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The world of European manufacturing



**KOMATSU ITALIA INVESTS IN
ADVANCED PRODUCTION FACILITIES**

**PREMIUM MEAT PRODUCTS
FROM KOSTELECKE UZENINY**

**TEREOS TTD LEADS IN
THE CZECH MARKET FOR
SUGAR-DERIVED PRODUCTS**

**COMMUNICATIONS AND IT –
THE REVOLUTION CONTINUES**



ALWAYS CLOSE TO CUSTOMERS

Being present for customers, wherever they are and at all times: This is the simple strategy behind the Fontana Group, world-leading multinational in the production of fasteners.

Nineteen production sites across four continents producing any sort of special fastener are not enough for the Fontana Group; not even 30 commercial and logistic sites across more than 30 countries that guarantee daily high added value commercial and logistics services to its customers are enough. The group is always looking to do better.

“All this is not a landing place for Fontana Group, but rather a starting point,” says Giuseppe Fontana, vice-president and CEO of the group. He runs the company alongside his brothers Enio and Luigi while his father Loris, founder and soul of the company, is

non-executive chairman. “The group is a simple and complex reality at the same time. Simple because the values that always drove its growth are clear and defined – quality, excellence, devotion to R&D, focus on nurturing true partnerships with customers; complex because the group’s deployment on a global scale of resources, structures and energies implies a multiplicity of situations and scenarios that have to be taken into consideration.”

And it could not be otherwise for a brand that not only operates globally, but is also physically present with sites in Europe, North America, South America and Asia. Enio Fontana, Co-CEO and sales





director, says: "Internationalisation has been part of Fontana's strategy since the 1960s, when we seized the opportunity to develop what was a simple factory like many others into a centre of excellence. Since that time we have registered continuous progress, being aware that corporate development can happen only through a widespread commercial presence, always with the goal of providing our clients with complete support, wherever they are and whenever they need it."

This has happened throughout Europe, as well as in the United States, still one of Fontana Group's main markets. "In June 2015 we completed the acquisition of Acument Global Technologies, a market leader in the American fasteners market." The merger of Fontana and Acument generated much more than the sum of the two entities, because it allowed the organisation to double its dimensions as well as production and commercial capacities, representing a major step forward.

This, however, happened in 2014. After less than a year and a half, the Fontana Group turned its attention to Asia. "In October 2015 we acquired BG Fastening, an interesting Indian entity operating in our field, with an excellent team, great organisation, a good structure and noteworthy machinery. With this stable presence in Aurangabad, Fontana Group marks its presence in the only BRICS country that, together with China, is still registering remarkable growth rates."

Places and products

If Fontana Group has achieved significant geographical growth since its establishment, it has also greatly expanded its range of products – an interesting example being the aerospace sector. According to Giuseppe Fontana: "Our internationalisation has never been a delocalisation of production, but rather the opposite. The group's development has never coincided with a relocation, but with an increase of clients, of markets, and of revenues through plants and offices abroad."

The group's economic strategy comes from a 'realpolitik' that does not consider the world as a sum of countries, but rather conceives and observes it in its totality: "People keep moving, both as individuals and within great migratory flows. Economy is not any different: in some cases it anticipates and in other cases follows these trends, modifying what exists. And this is what Fontana has always done: being flexible in order to obtain the best result possible, albeit within the logics of a well drawn strategy; a strategy that is the outcome of detailed analysis and prudent considerations, and that is able to remain coherent even in front of ever changing scenarios. After all we have a defined goal, to which we remain loyal, scaling our presence wherever our customers are."

And the first beneficiary is the group's vast clientele, operating in every production sector from industrial to shipbuilding, machinery to electrical appliances. "Moreover, the automotive sector, the greatest success story of the group, represents the best application of Made in Fontana products: in our corporate laboratories, it all starts with a concept, followed by planning and by the final development of the product, identifying the best answer to every need. With time, this product customisation capability led us to become suppliers of almost every car manufacturer," concludes Enio Fontana.

Building networks

The company's identity, however, remains strongly Italian, characterised by that ability, versatility and entrepreneurial inspiration that throughout the world is associated with the 'made in Italy' brand. It is a strong identity, and yet open to the world, and it is this identity that has made it possible to build a solid enterprise that is constantly looking to the future.

"We believe that all our strategies, efforts, energies and profuse intelligence has resulted in a group that is ever-more attractive to talent and projects, not only for clients but also for all employees who contribute daily to the success of Fontana Group," concludes Giuseppe Fontana. □