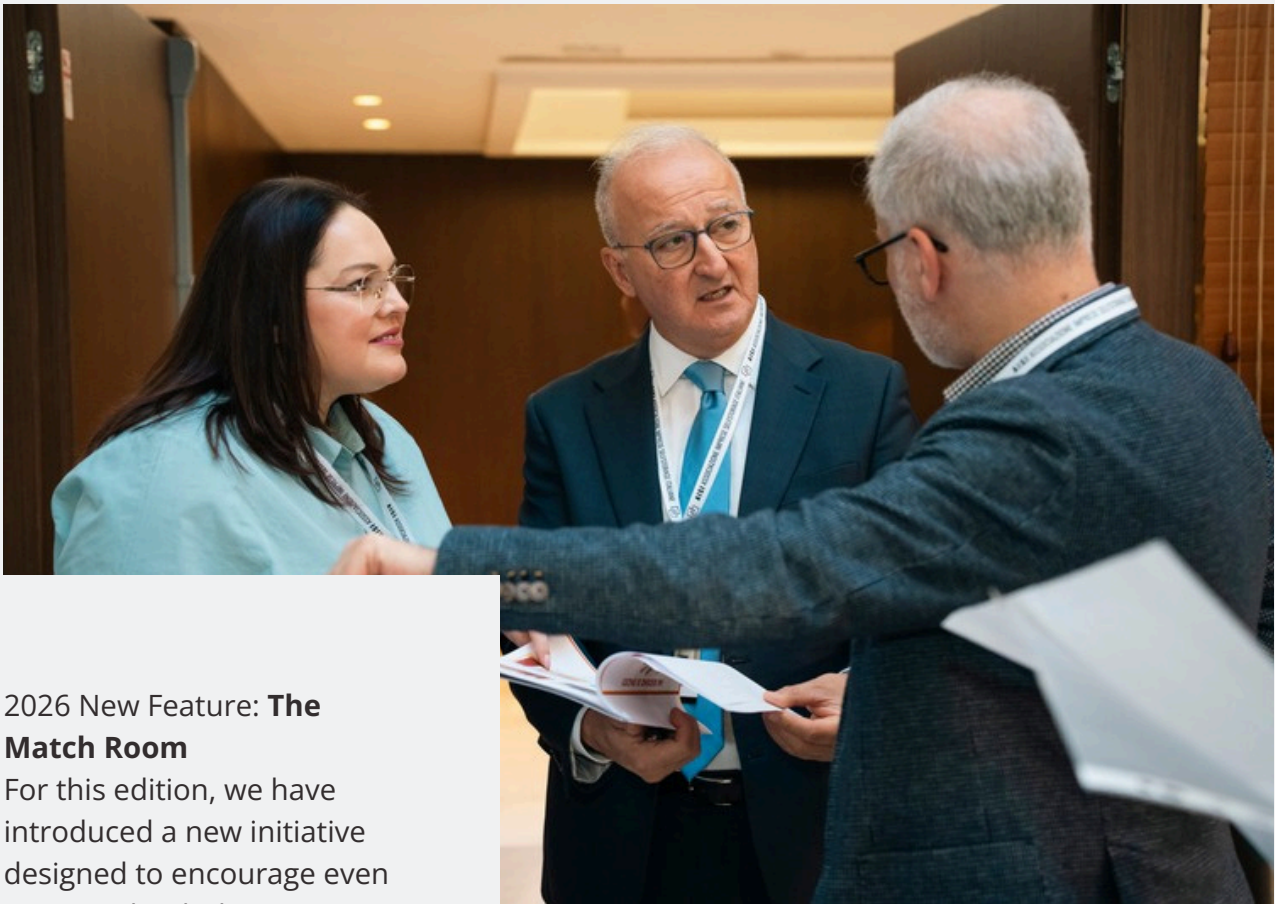
In the afternoon, the focus will shift to training with an intensive workshop led by Christel Land, an international expert in sales and customer experience within the self storage industry. This will not be a traditional theoretical session. Through practical exercises, real case studies, and interactive discussions, participants will work on sales techniques, negotiation management, and customer experience improvement, with tools that can be immediately applied to their own business.

On Saturday, the Convention will reach its core, with a full day dedicated to the topics transforming the industry.

