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AN IMPORTANT SEASON FOR GIARDINA GROUP

Giardina Group confirms its appreciation for **Xylexpo**, the biennial world exhibition for technologies and supplies for the equipment and wood industry which will be held at FieraMilano-Rho from 26th to 29th May 2020. It does it in a very concrete way, with a large stand of **600 square meters**, demonstrating in fact not only the results of a very positive season, but reaffirming its desire to grow, investing in new markets and strengthening its brand at international level.

*"This is the largest stand that Giardina Group has ever held at an exhibition,"* said **Stefano Mauri**, co-owner of the group with his brother **Riccardo**, on the occasion of the **XIPC-Xylexpo International Press Conference**, the international press conference in which the group participated on 18th February in Milan with other “top exhibitors”.

*“This is not about showing who is the strongest, but about having the space needed to represent what we have become and what we want to become”,* added Mauri. *“Xylexpo is an international reference event, one of the most important in our commercial and marketing programmes. It is also our "home exhibition", because it takes place in an exhibition centre located a few tens of kilometers away from our headquarters, allowing us to present many of our technologies. We have been working intensely for a few months for this edition, because we want to present ourselves in a different way, involving even more evidently the increasingly strong and big team of dealers that we are building all over the world and giving everyone the opportunity to see and to try our technologies”.*

An event that rewards an extremely positive season for the group, which has seen its sales grow significantly despite a season which many believe and experience as cautious*. “2019 ended with a total turnover of* ***20 million euros*** – confirmed Stefano Mauri during the February event *– and we already have an order book for the current year”.* It is no coincidence, therefore, that Giardina Group is hiring new employees and is seeking for high-profile professional figures, who can support this growth dynamically and effectively.

*“We certainly cannot deny that we look at recent international events with great attention, but we are doing very well and we do not receive negative signals from our travels, from our customers, from our daily contacts all over the world”,* confirms the sales manager **Stefano Tibè**. *“In recent years, we have worked with particular intensity and seriousness, spreading competence, availability and professionalism that have given us many satisfactions and of which we reap the benefits today. Our* ***“Zero Gloss”*** *technology, the new* ***“Giampiero Mauri Innovation Center”,*** *an* ***even more deeply rooted presence*** *in many areas of the world, as well as an increasingly stronger and recognisable* ***brand****: these are the pillars on which we are building the future of Giardina Group”.*

Further information

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