



Tecnofirma headquarters in Monza, an historical building designed by architect Angelo Mangiarotti in 1964.



## HIGHLIGHT OF THE MONTH

# The History of a Family, the History of a Business: Tecnofirma, Surface Treatment Partner since 1985

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One of the most well established Italian companies in the field of mechanics and particularly of surface treatments is Tecnofirma (Monza), firmly rooted in its past but completely projected into the future of the industry and its transformations.

Tecnofirma took up the legacy of a long-standing Italian company, Roto Finish, founded in 1949 with the mission of introducing mass deburring and cleaning processes for mechanical components in the national market. In 1965, Roto Finish developed its first spray degreasing plant for removing cleaning pastes without the use of

chlorinated solvents. In the 1970s, at the height of Italy's industrial boom, it conceived a series of new cleaning and surface finishing solutions with one aim: to be at the forefront of the technologies that were appearing on the market at the time and that pursued environmental friendliness: degreasing with water-based products,



water-based coating, powder coating. Then, in 1985, Alessandro Goi and Carlo Morone, respectively the general manager and the president of Tecnofinish, Roto Finish's new company name since 1972, acquired its coating and cleaning division and created Tecnofirma. Carlo Morone left the company at the end of the 1990s, a decade in which Giovanna Goi, now the marketing and communications manager, as well as Head of Quality Management System, and Francesco Goi, now the general manager, also joined the team. Meanwhile, Tecnofirma gradually expanded its presence in the automotive sector, which became inextricably linked to the destiny of this company: in the 2000s, Tecnofirma became in fact an undisputed leader in the field of complex cleaning and painting systems and equipment, and it also began to develop impregnation plants for the electric motor industry. At the same time, it has always remained at the forefront of environmental protection, safety, and quality, continuing the research path of Tecnofinish.

As Alessandro Goi confirms, "in 1992, we were the first Italian company to obtain the ISO 9001 quality certification. In the 2000s, we definitively conquered the automotive sector, first with the launch of our first flow coating systems for lenses, headlights, and windscreens, and then with the development of impregnation plants for electric motors, a technology that has given us an undoubted competitive advantage in today's market, with the current transition





**The production department.**

to electric mobility. Until a few years ago, the electric motor industry was concentrated abroad, especially in China. With the transition to electric mobility, however, this industry is now having a sudden revival and Tecnofirma has been benefiting from the experience already gained in this field with its proven, sophisticated impregnation technology."

### **Tecnofirma nowadays**

"The impregnation market has helped us compensate for the reduction in order volumes for the cleaning of combustion engines and maintain our growth trend – sustainable growth, in small steps but stable," says Francesco Goi. "Over the past ten years, finally, Tecnofirma has expanded worldwide: in 2011, we opened Diamond CO. Ltd. in Beijing (China), a sales and production company for the Asian market, 100% owned by Tecnofirma, which is growing with good market results. In 2019, we established Tecnofirma GmbH in Germany, a sales and customer service firm, and in 2022 Tecnofirma America Inc., which is going to become fully operational during 2023. We have chosen to be present in these three countries because they represent the strategic markets of our target sector, namely the automotive industry. Once it

seemed possible to follow it all from Italy, but now it is evident that this is no longer enough and that a presence on the ground is necessary."

### **An ever-evolving company**

With its three divisions – cleaning, coating, and impregnation – Tecnofirma is perfectly aligned with the transformations happening in the market and consumption behaviours related to mobility. "The automotive sector is undergoing a profound transformation and we are adapting to these changes with all of our three operating divisions," emphasises Francesco Goi. "We are approaching all the new electric motor manufacturing companies that are present in the market, establishing excellent new relationships. At the same time, we are supporting traditional OEMs in their transition to electric mobility. First of all, we can coat their new lighting systems for electric cars thanks to our expertise in the hard coating of lenses, satellite dishes, headlights, and radars. Secondly, in terms of cleaning, the new products designed for electric vehicles require an extremely high degree of cleanliness: some examples are battery boxes, which are abnormally large for conventional cleaning plants, and inverter boxes, which require



**Cleaning system for high-end engines.**

a higher cleaning quality than combustion engines to avoid short circuits in power instruments. Thirdly and finally, electric motors need impregnation before assembly, namely a resin deposition process that makes them more reliable and efficient because it compacts them, insulates them electrically, and fosters heat dissipation. Our twenty years' experience in designing impregnation systems, combined with our extensive portfolio of cleaning solutions, is an undoubted competitive advantage, as it enables us to operate as strategic partners for our customers."

"The combustion engine market still exists, but investment in research and development is very rare, with the exception of supercars," states Francesco Goi. "However, modifications, upgrades, and retrofitting of already existing plants are still required."

### **Tecnofirma's headquarters**

Tecnofirma does not only stand out in terms of substance but also of form: its headquarters in Monza is a historical building designed in 1964 by architect Angelo Mangiarotti. It was completely constructed with precast structures in prestressed reinforced concrete. These were

of three types, beams, pillars, and roof tiles, which once assembled gave rise to a factory hall composed of ten identical sections. This was the first in a series of projects conceived by Mangiarotti to simplify and minimise construction to the assembly of essential and elementary elements in order to solve the issue of interlocking vertical and horizontal structures. "We are proud to be able to work in a prestigious building that somewhat sums up our relationship with the past, present, and future. Viale Elvezia 35 featured innovative technical solutions and was projected into the future, whereas its façade was reminiscent of antique temples; today, it appears as a modern building, not too different from avant-garde glass structures," says Giovanna Goi.

### **The assembly and testing workshop**

Another important milestone in Tecnofirma's history was 2018, when it brought together the assembly and testing of its systems in one 6,000-m<sup>2</sup> workshop at its Monza site, which also includes a laboratory for industrial process tests. "By insourcing our assembly and testing processes, we have taken a further step forward in terms of both product quality and customer service, which increasingly requires





**The Goi family: from the left Alessandro, Francesco and Giovanna.**

testing to be carried out at the supplier's premises," notes Giovanna Goi. "Our flagship is our in-house laboratory, where we perform tests on samples to fine-tune the processes to be presented to customers. Research and prototyping are also carried out here, including when aimed at filling patents."

### **Sustainability in the company**

"We have recently tested our new photovoltaic system with 150-kW solar panels, another green step towards reducing our energy consumption," says Giovanna Goi. "Our focus on environmentally friendly technologies, which has always been our hallmark, continuing Roto Finish's legacy, is our best calling card when it comes to sustainability."

### **Rooted in the past, projected into the future**

With 70 years of experience, more than 1,000 systems installed worldwide, a production value of 35 million Euros, 120 employees, 3 divisions, 4 locations worldwide, and 3 production sites (2 in Italy and 1 in China), Tecnofirma is deeply rooted in its territory and its past but projected into the future and the global market.

As Angelo Mangiarotti pointed out during a conference on architecture in Chicago: "It is not a matter of using the past as a fetish or as a model, but rather as memory and as a structure."

And this is what Tecnofirma is doing: with a solid past, with a method and a teamwork approach inherited from its history, and with its constantly evolving technology, it is a protagonist of the present with an eye always turned to future. ●