International speakers, professionals, and selected experts will take the stage to share strategies, market trends, and success stories from both Italy and abroad. A program designed to provide ideas, inspiration, and concrete tools to navigate an increasingly dynamic and competitive market.



Following the excellent feedback from last year, one of the most appreciated formats will return: the AISI Speed Date. Created to foster fast but high-value connections, this session allows operators to meet sponsors, suppliers, and industry partners through a series of short, structured meetings. A dynamic format that helps maximize time efficiency while quickly connecting participants with new ideas, technologies, and business opportunities. The Speed Date is much more than a networking activity. Last year's experience showed how valuable direct interaction can be for operators. Many participants had the opportunity to discover new suppliers, explore specific services in depth, and find immediate solutions to operational and commercial needs. For 2026, the format will be further enhanced, offering even more opportunities for meetings and making networking one of the central pillars of the entire Convention.



2026 New Feature: **The Match Room**

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

During the Convention, it will be possible to schedule one-to-one meetings with selected sponsors and suppliers in a dedicated and private space.



# THE FUTURE OF SELF STORAGE FROM OPERATOR TO VALUE CREATOR

*When talking about the future of self storage, the most immediate image is still often an operational one: opening a facility, renting units, managing customers. But the transformation the sector is undergoing in Europe goes far beyond this traditional view.*

The real change, in the coming years, will be strategic. Deep. Structural. Self storage is becoming an asset class—not just a service.

The growth potential of self storage in Europe is still very large, but unevenly distributed. On one hand, there are mature markets such as the United Kingdom and parts of Northern Europe, where the density of facilities and square meters per capita is already high. In these contexts, future growth will be more limited and competition increasingly intense.

On the other hand, we find markets still in full expansion. Italy, Spain, and France currently represent some of the most dynamic areas on the continent. Germany is also progressively emerging as one of the key future markets in Europe. In these countries, demand is still growing strongly



and the room for new developments remains significant. We are still in the phase of building the European self storage market.

Another key element is the evolution of the sector's competitive structure. Today, Europe still does not have truly consolidated pan-European platforms, but the signals of change are evident. Large investment funds and international operators are beginning to build increasingly cross-border strategies, with an integrated vision across multiple countries. This process will inevitably lead to greater merger and acquisition activity, with growing demand for ready, structured, and scalable assets. The market no longer buys only facilities—it buys platforms.

And this is where the real opportunity opens up for small and mid-sized operators. For years, the dominant model has been that of the owner-operator: building a facility and managing it over the long term. Today, however, this vision is evolving toward a more entrepreneurial and financial approach. It is no longer just about managing self storage. It is about doing business in self storage.

This means developing assets with an industrial mindset: structuring them, enhancing their value, and preparing them from the outset for a potential sale or entry of investors. In other words: becoming value creators. The question is no longer only “how do I manage my facility?”, but also “how do I design it for the future?” New facilities must be conceived as “plug and play” assets for investors and international operators: strategic locations, clear permits, solid documentation, and processes ready to quickly pass any due diligence. It is not enough to build a building. You must build an asset that is legible to the market.

## **Vision and entrepreneurial mindset**

This is a shift in mindset that is not always immediate. Entrepreneurs naturally tend to become attached to their projects, seeing them as something to preserve over time. But in the sector’s new cycle, the highest value does not always lie in the duration of operations. It often lies in the ability to create something solid, scalable, and attractive to the market. From this emerges a new entrepreneurial figure: the serial self storage entrepreneur. An operator who develops a project, stabilizes it, enhances its value, and then sells it. Then starts again. Over time, building a portfolio of experience, assets, and ever-growing value. Over the next ten years, this evolution will likely be one of the most important changes in the European sector.



*“Self storage will no longer be just an operational business, but increasingly an ecosystem for creating and exchanging value. And those who are able to understand this transformation in time will not simply be operators in the sector.”*

## **Cesare Carcano**

President - Casaforte Self Storage & AISI

# AISI EXPERIENCE

## WHEN TRAINING MEETS REAL-WORLD EXCHANGE

The growth of a sector comes from sharing skills and expertise. With this spirit, AISI organized a new day dedicated to training and exchange among operators, an event that brought together self-storage professionals from different realities within the Italian market.



