*12th October 2022*

Here we launch "DUALTECH FORMA" designed by PININFARINA

*Giardina Group’s new automatic spraying machine unveiled as a world premiere at Xylexpo 2022*

Considerable interest was raised by the launch of the new **"Dualtech Forma"** automatic spraying machine **designed by Pininfarina**, undoubtedly one of the focal points of the 2022 edition of Xylexpo, the biennial international exhibition for woodworking technology and the furniture industry held at FieraMilano-Rho from 12th to 15th October 2022.

**Giardina Group**, an international leader of coating solutions, has chosen Pininfarina, a name that does not need any introduction, to create a new machine that strongly demonstrates the Italian Group’s desire to expand its business worldwide.

"Dualtech Forma" is the culmination of the close collaboration between the two companies that are true emblems of the Made in Italy mark and know-how around the world, a relationship born from sharing the same innovation, research and customer care values.

Pininfarina, with its manufacturing background and in-depth multidisciplinary expertise in various sectors, was chosen by Giardina Group to give a distinctive boost to its strategies, with its energy, creativity, and unmistakable quality of design that is not merely aesthetic, but is also a strong contribution to the industrialisation of a product which is both technically advanced and iconic, unique, exclusive and recognisable.

*“We are convinced that this first machine developed together, unveiled as a world premiere at Xylexpo 2022, represents not only a milestone in the collaboration between the two companies, but also for the coating industry”,* commented **Fabio Calorio**, Head of UX&ID Sales and Global Brand Extension di Pininfarina.

The partnership between the two companies is intended to forge new directions in terms of design, production and brand growth, in a vision that sees **"Dualtech Forma"** as the **flagship project**, the top of the range product capable of paving the way for new machines that will strengthen Giardina Group’s position among the **leaders** in coating technologies and solutions.

*"We are extremely proud of the experience we have begun with Pininfarina, through which we can now witness one of the very few, if not the only, high-level coating technology designed with the support of a major design firm",* commented **Stefano Mauri**, CEO and co-owner with his brother Riccardo of Giardina Group.

Focusing on the ultimate goal, Pininfarina has chosen a design for "Dualtech Forma" that is intended to convey three key values: **essentiality**, through a streamlined and straightforward design, and with less components; **distinctiveness**, which is expressed through an unmistakable style; and **innovation**, through a design that showcases the technology that Giardina Group provides in its sector.

*"A fantastic machine to make fantastic things –* added **Riccardo Mauri**, Technical Director of Giardina Group – *but also a combination of our best coating technology, skills from which sustainable systems and solutions are created and which guarantee excellent coating quality".*

For more information

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