

Promotion and media

Our information goes global

If it is true that, in a world dominated by global information, communication is increasingly strategic for any company, then, for a strongly market-oriented group such as Metal Work, it is vital.

The Group is therefore launching a number of initiatives that will enable it to distribute a positive image and a constant flow of information about the Group and its products.

The following are four of the long-term actions planned.

1. A new Metal Work Group **brochure** has been produced that illustrates the Group's history, activity and market position.

Written in Italian and English, it will be sent not only to current and potential customers but also to journalists and representatives of public bodies. In short, it will become a calling card to be proud of.



2. With respect to commercial promotion, the product **catalogue** plays a major role. Now consisting of 700 pages, it has become a kind of encyclopaedia.

In order to make it easier for customers to read and use the catalogue, it has also been produced on CD-ROM; downloadable 2-D diagrams are also available on the Internet.

3. The **3-D version** of diagrams of



our products is sure to be much appreciated by all. It can also be downloaded from the Internet by means of an appropriate program.

For the latest generation products, diagrams have already been made available for the rest of the catalogue and we are now working to complete the libraries.

4. The **information available on the Internet** has been increased. The sites of the Group and the sister companies are increasingly detailed and full of information, news and useful downloads.

It is now possible to find online everything about Metal Work and its world, from software certificates to product diagrams, from news to quality manuals.

5. The Group's growing market position has meant that our public relations and promotional efforts have led to **increased media exposure**.

The press review is proof of growing interest. In fact, we were mentioned 90 times in editorials and advertising messages in the most prestigious national and international technical magazines.

Training

A Metal Work "Pneumatics Manual"

The training program carried out last year ended in the black, thus encouraging Metal Work to intensify training activity.

Last year, approximately 10 courses were held involving more than 150 participants (Group personnel and suppliers/customers).

In 2004, we are planning to enlarge the scope even further, for which purpose a new training tool was created to support the training courses. This is the Pneumatics Manual, which contains all of the material, both the-

oretical and practical, needed for following the various types of courses, from basic pneumatics to system dimensioning, from maintenance to increasing product knowledge.



Sponsorship project

Our company's commitment to the quality of life in our area continues to grow, in collaboration with various institutions, first and foremost the Municipality of Brescia, which aims to become a major cultural centre.

Metal Work's first contribution took the form of support for the Diocesan Museum, followed by participation in the "Re-evaluate Brescia" project. It is now sponsoring the Brescia Marathon and participating in the extensive program of exhibitions, "Splendour of Art", launched at the end of 2003 under the aegis of the Municipality of Brescia. These are not casual or sporadic initiatives but essential parts of a clear strategic line. Metal Work, with its roots in Brescia, wants to contribute actively to the area's growth in the social/cultural domain as well.



Brescia Marathon

Now in its second year and scheduled for the middle of March, officially sponsored by our company and the Banco di Brescia. Marathon organisers intend to make the event as successful as the marathons held in Milan and Venice.



Diocesan Museum

For years, our company has been one of the patrons of this museum, the objective of which is to preserve the province's ecclesiastical heritage. The most recent initiative was the exhibition of Thomas Becket's scapular, an invaluable treasure from the XIIIth century that belonged to the English primate, who according to tradition, Henry II had killed in Canterbury Cathedral.



"Re-evaluate Brescia"

The project, of which Metal Work is one of the principal sponsors, has resulted in the restoration of 16 city monuments. Our company's name is connected to several monuments, among which the eighteenth-century Vescovado Fountain, located in one of the most picturesque areas of the city.



Exhibitions

Metal Work took up the challenge launched by Brescia Museums, the new body 92% owned by the Municipality, which has just made an agreement with Marco Goldin (most recently the organiser of the large exhibitions held in Treviso) for a series of major exhibition events during the coming 4 years.

The "Splendours of Art" project, of which our company is one of the principal sponsors, is intended to draw significant numbers of Italian and foreign visitors to Brescia.

The first events in 2004 will be two exhibitions dedicated to the masterpieces in the Brescia Art Gallery ("From Raphael to Ceruti", and then "From Rembrandt to Morandi"). Later on, in the autumn, the first new large Goldin exhibition, "The Great River and the New Century: the Seine, Monet, the Nymphs", will follow. An event that is sure to be a hallmark in cultural projects for Brescia.



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