The day opened with an exclusive Masterclass hosted at the ADVANT Nctm offices, entirely dedicated to one of the most important tools for any operator: the self-storage contract. Through a practical and operational approach, participants explored the legal and managerial aspects that help ensure transparency, protection, and professionalism in the customer relationship, sharing doubts, real cases, and market experience.

From theory, the focus then shifted to practice. In the afternoon, participants had the opportunity to visit two major industry players: Bluespace Self Storage and EasyBox Self Storage. The visits made it possible to closely observe different organizational approaches, commercial strategies, and management models, offering concrete insights and new ideas applicable to their respective businesses.



One of the most appreciated moments was the direct exchange between operators. Walking through the facilities, discussing adopted solutions, and sharing day-to-day experiences once again confirmed how collaboration and networking are fundamental values for the development of the sector.

In a market that continues to evolve rapidly, occasions like this demonstrate how training is not only professional development, but also a tool for building a stronger, more skilled community capable of facing future challenges together.

A special thank you goes to all participants, speakers, and the companies that opened the doors of their facilities, contributing to the success of the initiative and to the growth of the Italian self-storage industry.



# 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 COMMUNITY BECOMES CONNECTION

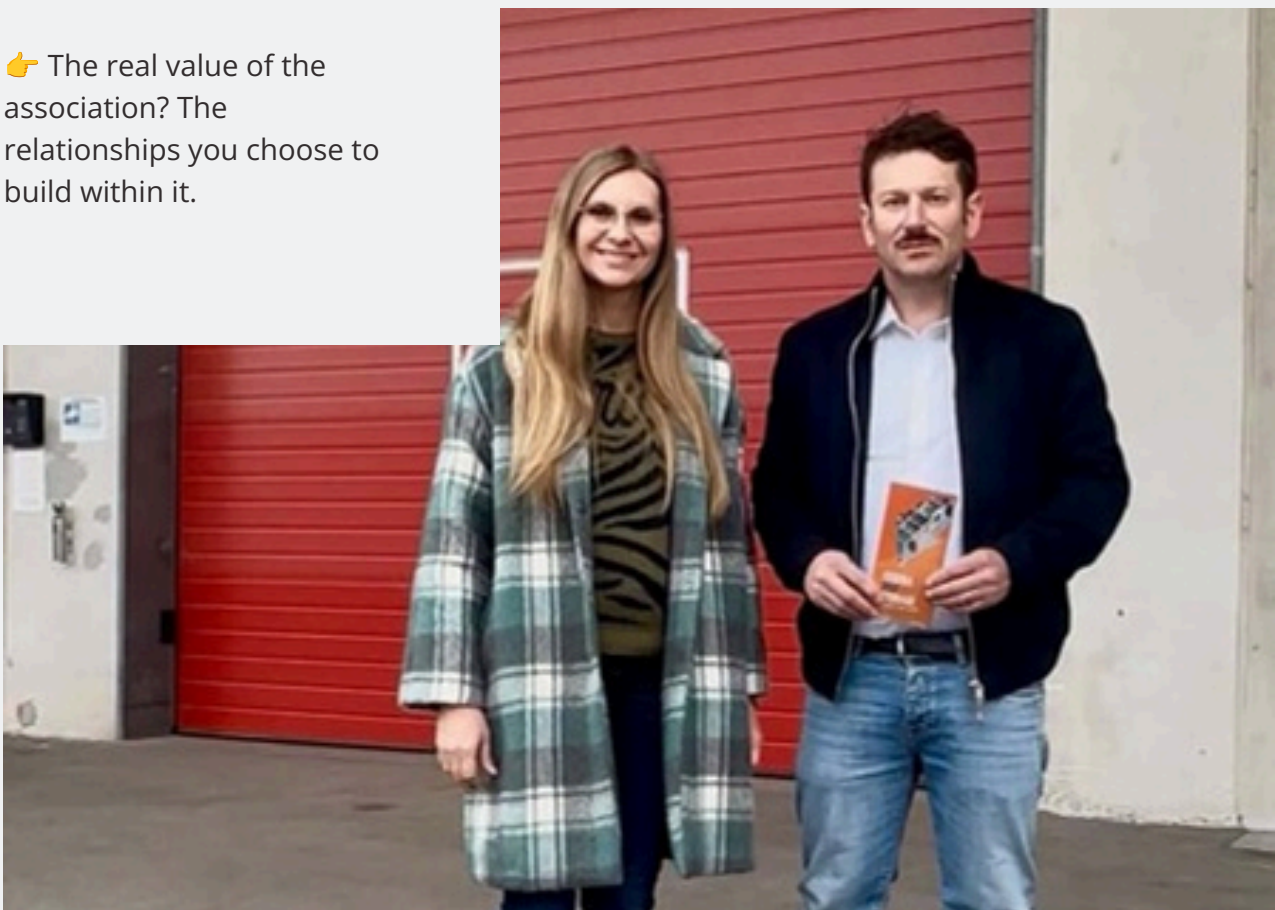
If there is one thing that makes AISI truly unique, it is not just training or participation in events. It is something less visible, but far more powerful: the quality of relationships among its members. Over time, the community has shown that the value of the association does not end in formal moments, but continues beyond conference rooms, through travel, reciprocal site visits, and spontaneous meetings between operators. In recent months, this spirit has translated into concrete and meaningful gestures: Marika from Romagna Self Storage visiting Metrocubo in Teramo, Roberto from Spazio Self Storage going to Cesena to meet the Romagna Self Storage team, and Giovanni Tronchin from Self Storage Milano Est visiting Marika to exchange views directly on site. These are simple, almost everyday moments. But precisely for that reason, they are extraordinary. Because it is there that the most important part happens: ideas are exchanged directly, experiences become practical solutions, and challenges turn into shared opportunities. Not theory, but real-world discussion between operators who experience the same market every day.





