



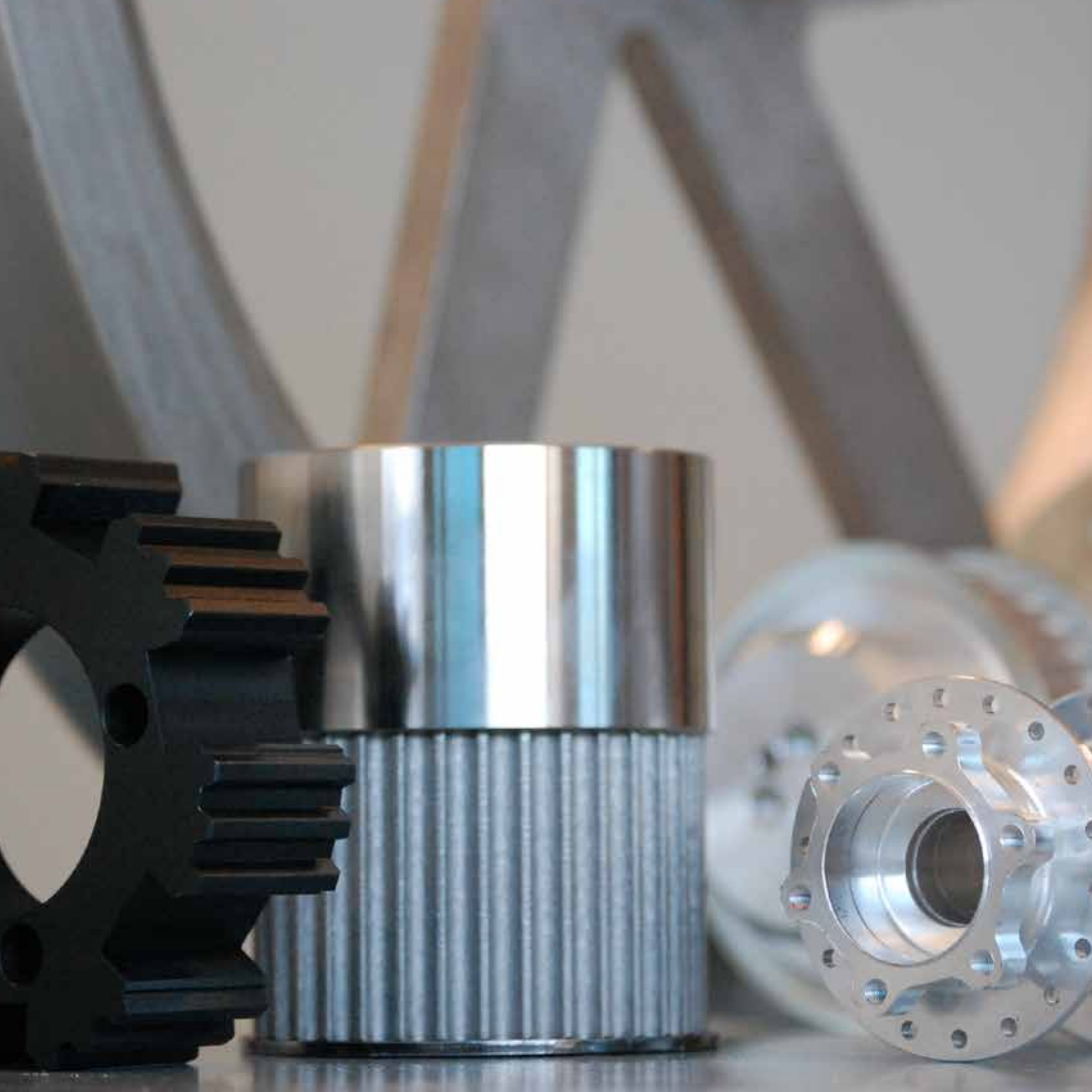
F.I.P.I.L.L. S.R.L.
TRASMISSIONI MECCANICHE





F.I.P.I.L.L. srl

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F.I.P.I.L.L. srl

Made in Italy



In times of economic recession business strategies are constrained to two choices. The first solution is to be able to produce at low cost, while the second one, however, it is to produce better than the others, both in terms of quality and functionality.

The FIPILL is a little jewel of Italian entrepreneurship that is able to adapt to the turbulent financial and economic events that are affecting Italy, transforming the economic system weaknesses into strengths.

The small company proposes, among the giants of the industrial foundry, but not succumb. Indeed, the growth trend in terms of market expansion, company size, production flexibility, and know-how is constantly growing. As a result of these findings, it seems appropriate to analyze the FIPILL strengths that have enabled it to achieve such results.





The FIPILL company was founded in 1973. In a few years, the newborn company becomes an Italian leader in the its area of the market, aimed at creating pulleys and structures in light alloys. The original head office of the FIPILL workshops was located in Jesi (AN), but after about three years, we moved to San Paolo of Jesi, occupying an area of 2500 square meters.

