EUROPEAN COMPANIES? BETTER THAN AMERICAN ONES. DESPITE THE CRISIS.
Le aziende europee? Meglio di quelle americane. Nonostante la crisi

And this increases proficiency and competitiveness. Naturally there are areas where European companies cannot yet compete. The rigidity in the use of resources (from human resources to financial ones) remains a large negative factor. But even here less than it seems. In America the law is that of hire and fire, complete flexibility with regard to personnel. But the other side of the coin are the skills and company loyalty of the employees in a European company, loyalty that in many cases can last also the entire working life.

ALUMINIUM PROFILES AND ARCHITECTURE, NEW TRENDS
Profili di alluminio e architettura, nuove tendenze

Trends in architectural styles and the development of technology always go hand in hand. When technology provides new finishes and new designs at a competitive industrial price, immediately the passionate minds of architects and designers are stimulated, who exploit the fresh opportunities by creating innovative and unusual products that have often “create trends”, making them commercially successful. So it was also for aluminium extrusions, from when they began to be used for constructing windows to then become widespread in the 1970’s. At that time there were two versions available: natural colour anodised aluminium and gold colour anodised aluminium, still seen in many buildings. Later the use of liquid coatings for profiles spread rapidly, soon disappearing in Italy because of the high environmental impact and for reasons of quality, despite the fact that it is still widely used in the USA and the Far East. Finally, powder coatings arrived, much more functional and with a low environmental impact, and which are now consolidated throughout the world for finishing aluminium profiles. Tecnofirma, at that time called Tecnofinish, was the first to make a powder system for profiles. In recent years powder coating has witnessed an incredible increase in the type of finishes possible, thanks to the technological developments of the powders themselves. Competences and capacities competitive. Naturally non mancano le aree in cui le aziende europee non reggono ancora il paragone. La rigidità nell’impiego delle risorse (da quelle umane a quelle finanziarie) rimane un grande segno meno. Ma anche qui meno di quanto sembr. In America la legge è quella dell’hire and fire (assumi e licenzia), la flessibilità del personale è massima. Ma l’altra faccia della medaglia è la competenza e l’attaccamento ai colori sociali dei dipendenti di una impresa europea, fidelizzati da un rapporto che in molti casi può durare anche un’intera vita professionale.
In addition to the classic gloss, semi-gloss and matt, it is possible to obtain various special effects, including dimpled, hammered, metallised, bonderized and so on. All of these providing colour effects that make a huge visual impact and which designers have been able to use in many applications. At the same time, manufacturers of machinery, including Tecnofirma, have concentrated on providing third party coaters and profile manufacturers the opportunity to coat with many different colours on the same day, in order to meet even the most challenging customer requests, or just small production runs.

Today new finishing technologies are focused on the possibility of giving the coated profiles decorative effects that can imitate wood or stone or other materials, namely decorations applied on aluminium so that it does not look like aluminium!

These effects are obtained through sublimation for transferring ink or through powder on powder cycles, and allow profiles, panels and accessories to be decorated with an extremely high definition, to such a degree that you have the feeling that it is not metal but rather briarwood, walnut, ash, or even marble or granite. This has concretely allowed aluminium to replace wood, with enormous benefits in terms of installation and maintenance costs, and outdoor durability. The most sophisticated solutions, for example frames with polyamide thermal cutting bars, even provide for the use of different inside and outside profiles, with different colours, “cold ones”, clear and linear on the outside, and “warm ones” on the inside, for example wood effect.

Where are the new finishing technologies heading? Certainly towards even more colourful and imaginative decorations that we will see applied above all in large structures like shopping malls, airports, trade fair centres, etc., but also towards more attention to reducing production costs and reducing pollutants coming from the production stage, important issues in today’s economy, and even more important for tomorrow’s.

These new technologies that spread so rapidly and successfully throughout the world, thanks to the high standards of quality that they can provide, are 90% Italian: another great success of Made in Italy!