AISI is this: a living network. A community made up of professionals who consciously choose to grow together, to exchange ideas, and to continuously raise the standard of the industry in Italy.

👉 The real value of the association? The relationships you choose to build within it.



## CESARE CARCANO VISITING MAS SPACE IN SPAIN: DISCOVERING A SELF STORAGE FACILITY LOOKING TOWARD THE FUTURE



There are visits that leave a mark. Not only because of the quality of the facility, but because of the people who make it special. During a recent trip to Spain, Cesare had the opportunity to visit MAS Space, the self storage center led by Tatiana and her family. An experience that once again confirmed how the value of this sector does not lie only in buildings or square meters, but in the entrepreneurial stories behind every project.

*"After 25 years in self storage, I still get excited like on the first day," Cesare says. "Many people ask me why I continue to visit facilities all over the world. The answer is simple: for me, it's like an art lover entering museums and galleries. What truly fascinates me is not just the spaces, but the people who imagined and built them."*

Today, MAS Space operates a facility of over 7,000 square meters, with around 5,000 net rentable square meters and an occupancy rate reaching 94%.

What makes this facility truly unique is its multifunctional approach. Alongside self storage units, it also offers small offices, meeting rooms, reception services, and mail handling. A model that transforms the center into a true hub for micro-enterprises and professionals in the area.

Self storage is no longer just space. It is a service, a platform, and concrete support for the local economy. And this is precisely the message that, according to Cesare, the sector must continue to communicate to institutions and public administrations: modern self storage generates value for the territory, fosters entrepreneurship, and responds to increasingly diverse needs.

