

Milano

Italian technology making headway in the world

Tecnofirma leads the way in the field of surface treatments

Attention to changes in the market and ongoing quality research in both product and business organisation: throughout its sixty-year history, this has been the Tecnofirma formula for maintaining high levels of competitiveness on the international market. Designing and manufacturing industrial washing and coating equipment for both metal and plastic surfaces since 1949, Tecnofirma injects engineering skills, innovation and technology into the very heart of its production. The company even leads the way when it comes to some of the sector's big achievements: the replacement of chlorinated solvents with water-based products in the Sixties; the introduction of powder painting a decade later; the use of high-pressure washing at the turn of the



Francesco and Giovanna Goi

millennium. It was also the first operator in the field to obtain Quality System certification as early as 1992. Today Francesco Goi, the Managing Director, is in the driving seat. Having come up through the ranks under the training of his father and current Chairman, Alessandro, he is also supported in corporate communications and quality by his sister, Giovanna. The company, with fifty employees and a 15 million turnover in 2008 (60% of which was generated overseas), has won the market's confidence. This is thanks to the professionalism of the workforce, trained to converse with the customer in technical terms right from the

very first sales approach so that they may gain a better understanding of the problem and find the best solutions. 2009 turnover is expected to increase by 40%. Tecnofirma belongs to the TT S.p.A. group, a holding that comprises other companies operating in the field of surface treatments for glass fibre, paper and wood. Tecnofirma can name some of the most important companies in the automotive, furnishings and household appliances sectors among its clients; in the last year it has produced some thirty washing systems for the Fiat plant in Verrone, which is soon to launch a new transmission gear.