*Press office Giardina Group, 27 May 2019*

GIARDINA GROUP AT LIGNA: “PAINTING THE FUTURE”

This is the slogan that is going to represent **Giardina Group**, a leading company in the design and construction of painting machines and systems, at Ligna, in Hanover, an opportunity that the Italian company wants to make the most of to show the profound evolution it underwent the past season.

*“Ligna will be another opportunity to remind everyone that we are among the protagonists of the painting industry on an international level,” commented* **Stefano Mauri**, owner of the company with his brother Riccardo, on the eve of the German event. *“2018 was a year of adjustment, during which we managed the transformation of Mauri Macchine and Giardina Finishing into a single group. The results have been positive regardless, exceeding our expectations, with a turnover of over 16.5 million euros, more than 2017. And the first months of 2019 have confirmed this extremely positive trend, with an order portfolio already reaching 2020.”*

Three elements played a winning role in all this: having demonstrated on several occasions the company’s **renewed vocation for innovation**, which at Ligna 2019 will find a “strong expression” in the new applications related to excimer technology; a concrete attention to seize every opportunity through an even stronger and more structured **sales network**, and, third element, a strong **industrial plan** which, among other things, has led to a further, general improvement of the machines and to a redefinition of the production methods, so that the entire cycle can be faster and more efficient.

*“We have been more active in* ***markets*** *where we were not very relevant and where in 2018 we installed important systems, references that allow us today to do a completely different job,”* added Stefano Mauri. *“I think of Estonia, Latvia, or Lithuania, perhaps the most concrete example of the work that our sales team has been able to do in that area... even in Russia, although it is still in a moment of reflection, we have defended ourselves very well. Not to mention those markets that have always been close to our technologies, such as Great Britain, the United States, Canada, France, Poland, Germany... excimer technology will certainly open many new doors for us: we believe in it and have invested heavily in research to get to the quality of the result we were looking for.”*

*Next October the* ***“Giampiero Mauri Innovation Center”*** *will be inaugurated,* the new showroom of the group which has become indispensable to ensure that the innovations are not only displayed at fairs, but are available to retailers and customers every day.

The company has therefore decided to invest in a new building of over two thousand square meters dedicated to testing with all the Giardina Group technologies, available to anyone who wants to test any type of machine with their paint products or painting cycles, as well as spaces for meetings, seminars, opportunities for study and training. A **permanent open house** that will be a powerful image, communication, and sales tool, but even more importantly a continuous demonstration of the quality and potential of the technologies and skills of the Italian group.

*“We are also strengthening the ‘company engine’, improving all departments with targeted investments for new production tools, approaching new working methods, and increasing the level of automation, so as to make our product more and more ‘4.0’ with every passing day, becoming ourselves, all together, more and more ‘4.0’,”* continued Stefano Mauri. *“My brother* ***Riccardo****, production manager, is managing a season of great renovation, which perhaps finds its most evident aspect in the new livery that has been characterizing our machines for some time now, and that we will present at Ligna in its final version.”*

*“Giardina Group today offers four types of products – spray, roller, profile, and glass, in addition to the special solutions – that have been studied and redesigned to achieve a more ‘industrial’ production: I think this is the strongest passage of this new season, choosing to be more and more ‘industry’, to recognize to the ‘special’ that great share of craftsmanship that has always distinguished us, proposing ourselves above all for what we want and what we can be, i.e. producers of advanced technologies, built with precise ‘industrial’ criteria and numbers such as to reach the size necessary to be true protagonists in the many markets of the world.”*

*“We must be good not only in imagining and creating technologies,”* concludes **Stefano Mauri**, *“we are also becoming operational in the field of* ***3D printing****, through an important partnership, thanks to a company we have been collaborating with for some time to be able to be proactive and innovative in all the sectors we work in. We have made progress also in the* ***3D scanning*** *of the input piece in our machines, a technology that we have already implemented in some of our plants installed in the world, completing a scenario that leads in directions that could reveal to be very important.*

We want and we must be ‘complete’, think about how we can do better finishes, going beyond what we always thought could be the limit.”

*“It is the philosophy we wanted to convey through our* ***new communication campaign****, this one too created for Ligna 2019,”* concluded Mauri. *“It is a feminine image to evoke elegance and style, a splash of colour that summarizes the vocation of Giardina Group in the painting industry, a payoff –* ***‘Painting the future!’*** *– which tells of our will to always be in the future and to continue to follow the path of innovation.”*

For more information

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