



Press release

At an international symposium in Venice held on March 9th, the Italian company will be presented as a successful case history

MORETTO PA, A MODEL CASE IN PATENTS

The patent on the X-Dryer will be registered in China and Hong Kong

(Massanzago, 07th March 2005) Moretto PA, leader in the design and manufacture of automations for the processing of plastics, has been chosen as a model case in the use of patents as instruments employed to increase competitiveness. On March 9th 2005, Mr Renato Moretto, president of the company, will be a guest at the international symposium "Patents boosting economy", which will be held in the island of San Servolo, Venice.

Moretto PA's case history is an example of competitive development linked to the use of patents. Thanks to this, Moretto PA has become one of the world leaders in the manufacture of machines for the processing of plastics. Moretto PA holds 20 patents, 6 of them on an international basis. In 2005, with its innovative trademark OMS&P, the Italian company means to highlight quality and technological innovation of its new products.

"We are very honoured to have been invited to take part in the symposium. Being a model company means that our constant innovation through quality is being recognized. Our philosophy is headed for the future through a constant process of technological advancement based on the intelligence of the projects and of the people who conceive them", explains Mr Moretto.

In 2004, Moretto PA invested 4% of its turnover in R&D. "We believe in this strategy and in 2005 the economic resources for R&D will go up to 6%. To give substance to the innovation process we analyse the state of the art and find the best solution. This solution becomes a prototype and must undergo a series of scrupulous tests. At the end of the process, the innovation is protected by a patent", adds Mr Moretto.

Italy, with an average of 1,59 patents per 1000 companies, makes a poor impression in Europe. Even though the Veneto region performs slightly better – 3,26 in Vicenza, 3,03 in Padua and 1,79 in Treviso – the general dynamics doesn't help the competitiveness of the companies. "We believe it is fundamental to protect intellectual property with patents. By doing this, we can

defend the originality of intellectual property and our capacity to innovate. We don't need to raise customs duties and closing the borders in a global market makes little sense. Instead, I think it is far more important to support the generation of ideas, the development of new products, the innovation of processes, which are closely linked to financial instruments, to the availability of qualified human resources and, above all, to long-term company strategies”.

From this point of view, trademarks and patents can play a unique role. Countries with low-cost manufacture will have to face a legislation establishing the respect of the markets and the protection of the projects. However, in Italy, the protection of the know-how is not really felt yet. To increase the number of patents it is necessary to strengthen their protection. However, to do this, there is a need to increase the control bodies, to analyse the competences as well as every single area of expertise. And if patents are improved by an enhanced legal system, the same needs to happen for competences. Reaction time of the patent offices are too long and inadequate to the high rhythm kept by the market. Moreover, the Italian State seems to keep a double and contrasting attitude. From one side it promotes innovation and invites Italian companies to invest in research. From the other, it increases by 20% the patent and trademark tax.

X-DRYER LANDS IN CHINA – Meanwhile, another patent “made in Moretto” imposes itself on the international market. Procedures for the registration of the patent for the X-Dryer in China and Hong Kong have begun. Even under the Great Wall of China the innovative dryer successfully presented at K-2004 in Düsseldorf will soon be protected by a patent and will be brought onto the Chinese market.

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(images of the company, of the showroom and of the production are available on request)