



A NEW SEASON FOR GIARDINA GROUP



Change is in the air at Figino Serenza, in the headquarters of the coating specialist, with plenty of news and an industrial strategy. Ligna is an important showcase for the strategies of **Giardina Group**, as witnessed by the participation of **Stefano Tibè**, sales manager, in the press conference in Milan. We took the opportunity to ask him what we are going to see in their booth in Hanover.

"We will show the highlights of our production, focusing on **new solutions**: the events of recent years and the inevitable reorganization have resulted into a different management and vision, with positive effects also on our innovation capacity. First of all, we are bringing to Ligna our **excimer technology**: probably, we believed in this technology more than others from the beginning, we designed a laboratory solution first, implemented by many leading coating producers worldwide, developing coating products that were more suitable for this process; it's not a new technique, but it is finally offering the results requested by many. In Hanover we will exhibit two roller coating machines, one for coatings up to 5/7 grams and the other for applications up to 30-40 grams per square meter; the coated panels will then be finished matte in our excimer oven "**Gst Zero gloss**" and finally crosslinked with our popular technology "**Gst Uv**". So, we will show the final result for different finishing in different segments, from parquet to furniture. There will be another global piece of news in the area of technology for opaque surfaces using excimer UV radiation, an ambitious project that will arouse the interest of many visitors; but I am not going to tell you more, this will be our "surprise" at Ligna. Another new solution in Hanover will be "**Softy**", a very soft roller - designed to be installed on our spreading machines - that will show how roller machines can achieve the same results as spray coating machines, while reducing emissions and optimizing the transfer efficiency. All of this in collaboration with coating leaders such as Adler, Heidelberg Coatings, Ica, Sherwin Williams and Sirca. They will join us at the exhibition and, each day, one of them will be our partner and we will apply their products exclusively".

"Ligna will be another opportunity to remind everyone that we are global leaders in the coating sector", said **Stefano Mauri**, business owner together with **his brother Riccardo**. "2018 was a year of consolidation, we have finalized the transition from Mauri Macchine and Giardina Finishing to a unified organization. The financial results went beyond our expectations: revenues exceeded 16.5 million euro, higher than in 2017. And the first months of 2019 have confirmed this positive trend, we already have orders until 2020! "... The excimer technology will certainly open up new doors: we believe and we have invested massively in research to achieve the quality we were looking for".

"We have been invited to present the results of our research - Stefano Tibè added - also to the

Milan Polytechnic, during an event dedicated to "future finishing", and at the latest Domotex we have shown what we can achieve with UV excimer technology applied to wooden flooring, creating surfaces with a very natural look combined with very high resistance, also suitable for stepping surfaces!".

"Before the end of the year, we will inaugurate our new showroom, the "**Giampiero Mauri Innovation Centre**" - Stefano Mauri said - because the innovation we are promoting, such as excimers, cannot be presented only at exhibitions, they have to be accessible to our customers every day. That's why we have invested in a new building, with a two thousand square meter area dedicated to tests using our technologies, accessible to anyone to test our plants with their coating products or cycles; there will also be areas for meetings, seminars, in-depth discussion and training. A permanent open house that will be a powerful vehicle for our image, communications, sales and, most of all, a showcase for the quality and potential of our technology and expertise. And, as I mentioned, we are also empowering our business engine, improving all the departments with targeted investments for new production tools, approaching new working methods and increasing the level of automation, to make our products and ourselves more and more "4.0" day after day. My brother Riccardo, production manager, is governing a season of change, visually represented by the new dress of our machines, that will be presented at Ligna in the "final version". Giardina Group currently offers four product categories (spray, roller, profiles and glass, plus special applications), developed and redesigned for more "industrial" production: this is, in my opinion, the turning point of this season, the decision to be more "industrial", to recognize that "special products" have a high level of craftsmanship that has always distinguished us, while reaffirming our role of producers of advanced technology, developed with specific "industrial" principles and in suitable volumes to achieve the dimensions required to be market leaders all over the world".

"Let me add that we are also investing in our sales organization in many emerging markets, where we are committed to opening a number of "**Giardina Group Experience Centres**", showroom-labs that will replicate the offer of our headquarters also outside Italy", Stefano Tibè added. "The showroom we are opening in October will be the first of many facilities that will expand our business in different global markets..".

"We are approaching 3d printing through a major partnership with a company we have collaborating with for some time... We want and we have to be "complete", we have to think how we can improve finishing, going beyond the traditional limits. This is the message of the new communication campaign we have created for Ligna 2019. It's a female image representing elegance and style, and a "spray" of color to symbolize Giardina Group's vocation for coating, and a pay off - "Painting the future!" - that tells about our determination to look ahead into the future and keep moving on the way to innovation".

Hall 16, stand A12.

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