

Training courses

Choose the training suited to your needs

Representatives of customer companies will be given an opportunity to learn more about our products.

Convinced that greater technical knowledge of our products and their applications is essential to an optimal relationship between our Group and the market, we have created a new role inside the company: "product specialist". One of the tasks will be to put together courses at various levels, for sellers, suppliers and customers. For customers, a series of meetings is planned with designers from the technical departments and maintenance-service operators in which the basic concepts of pneumatics will be explained, as well as the sizes of systems and the instruments necessary for correct and effective maintenance. The salient characteristics of the four types of training courses that our company is scheduling for this year in Italy, which will be held by Alessandro Guidi in the role as product specialist, are as follows. Three are reserved exclusively for the technical staff of customer companies, while the fourth is open to all of the Group's technical/commercial personnel, from resellers to agents. The courses are free for participants. Some of them will be held at our premises, and others at customers' premises.

Basic pneumatics

The course (lasting one day) is intended for both designers in technical



departments and maintenance personnel.

Among the main themes dealt with will be the physics of pneumatics, cylinder functioning and symbols, valves and compressed-air units. A general text on pneumatic technique will be used, as well as technical sheets and selected products.



Design and production:
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Texts:
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Installation sizing

Reserved for designers from technical departments who have already participated in the basic course or who have fundamental technical knowledge, this specialised course lasts only a half-day.

On the agenda, a number of major themes for operators, such as calculation of the sizing of automatic actuators and the regulation of their speeds, the choice of valves, the sizing of the unit for air treatment and of the connection tubes, and software supports.

Tables have been prepared as teaching aids that illustrate the strengths and consumption of air in the cylinders, as well as tables of valve and tube capacity. "Easy sizer" CD software will be used.

Installation maintenance

This is dedicated to maintenance personnel who have already attended the basic course or who have acquired analogous training. The training, which lasts one day, deals with a number of important issues for those responsible for the efficient operation of installations, from types of maintenance to interpretation of the pneumatics charts, to the relationship between them and the electromechanical systems, to the choice of the most appropriate pneumatic components. In addition to a text describing various types of maintenance (preventive, predictive or extraordinary), both the pneumatic and electrical systems and the production programs of the installations are studied.

In-depth study of Metal Work products

Lasting an entire day, this course is intended for both Metal Work commercial personnel and resellers, and designers in customers' technical departments.

In addition to presenting new Metal Work products, the training focuses on in-depth examination of themes related to rodless cylinders and, in particular, to rodless cylinders with ball recycling.

A number of the most innovative products in the Metal Work catalogue will also be analytically illustrated, making use of technical sheets. These will include products for handling, Mach 16, Multimach and field buses.

Promotional strategies and tools

An ace for the sales network

Our communication strategies this year are focused on acquiring greater visibility through a capillary campaign that will make use of all the media.

Our marketing activity which, as of the beginning of last year, has accelerated with the launching of the company advertising campaign, has recently begun a number of equally effective communications initiatives, including the creation of an Internet site.

The promotional activities, carried out to support the development of the sales network in Italy and abroad, have been accompanied by Metal Work's traditional participation in our sector's major trade fairs.

Above all, a mini-stand was created and made available to associated companies and resellers. The stand, which makes it possible to present Metal Work and its products during local exhibitions and trade fairs or at special events, consists of basic modules, is

extendable and multifunctional.

- A second communication tool, intended as well for the commercial network, is the two-sided foldable display also known as a flag. Practical and compact, it can be used in various situations in order to illustrate a product or the company.

- Then, a European-scale mailing was done, reaching more than 8,000 customers, chosen by Italian and foreign associates.

Each customer was sent a brochure containing a coupon to be used to request further information.

- With the setting up of an Intranet, which is being done in steps, the company is laying the bases for a decisive organisational and conceptual innovation that will lead, in particular, to connection in real-time with the commercial network, to on-going personnel training, and to constant updating of information. In 2002, the entire catalogue was made available on-line, while the Intranet

area, already activated, is divided into two sections, with differentiated access, for resellers and branches.

For the time being, the area contains a number of documents in PDF format that concern both new products and uncatalogued products, including both promotional material and give-aways.



Group Conventions

Together to create new winning cards

As has by now become customary, this year, too, the company is providing stimulus to the entire commercial network.

During two meetings, Metal Work management intends to illustrate the strategic lines adopted and the results obtained and to outline the new, ambitious objectives for growth. Meeting, exchanging experiences and reflections, discussing successes and errors... all of this helps to create group spirit and leads to greater compactness and new motivation, as we face ever broader horizons.

The first event (**XXth Managing Directors' Meeting**) is scheduled for 14/15 April, at the Group's premises in Concesio. Managers from around the world involved in the marketing of Metal Work's products will unite at a meeting that



will make it possible, in particular, for us to verify the Company's competitive position in various markets. The second event (**Xth P Service Conference**) will be held during the month of May and will bring together the managers from 21 Italian associated companies.

It will be an opportunity to underline that the mission of those selling Metal Work products is to guarantee top quality and service.