

The news, new events and products, production- and commercial strategies.

An information newsletter for employees, colleagues, customers, suppliers.



Communication

A focused, lively house organ

New look for the Metal Work Group periodical. With this first number for 2002, the house organ boasts a new graphic look, leaner and - we hope - more enjoyable to read. Focused and essential information about Metal Work

presented in brief articles, giving the reader the opportunity to find out about the Group's latest news, at a glance. The reader will have an opportunity to follow the company's growth and development, as it reaches its objectives and as its programs are implemented. To begin, for example, with "lean thinking"...



A major stand, transparent and open.

With all its cards on the table, Metal Work exhibits at one of the sector's most important international trade fairs. The exhibition space is completely dedicated to the presentation of the most significant products that have been designed and

created in the Concesio plant. The visitor, following the continuous route through the 350-sq.m. stand, will have the opportunity to admire key products, selected from the more than 700-page catalogue and displayed in brightly-lit showcases. The exhibition of the Metal Work products, set up during the four days of Fluidtrans Compomac, will then move on to other major international trade fairs.

Inside

Objective 2002

- "Lean thinking" leads to efficiency and competitiveness
 - What to do and what not to do
- A lean company's way of operating according to the lean-thinking approach

Product engineering

- We are innovative because we listen to the market
 - Novità 2002
 - Line-on-line
 - People at work
 - The secret? Teamwork
 - They will be famous
- The four new components

The company and the global market

- We create value around our skills
- The winning card? Having so many partners around the world
- We are the P Service
- The Metal Work Word
- Europe is the market of the future
- Group meeting
- Concesio leads the way
- In 2002
- 21 shows with our brand

Marketing and communication

- A decisive resource for the company
- The new publicity campaign
- A useful work tool, in your pocket
- On line:
- The Internet site

NEW

It must be Line-on-line,

the product of the year from the Metal Work stable, which was awarded the International New Product Prize by a highly qualified jury.

Its absolutely innovative features are described on page 3.



Team Work

New partners in Poland and Finland

Metal Work's commercial partners now total 36, operating throughout the world. The most recent are located in Poland and Finland: one in Poznam and the other in Helsinki.

A message from Erminio Bonatti, chairman of Metal Work.

We are accustomed to moving in open markets.

It's now the lean company that meets the global challenge.

Especially for medium-sized companies, it is difficult to be competitive in a scenario characterised by the transition from a collection of countries and domestic economies to a system that is strongly integrated on the global level.

This phenomenon is the result, on one hand, of the revolutionary innovations in telecommunications, on the basis of which the so-called global village has been established, and on the other hand, of the radical globalisation of markets, resulting in a reorganisation of economy and work. Metal Work has been considering these issues for a long time and has searched for the solutions that best respond to its own needs, on the various fronts in which the company operates.

Up to the present time, we have worked on all the relevant areas: on the product, listening to the market and researching innovative solutions; on the business organisation, carrying on the project of establishing our company in every market that justifies a direct presence; on the integration of computer systems, so as to make all kinds of information available, in real-time; on the company

“ Our optimism is based on two positive factors: the continual development of the company, proceeding at a constant and sustained rate; and our efficient, highly flexible organisation. These two factors will prove to be decisive for future success as well „

approach, introducing the concept of "lean thinking", summarised in the daily fight against waste in every aspect of the production process, from the simplest to the most complicated.

We are well aware that, faced with globalisation, timeframes, too, have been reduced, and that strategies must be flexible enough so as to be able to adapt to the rapid changes underway. Having to deal with global competition is certainly more complicated than it was in the past. In order to be able to compete and to grow, it is necessary to make tough, very precise choices.

The challenge facing the medium-sized company is precisely that of dealing with the same issues that concern

the multinationals, yet without having equivalent size and organisation.

Our optimism is based on two positive factors: the continual development of the company, proceeding at a constant and sustained rate; and our efficient, highly flexible organisation. These two factors will prove to be decisive for future success as well.

Humility, professionalism and determination are the qualities that I have tried to transmit to the Metal Work group since its founding.

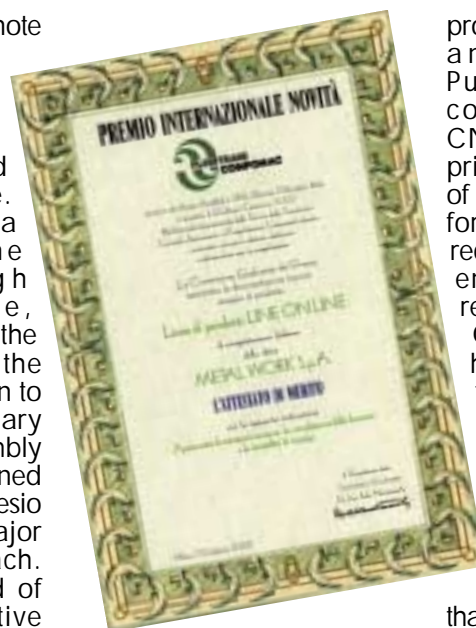
Our customers' response will tell us, unequivocally, if the direction we have chosen is the right one for our continued growth and progress, in spite of the difficulties inherent in the global market.

International award of innovation 2002

A lineonline® a prestigious award

“ A new recognition after our success in 2000,„

2002 starts on optimistic note for Metal Work. During the 28th Fluidtrans Compomac, held in Milan from 20 to 23 February, the company was awarded the New Product Prize. This prestigious award, a recognition of the innovation, high technological value, originality and design of the products presented at the trade-fair event, was given to Line-on-line, the revolutionary line of products for assembly on pneumatic lines, designed and produced at the Concesio plant. Last edition, the major award went to Multimach. The International award of innovation is an initiative



promoted by Assiot, Assofluid and VNU Business Publications Italia, in cooperation with AIPIE CNAD. To be awarded this prize, which is the equivalent of an Oscar, is very significant for Metal Work, since it is a recognition of the company's enormous commitment to research and development.

Our company therefore also has the opportunity to attract the attention of visitors to Fluidtrans, where they will be able to admire Line-on-line in a special "New Product" area at the fair, reserved for the most innovative products on the world level, products that have won the 2002 prize.