

The role of Italian manufacturers on foreign markets

Generally speaking, in the period between 2001 and 2005, there has been a global revolution in the manufacture of products, including plastic materials. Giants of industry have “migrated” and delocalised their production in areas where it is easier to gain competitiveness. I believe that this process is still going on and that the time for settlement is still far away. Manufacturers of ancillary equipment have had the same fate and have been compelled to follow their customers in the world in order to give them spare parts and after-sale service, a necessary support for all processing companies and for manufacturers too. This internationalisation process has involved all countries and, in this global competition, Italy has suffered and keeps on suffering an organisational structural crisis. Moreover, mass production has been shifted to low-cost countries, where the most sophisticated technology is not essential yet. The manufacturer of automation, especially the Italian one, needs to justify the growing costs of Italian products. Therefore, it becomes necessary to push on with technological innovation and with quality.

Potential markets for Italian technology

The most important companies have successfully varied their production and broadened their presence in all continents. Nowadays, most attention of the markets is on China, India and Indonesia. The population of these three countries count almost half of the entire world's population. The development process has started, profitability is still not very distributed but, in the mid-term, consumption is certainly going to increase.

Italy, that I am personally trying to think as Europe, plays an important role in this development process and, as the most evolved market, it will gradually find a space where to sell its technology depending on the market requests.

We should not forget that the former Soviet republics count like another Europe and are just two-day truck away.

We can say with confidence that the role of technology will have to prevail in Europe too. New polymers are constantly developed, new applications are used in niche sectors of absolute excellence. Therefore, I think it is right to consider numbers but in my opinion technology will win.

Moretto's philosophy on quality

Moretto S.p.A., the company I have been leading in the past 25 years, plays a special role as far as quality is concerned. In order to guarantee a level of quality responding to the market needs, Moretto manufactures in Italy all the products contained in its price list. Moreover, most of the stainless steel items are made in a special plant, equipped with a powder painting system and a liquid painting systems for customised products.

But Moretto S.p.A. has not only worked in accordance with the procedures that a certified company needs to follow, it has gone further. Quality in the company is represented not merely by procedures but most of all by people, who are central in the company process. Together with a number of designers, Moretto has devised a series of unique products on the market that bear the OMS&P logo, Original Moretto Systems and People.

They are original because they are unique, made by people for people; it is a new technological humanism that considers man at the centre of all projects. This logo, which encircles Leonardo's Vitruvian man, symbolises a philosophy that wants to represent man, intelligence and passion.

We have reached our 13th goal, which is part of a wider project made, for now, by 13 “gems” that we proudly create with passion and affection, with the hope that our customers will appreciate them and, consequently, choose us.