

# TARONI, A FAMILY FOR FINISHING!

**Three generations, a well-known family in Brianza for the high quality of their work. Their success factor is solid experience and the partnership with Giardina Group...**

"We are a handicraft business led by the third generation: my father Romano founded the company in 1957, then we, his children, took over after serving in the army. My brother Ivan came first, then I joined too." **Stefano Taroni** welcomed us in the "workshop" in Cesano Maderno, in the Brianza area closest to Milan, to tell us the +60-year story of this family-owned company and their relationship with coating technology.

"As far as I can remember, we have always invested massively in new equipment, in new machinery," Taroni continued. "We have considered several times moving into larger premises, but each time we decided that it was more important to invest in technology, in order to work better, to be more productive and to ensure consistent quality for our coatings... and doing so with less effort!"

In the mid Seventies, my father had already adopted special coating pumps to work faster. A few years later we bought the first semi-automatic sanding machine by Nerli, starting a collaboration that is still going on today with great satisfaction. In the Nineties, still under the supervision of my father, we installed the first curtain coating machine. Those were the years when the third generation joined the company".

So, how many of you are working here now?

"Apart from our employees, the entire family is here: me, my brother **Ivan**, my sister **Titti** and my two children, **Marco** and **Davide**. All sharing the same passion and vocation for coating! I remember when we purchased the first automatic spraying machine from a French manufacturer, it was so many years ago: it was so beautiful and innovative that colleagues and customers queued up outside the factory gates to see it in operation... so much time has passed since then. Now we have a robot and a sprayer by **Giardina Group**: the most recent acquisition is a hybrid "**Dualtech Dualbelt**", a very flexible machine as it allows to select a paper or self-cleaning belt according to the type of operation and the volume. Furthermore, we can also choose from two overspray suction systems, i.e. a dry filter and a water-based filter, so as to minimize emissions into the air according to our requirements.

We are proud of the robot from Giardina Group: it was around mid-2005, the third generation of our family had joined the company and we wanted to send out a signal with a significant investment. We met **Stefano Mauri** at an exhibition and he told us what they could do for us, as we had pretty clear ideas. We had seen their painting robots at work. Their solutions were optimized for painting booths, but we preferred a "flow-through" concept, a booth where the parts to be coated entered from one side and came out "finished" at the opposite end".



The "Dual Belt" version of "Dualtech" at Taroni in Cesano Maderno.



From left: Ivan, Titti, Marco, Davide and Stefano Taroni.

So, coating has changed too...

"Yes, definitely, with technology you work better and achieve better results. We still have a manual painting booth, it's necessary for specific jobs, and we still sand some parts manually to get the best result, but all our work is now handled by machines that offer high versatility, as modern business is a sum of **small quantities**. Customers are more and more demanding, they want perfection; others only need to paint ten, fifteen pieces, but all with the highest quality. And finishing must be "natural", you have to see, to feel the wood..."

**Coating products** have changed as well: it takes much less product to achieve good protection without creating "glazed" surfaces. We had to learn a lot about materials, too, because the results required by architects and customers come from a perfect match of machine and paint. Textured and haptic coatings dominate the market, the requirements are increasingly sophisticated: just think we have identified four different shades of white! And the price of coatings has increased accordingly: in the past, it was a negligible factor, now it accounts for 50 percent of the final cost of our work... And we should not forget the challenge of water-based coatings, we have also faced this challenge, but drying time is not compatible with the requirements of our customers. We have even tested Uv products, but we could not achieve the quality standards we want. As I said, the Brianza furniture district still exists and is more and more demanding in terms of quality and lead time!"

And now, Mr. Taroni, the inevitable question about the future.

"Talking about the market, I really believe that "mid-range" is doomed to disappear: we will have retail furniture on one side, offering a good standard of perceived quality, and **high-end offer** on the other, for consumers with a clear vision of the environment, the finishing and the quality they want. Therefore, I am pretty confident: our business will keep thriving, because there will always be someone who cannot be satisfied with "standard" products and wants something more..."

Let me tell you I have many **projects** in my mind: this is the right moment to invest, to buy new machines, to start testing new coatings. As you can see, we are well equipped and we don't feel the need to expand our fleet of machines, but you should never stop thinking about what else you could do". ■