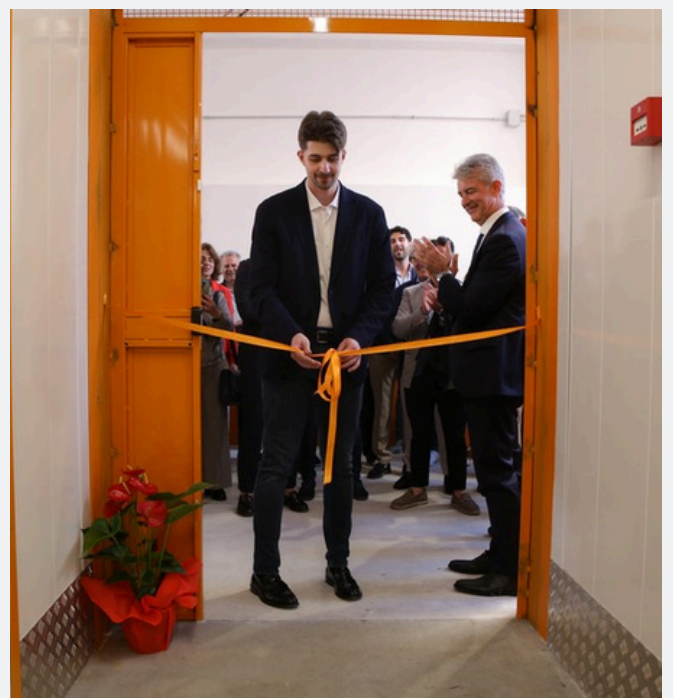
# BREAKING NEWS

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

*The Italian self-storage market continues to send very clear signals: growth, innovation, and new business models. It is no longer just about new openings, but about a true evolution of the sector, which is becoming increasingly structured, competitive, and customer-oriented.*

### **A growth that speaks of vision**

A new chapter, a new energy for MyStorage. On Saturday, April 18, 2026, the new facility in Via Serradifalco was inaugurated, in the heart of Palermo—an opening that represents much more than a simple geographical expansion. It is a symbolic step that tells a growth journey built over time, made of strategic decisions, market listening, and continuous service development.



Every new opening is the result of daily work, built on customers, relationships, and trust earned on the ground. In this sense, MyStorage's growth also becomes a snapshot of a market that is rapidly maturing, especially in urban areas of Southern Italy.

Doubling means believing: in the market, in your team, and above all in the value of what is being built. Congratulations to the entire MyStorage team on this important milestone.

## Boxengo accelerates its expansion

A concrete example of the sector's evolution is Boxengo, a platform launched by H.I.G. Capital, which is speeding up its development with new openings between Milan and Rome.

After the first inaugurations between late 2025 and early 2026, including the Viale Faenza and Peschiera Borromeo facilities, the expansion plan foresees additional openings throughout the year, confirming a structured and ambitious growth strategy.

Particularly noteworthy is the Peschiera Borromeo facility, which introduces a concept still relatively unexplored in the Italian market: a self-storage space also designed for business customers, with integrated services such as coworking areas and hybrid solutions for work and storage. This approach marks an important evolution in the sector, increasingly oriented not only toward the need for space, but also toward new ways of working and business organization.

Leading the project is William Binella, a professional with over 25 years of experience in the industry, underscoring the strength and ambition of the initiative.



## **Sgabox arrives in Cesenatico**

### **Romagna tradition and innovation in space**

In Cesenatico, a new reality is about to be born that combines local identity and innovation: Sgabox. A family-run project, deeply rooted in Romagna, which has quickly managed to build strong connections within the industry, also thanks to the support and guidance of Marika Mambelli from Romagna Self Storage, active in the market for over 14 years.

Sgabox is not just self storage, but a true service ecosystem. The facility integrates a Business Hub and Smart Parking, transforming the traditional concept of storage into a multifunctional space designed to simplify the daily lives of both individuals and businesses.

The name itself reflects its identity: it comes from “sgaboz,” a Romagnol term referring to the service spaces in traditional homes, and evolves into Sgabox, a modern version of the same concept. Flexible, secure, and accessible spaces where innovation and practicality meet.

No longer just “a place to store things,” but an environment that creates connections and supports work and everyday organization.

The official opening is scheduled for June 2026, marking the entry of a new player into the Italian self-storage landscape.





# Produzione di Box **Self Storage**

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# THE FUTURE OF SELF STORAGE COMES THROUGH DIALOGUE

*An international conversation on how the sector is evolving across markets, visions, and new generations of operators.*



What direction is self storage taking globally? And what role can a still-young market like Italy play in this scenario? Cesare Carcano was invited to take part as the first speaker in an international format that brings together some of the key figures connected to the main self storage industry events worldwide.

An open, global discussion built around a simple yet fundamental question: where is our industry heading?

## **A global perspective, a dialogue between markets**

The format created by Alberto Serrano Rivas represents a new way of telling the story of self storage through the voices of those who are building the sector every day in different markets. In this context, AISI's participation represented an important opportunity to bring the Italian perspective into a global conversation.

