

The Company and the global market

A role as a partner, not as a supplier

We create value around our skills

Our approach is to stand alongside the customer, to work together. To keep a step ahead of user demands, to transform research results into products, to increase our presence in the market. For Metal Work, these are the qualities that enable the company to be competitive and also to be able to compete with the multinationals operating in the field of pneumatic components. "Given its size, Metal Work is quite some distance from the five giants that dominate the world stage, but the company has demonstrated that it has the potential to play a leading role and to acquire a significant market share". Daniele Marconi, the company commercial

director, is convinced: according to him, the company today already has the numbers to justify aiming high and to set itself ambitious objectives, if only in the short term. Given the growth rates realised in recent years, the objective does not appear that far off. In 1996, the company, led by Erminio Bonatti, had a turnover of euro 46 million, while in 2002, it surpassed the 77 million euro mark. Last year, it made another step ahead. For Metal Work, customer satisfaction is the real mission. "For product quality, commercial organisation and technical competence", Marconi points out, "our company is able to offer itself as the final customer's partner, whether the

customer is a manufacturer or the final user. And, when we use the term "partner", it is our intention to move beyond the classical framework of mere

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supply, seeking to establish a relationship of constant trust with the customer. We in fact feel gratified with our work when we succeed in operating in sync with the customer. Our approach is to stand alongside the customer, to work together. In the company, we like to use the phrase 'co-maker', which is very meaningful. This is why we are creating capillary commercial units wherever the market justifies doing so. Our proximity, in fact, enables us to understand the market thoroughly and to guarantee the necessary before- and after sales service".



Around the network

The team of specialists at the customer's service



We are P SERVICE. The Metal Work word.



In Italy, the commercial structure hinges principally on 21 companies that market the P Service brand (for those to whom it is unfamiliar, "P" stands for "pneumatic") and constitutes one of the most capillary sales organisations in the automation field. It is able to offer every possible type of compressed-air equipment. The companies are Metal Work partners, managed by those who actually do the marketing.

Each company distributes the entire line of Metal Work products, availing itself of support from specialists and technicians at the Concesio plant. P Service, in other words, stands for Metal Work. The same holds true for the dealers, authorised retailers and agents operating in the areas where there is no P Service presence. For one and all, the mission is to be at the customer's service, to make available to the customer the wealth of our experience and skills in the field of automation. A commitment that is appreciated, as proven by the sales results achieved.

“Those who sell our company's products, guarantee quality and service, anywhere”

An international commercial organisation

The winning card? Having so many partners spread around the world



support in every phase of the purchasing process. "Among companies of our size, Metal Work is the only company to have a distribution network consisting of 36 partners", underlines the commercial director. "A direct-sales organisation prevents information from being distorted by various 'filters'. Our 160 retailers are group employees. Their mission is to represent our products on the market by means of a strategy that is continually expanding".

There is no doubt that an understanding of the customer's requirements is the cardinal point from which products originate at the Concesio plant. The commercial organisation, then, given the skills of its staff, guarantees the customer total

In order to give the sales organisation the information tools necessary for thorough knowledge of the market at various levels, Metal Work has recently created a Marketing Area. Its task is to prepare detailed market analyses. "The principal objective is to supply

our sales organisation with scientific tools that enable the managers to operate efficiently, moving from the current passive situation to an active position of sales management", Marconi says. "On the basis of real data and of the decisions and initiatives that will be proposed, it should be easier to plan commercial results. In particular, each sales manager will have available, in the medium term, a file per branch or per country with all the information necessary for planning commercial activity on the basis of concrete knowledge of the market concerned".

“Among companies of its size, Metal Work is the only company to avail itself of a capillary direct-sales structure, not only in Italy but throughout the world”

New scenario

In the age of the euro



The arrival of the single European currency brings nothing but advantages for a company a large part of whose turnover is based on the Continent. Using only the euro for all the transactions done in 12 countries results in considerable simplification and savings.

Group meetings

Concesio leads the way



This year, there are two company events involving the entire sales network.

- The first (**the 19th Managing Directors' meeting**) was held on 18/19 February at the Concesio site, and was attended by all the managing director managers distributing Metal Work products around the world.

- The second (**the 9th P Service Convention**), the date of which is yet to be set, will be the annual opportunity for the managers of Italian partner companies to meet.

