*Giardina Group Press Office, May 8, 2017*

**GIARDINA GROUP IS BORN**

**Giampiero Mauri has completed the transition started with the acquisition of Giardina Finishing, together with his business partners, seven years ago. Now the deal has been finalized with the acquisition of the entire stock by the Brianza-based entrepreneur.**

*“It’s the end of a natural process: when I decided, as Mauri Macchine, to buy Officine Aeromeccaniche Giardina, a brand that was too important to be abandoned, in my mind I knew that one day we could establish a real group with a strong leadership. Today, what was just a dream a few months ago, has become a reality!”.*

As of a few weeks ago, **Giampiero Mauri**, former owner of **Mauri Macchine** and **Ventilazione Italiana**, is the new owner of **Giardina Finishing**. The new organization **Giardina Group** also includes **MM Store**, the e-commerce portal recently launched for the online sale of spare parts and equipment for coating machines and lines.

The mission is clear: create **a strong business on the Italian and international markets**, with a business approach based on a *governance* with clear goals, *“…with clear ideas and a well-defined project you can still do great things in a mature business like finishing and coating, creating an organization that reaffirms its determination to join the small community of world-class leaders, with a turnover that will exceed* ***16 million euro*** *this year and the target of 20 million in 2018”,* Mauri commented.

At **Ligna** (hall 16, both A12), the new group will be showing up in a 400-square-meter stand: new name, new shareholders, new logo to be progressively extended to the entire portfolio, new image… clean, solid, simple and strong.

*“Our equipment is built to last and to increase the value of the items it produces: this is our business. The selection of plain black-and-white colors with the additional stroke of the Italian flag colors represents our strength, the clarity of our goals, the solidity of our group in all areas: technology, design, manufacturing, finance, understanding and responding to the requirements of customers all over the world”*, Mauri said, adding: *“I am sure that our stand in Hannover will show the direction we are going to take…”.*

By merging the three brands, Giardina Group can immediately tap into a huge customer base and offer a comprehensive catalog, probably the **widest and most exhaustive range of finishing machines and plants** available in the market: from “standard” *stand alone* machines to sophisticated flexible lines, from windows to furniture, from big plants to paint beams to special machines for 15-mm-thick and up to 3,250-mm-large crystal plates.

**Wood and glass** are the two core businesses the group has committed to. Besides the historical focus on wood, Giardina Group has developed specific expertise for glass, from cleaning to etching up to coating: all sorts of preliminary or finishing treatments for a catalog that has drawn the attention of a few global industry leaders.

There are many ambitious projects, first of all the unification of production into the Figino Serenza site, Giardina’s historical factory, while the Mauri Macchine premises in Cermenate will be dedicated to warehouses and logistics. By the end of the year, the **new headquarters** will be completely renovated to meet the needs of a modern company, including the reorganization of production areas and offices, the creation of a showroom/laboratory, training areas and a dedicated design and innovation department, as well as all the necessary spaces for a company that is determined to grow.

The first few weeks following the acquisition were dedicated to an accurate analysis of **production programs**, in order to present a complete portfolio with no overlapping at Ligna, a clear offer: *“We want to be immediately ready to serve any customer, whatever their needs in terms of applied technology or production volumes”*, Mauri added. *“The knowledge available to Giardina Group empower us to do that”.*

**The limit will be the world**, strengthening the relationships with many customers Giardina has in the most advanced and mature markets – from America to Europe, from the Middle East to Canada – because Giardina Group wants to work with partners looking for solutions rather than *“discount wars”.* This decision has been rewarded by four big orders in recent weeks, an early feedback of positive market reaction to Mauri’s decision to create a strong and close group.

MM STORE

These big plans are combined with the **desire to test** new directions and opportunities, starting from a unique e-shop for supplies and spares: **MM Store** was launched a few months ago, a real **online** **store** where you can buy products around the clock, easily and directly, with 48-hour lead time from order to delivery.

*“It’s too early to draw a balance* – said **Stefano Mauri**, creator and manager of MM Store – *but we are seeing much curiosity and interest among our traditional customers who have used this new channel”.*

SEE YOU AT LIGNA

You will find all of thisat **Ligna** (hall 16, both A12), **next May 22 to 26**: an occasion to toast to the success of the new industrial group, to tell a new story to old and new customers, and obviously to show the quality of Giardina Group solutions through **a finishing line for Uv water based products** that will be running for the entire exhibition, in partnership with a different paint vendor each day (Ica, Adler, Renner, Sherwin-Williams, Hesse).

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