During the interview, the vision of the Association was presented, along with the increasingly central role that the AISI Convention is playing in positioning the Italian market. A market that is currently in a particularly interesting phase: still young compared to other European countries, but with a growth rate that makes it one of the most dynamic in the continent.

Throughout the discussion, a key point emerged: the Italian market is not simply growing, it is building its foundations. In this process, AISI plays a central role as a platform for dialogue among operators, a place for sharing best practices, and a tool to accelerate the professionalization of the sector.

In recent years, the annual AISI Convention has become a point of reference not only at the national level, but increasingly recognized also at the European level, thanks to its ability to bring together operators, investors, and international stakeholders.

“What we are building today in Italy will help define the standards of the industry of tomorrow.” Italy, while still in an early stage compared to other countries, now has the opportunity to grow by directly adopting the best global practices. The future of self storage will not be defined by a single market, but by the ability of markets to communicate with one another. And in this global dialogue, Italy has already begun to make its voice heard.



You can listen to and watch 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. After a more cautious 2025, the market could return to growth as early as 2026, with investment recovering up to €450 million and prospects of once again exceeding €1 billion by 2027. 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 #CONVENTION 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.

## AESS CONFERENCE 2026 MADRID AT THE CENTER OF THE GROWTH OF SPANISH SELF STORAGE



Last March, Madrid hosted the AESS Self Storage Conference 2026, the annual event organized by the Spanish self storage association, which brought together over 220 participants and 30 exhibitors. Operators, suppliers, and professionals had the opportunity to discuss real-world challenges, share experiences, and explore strategies to support the growth of the Spanish market in the coming years.

The strong interest surrounding the conference reflects the particularly positive moment the Spanish market is experiencing. In many cities, facility occupancy rates are between 90% and 95%, while the limited availability of new space continues to support price growth and generate new development opportunities.

When a market grows rapidly, dialogue between operators becomes a strategic factor.

Congratulations to the AESS team for a highly successful edition and for the continued contribution it makes to the development of the sector in the Iberian market.

# SELF STORAGE #CONVENTION

## NORDIC SELF STORAGE CONFERENCE 2026 AISI ALSO TAKES THE EUROPEAN STAGE



On May 19, 2026, the second edition of the Nordic Self Storage Conference took place in Stockholm, hosted in the striking setting of Münchenbryggeriet Mälarsalen, one of the most iconic buildings in the Swedish capital's urban landscape.

Born from the collaboration between the self storage associations of Sweden, Finland, Denmark, and Norway, the conference has quickly become one of the key events for operators in Northern Europe: a day dedicated to discussion, networking, and the sharing of best practices to jointly address the challenges of a constantly evolving market.

**This year, however, there was also a touch of Italy.** Representing AISI was Francesca, now a familiar face within our association, who was invited as a speaker in the marketing panel alongside other European industry experts. It was an important opportunity to bring the Italian market perspective to an international stage and to share experiences, strategies, and communication approaches in an increasingly global context.

The self storage sector in the Nordic countries continues to grow rapidly, with new operators, significant investments, and increasing professionalization of the market. The 2026 edition of the conference placed strong emphasis on practical topics such as commercial strategies, operational performance, innovation, and adapting to market changes.

AISI's presence at events like this confirms how important it is to build connections beyond national borders, share expertise, and actively contribute to the development of the European self storage industry.

# SELF STORAGE #CONVENTION

**FEDESSA CONFERENCE & TRADE SHOW 2026**  
**WIESBADEN—FRANKFURT | 22—24 SEPTEMBER 2026**



The most important annual event in European self storage returns in 2026 to Germany with a new edition that promises to be among the most highly attended ever.

From September 22 to 24, the FEDESSA Conference & Trade Show will take place at the RheinMain Congress Center in Wiesbaden–Frankfurt, bringing together operators, investors, and suppliers from across Europe for three days of discussion, learning, and networking. Year after year, this event continues to establish itself as the true meeting point of the sector at a continental level.

## **Join the AISI Association trip**

This year, AISI is organizing a group delegation to enable Italian operators to experience FEDESSA together. Participating with the AISI delegation means benefiting from a discounted group rate, free simultaneous translation during sessions, and a unique opportunity to build relationships, share the journey, and exchange insights with other industry professionals.



