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**LIGNA 2017: EXCELLENT DEBUT FOR GIARDINA GROUP**

**The first “official appearance” by Giardina Group was a success: plenty of contacts and a number of “very solid” deals above average…**

*“We are very satisfied with our debut as Giardina Group: we showed up at Ligna with a new logo that will be progressively extended to our entire portfolio and with a new image, but most of all with our expertise in technology development - from conventional to advanced solutions - that has been really appreciated”,* said **Giampiero Mauri**, the entrepreneur who, for a few weeks now, has been guiding the new organization that has united a few historical successful brands of the finishing industry, including **Giardina Finishing**, **Mauri Macchine**, **Ventilazione Italiana** and **MM Store.**

*“Ultimately, Ligna has given the feedback we expected”,* Mauri added. *“We built our participation around our new identity, a huge stand covering over 400 square meters dedicated to meetings and discussion with partners and customers. We wanted to create an opportunity to talk with them about our decision, my and our intention to build a strong group, capable of taking a leading role* ***on the Italian and international markets****. The feedback we had was overall positive, suggesting that the 20 million euro revenue target might be achieved sooner than expected… we have clearly aroused much attention, not only among customers and visitors, but also among our “colleagues”, who have realized that a new strong competitor is emerging, to be handled with great attention and respect…”.*

Several operators and opinion leaders visited the group’s booth in Hall 16 of the Hannover fair: *“Very interesting visits, solid contacts, focused on planned investments”,* said **Stefano Tibè**, sales manager. *“Unlike the previous edition, this year we could really feel the necessity of business owners to renovate their plants. We met a few historical customers from the United States, Canada, Turkey, Asian countries, the Middle East, who came to discuss projects to be finalized shortly; and we also met many people for the first time, coming from markets that were quite “far” from our business in past years. This is a signal of a new season for the wood and furniture industry, as well as an index of increasing confidence in the new age of Giardina Group, which started officially at Ligna”.*

So, Giardina Group had a very successful Ligna, where the market showed great confidence in the brands that make up the group, representing values and expertise that have been known and appreciated for several decades. Such effectiveness is further strengthened by the group’s new strategies and clear future vision: keep pursuing the innovation and reliability standards that distinguish the **largest and most comprehensive portfolio of finishing plants and equipment**.

For more information:

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