☎ Scan the QR code and fill out the expression of interest form to help us organize the trip in the best possible way.

# 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.

### LAGERBOX OPENS IN BRAUNSCHWEIG A NEW HUB IN THE HEART OF GERMANY



One of the most interesting recent events took place in Cape Town, South Africa: the first Frontier Summit, organized by Digital First in collaboration with Stor-Age Property REIT Limited. It was a deliberately exclusive, closed-door event, with around 20 of the leading operators in the sector coming together over several days in a unique setting to openly discuss trends, technology, and opportunities.

Alongside the business discussions, participants also experienced iconic local highlights such as a visit to Table Mountain and a safari at the Kapama Private Game Reserve.

It was not only about business, but also about social impact: during the event, over 6,000 dollars were raised in support of local organizations.

The next Frontier Summit is scheduled for 2027, a format worth keeping an eye on if you really want to grow in the sector.

# SELF STORAGE #NEWS

## MAJOR DEAL IN EUROPE ZEBRABOX ENTERS THE PARIS MARKET



One of the most significant transactions of recent months in Europe comes from France. The ZebraBox France group, a joint venture between PGIM Real Estate and Pithos Capital, has acquired Flexistockage, one of the largest independent operators on the continent. The main asset in the deal is the Argenteuil site, on the outskirts of Paris: a facility of over 89,000 square feet, part of a portfolio that also includes other properties in Clichy and Villepinte. What makes this transaction particularly interesting, however, is the strategy: ZebraBox aims to transform this space into a true multifunctional hub, integrating offices, parking, and value-added logistics services, in addition to traditional self storage. Digitalization and security upgrade works are already underway, with the goal of obtaining environmental certifications such as BREEAM. This acquisition confirms a clear trend: self storage is evolving toward increasingly integrated and sophisticated models, attracting significant institutional capital.

# SELF STORAGE #NEWS

## KINNOVIS ACQUIRES XPERITT A STRATEGIC DEAL STRENGTHENING THE EUROPEAN MARKET



On May 20, 2026, Kinnovis, one of the leading software providers in the sector, announced the acquisition of Xperitt, a Spanish company that developed the Kypiq management platform and the Kleeiq access control system. The transaction represents a significant step in Kinnovis' growth strategy, strengthening its presence in the Iberian Peninsula and further expanding its technological offering for self storage operators.

One of the most interesting aspects of the acquisition is the introduction, for the first time, of hardware and software access control solutions within the Kinnovis portfolio. This component complements the company's existing services, including facility operations management, online bookings, and AI-based request management tools.

Technology continues to be one of the main drivers of transformation in European self storage. Deals like this show how the sector is evolving toward increasingly integrated, digital, and automation-oriented solutions, supporting the growth and professionalization of operators across Europe.

A clear signal: the future of self storage increasingly depends on technology and service integration.

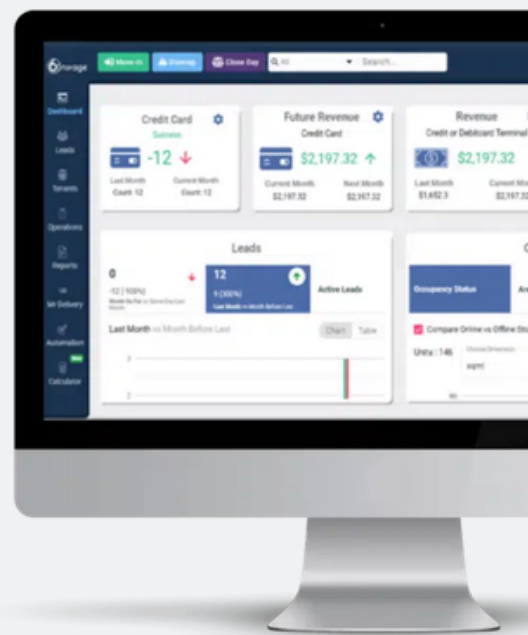
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## MEGA DEAL IN THE USA PUBLIC STORAGE ACCELERATES



Public Storage has announced the acquisition of National Storage Affiliates for a total value of approximately \$10.5 billion. The deal will bring the combined entity to a market capitalization of around \$57 billion, further strengthening Public Storage's leadership position. This acquisition is part of the company's "PS 4.0" strategy, focused on accelerating earnings growth and per-share cash flow. To support the transaction, \$4 billion in financing has been arranged by institutions such as Goldman Sachs and Wells Fargo.

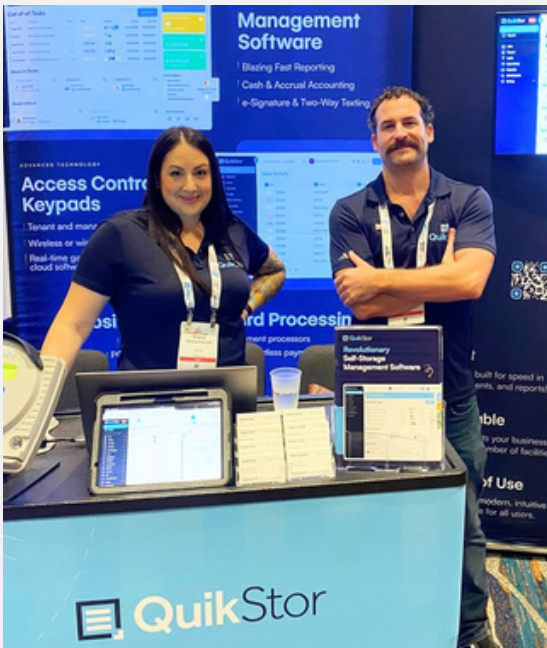
## 6STORAGE EXPANDS PLATFORM FOR AUTOMATION AND GROWTH



A major transaction in the UK market sees QuadReal Property Group acquiring a portfolio of 26 assets, including mixed-use real estate and self storage facilities, from the Padlock Euro Storage Fund I. The total deal value is approximately £270 million. The transaction sends a clear signal to the market: despite challenges in UK real estate, self storage continues to attract institutional capital. When major investors step in, the market scale changes significantly.

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## QUIKSTOR INTEGRATES LUMIO AI



QuikStor has announced the integration of Lumio, an AI-powered communication platform. The solution introduces a 24/7 voice AI assistant capable of handling calls, verifying customers, processing payments, sending access codes, and delivering contract notifications using real-time QuikStor data.

A virtual concierge is also available on the website, guiding customers through unit selection and reservations. The integration is built via secure APIs, with no need for manual data entry.

## SAFELEASE INTEGRATES INSURANCE INTO TENANT INC.



SafeLease, a provider of insurance solutions for the self storage sector, has completed its integration with Tenant Inc., an operational management software platform for storage facilities. The combined systems allow operators to offer insurance coverage directly within the digital rental flow, simplifying the customer experience and increasing policy adoption rates—an increasingly important driver of operator profitability.

# AISI ON TOUR: RETRACING THE JOURNEY

*After Sicily and the first stop with MyStorage Palermo, the AISI on Tour journey continues toward one of the most fascinating and strategically important cities in Italy: Genoa.*



For this second stage, AISI visited Valter Capanna, a long-standing AISI member and the driving force behind a new entrepreneurial venture with MioBox, the self storage facility inaugurated about a year ago in the Ligurian capital. The visit offered an opportunity to explore firsthand a modern facility of over 1,500 sqm, as well as to discuss the opportunities currently reshaping the self storage market in Italy. Between a walk through the city center, views of the port, and a tour of MioBox's spaces, the conversation quickly shifted from numbers to future industry

prospects. The meeting touched on the potential of the local market, the strategies needed to increase awareness of the service, and the challenges operators will face in the coming years. An open and concrete exchange between professionals who live the sector every day and continue to believe in its growth potential. Because each stop is an opportunity to tell the stories of the people and entrepreneurial realities helping build the future of Italian self storage.

# DATA SOURCES

- *FEDESSA 2025 Report*
- *AISI 2025 Report*
- *FEDESSA Unlocked – Q1 2026*
- *Inside Self Storage (<https://www.insideselfstorage.com>)*

# DATA SOURCES & REFERENCES



# AISI MAGAZINE



## **A GROWING COMMUNITY**

An editorial space where the industry recognizes itself and engages in discussion.

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