In 2013 FIPILL celebrated its first forty years of activity.

The achieved successes are varied and the years of intense and incessant work involved the company in a process of continuous transformation.

A desired and designed metamorphosis was useful to keep pace with the times and to achieve new dimensions and production techniques.

The efficiency of the facilities and production line machines are a proof of this phenomenon and the reason for such success

**THE ROOTS
OF SUCCESS**



THE BUSINESS STRATEGY



The FIPILL is considered a textbook example for the adaptation of work structures and the application of the green economy, inspired by the energy savings and to the maximization of resources policies. In fact, the colossal new roof, that involve the dismantling of the old structure and the replacing asbestos with on-grid PV system, is a national record of adjustment of industrial structures. The renovation work of coverages, combined with other energy-saving strategies, is one of the strengths that make FIPILL products very competitive in the price. In practice, unlike other industries that tend to reduce production costs of acting on other factors, FIPILL acts on elements that can achieve the desired results, also by eliminating negative social externalities.

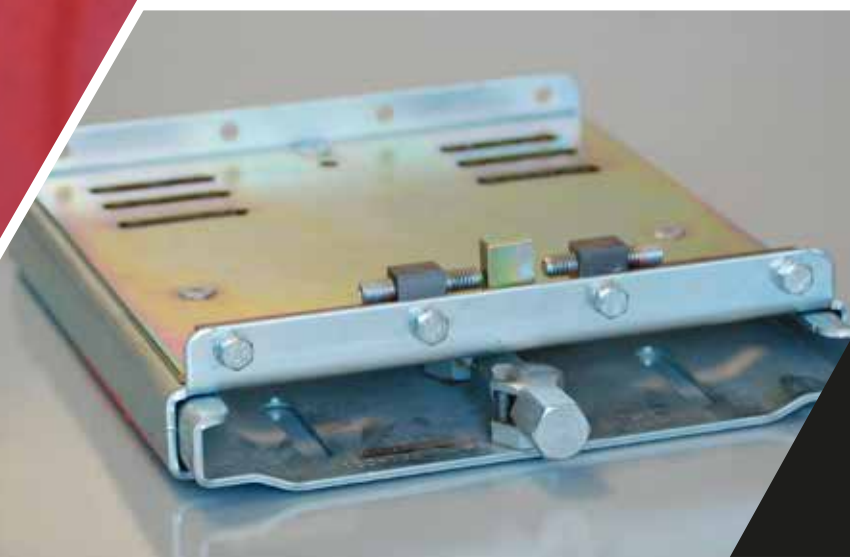
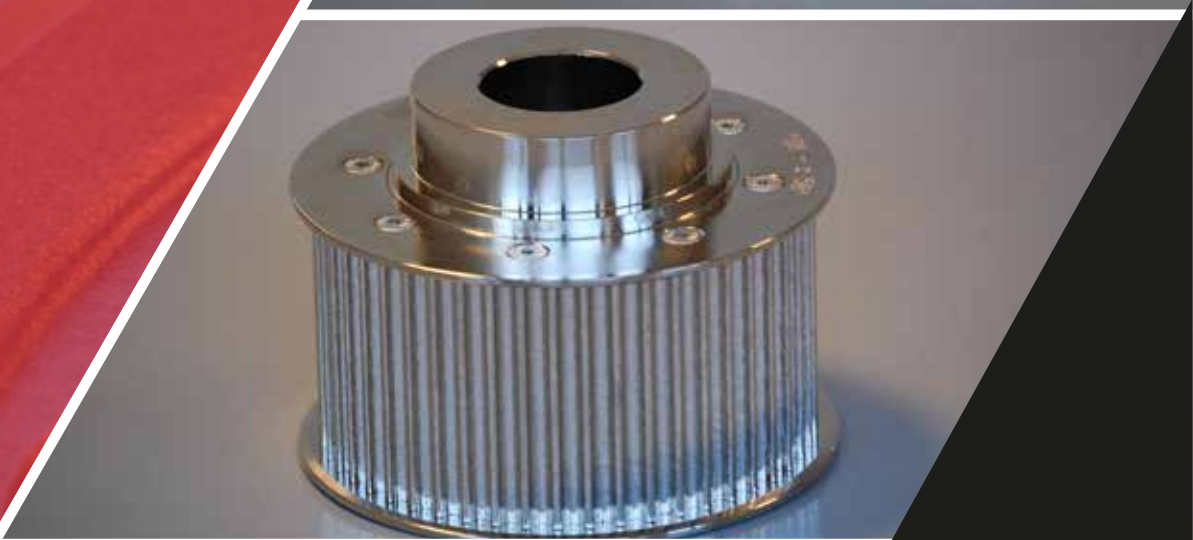
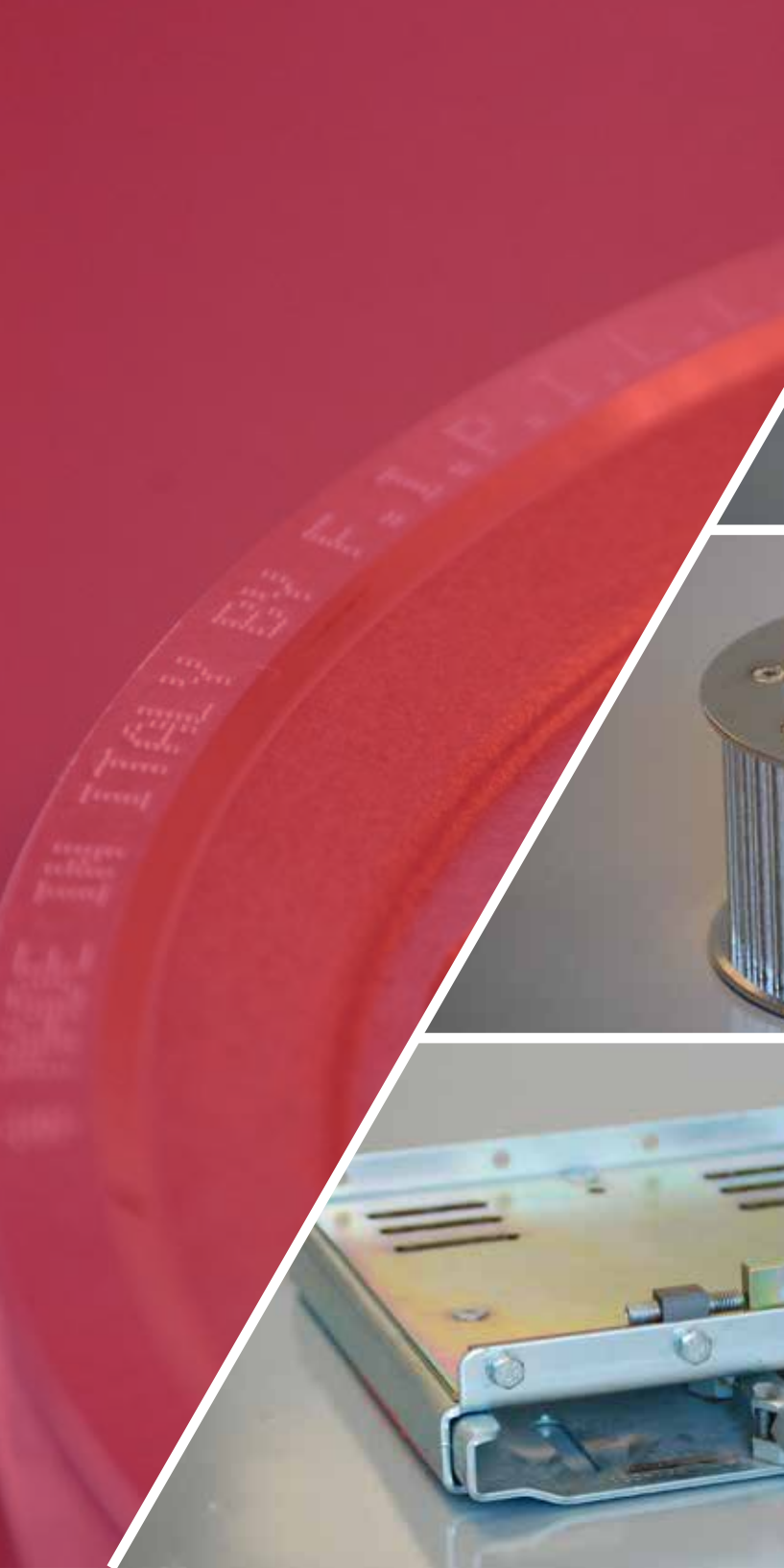
In fact, many companies that don't have adequate strategic vision, implementing austere policies on staff and raw materials just to reduce production costs. The result of these choices, as will contribute to limit the production costs, is a heavy burden on workers and on product quality.

FIPILL always establishes very close personal relationships with its employees, that create a balance and united group that seem almost like a family. The strong relationship between management and workers are an added value to the production lines of FIPILL, and everything can be considered an additional asset.

The company strategy of FIPILL is inspired by the vision of Claudio Ricci and Luciano Cervigni. The first one is responsible for the design, and the second one is in charge of the production cycle and control lines.

The strong personality of these two it is good for the integration and harmonization of the traditional values with the modern rules of the New Economy.

This holistic approach allows to achieve innovative and revolutionary production size. The company's activities are broad and range from design, selection of raw materials, product manufacturing, and testing.





The target market is primarily Italian. In fact, one of the biggest chunk of FIPILL production is absorbed by the internal market, which stood at 60% of the total goods produced. The remaining 40% is distributed on the international market. Specifically, this highlights that 85% of exports is absorbed by the old continent.

In France and Spain it is concentrated a large slice of the foreign market. In the second place, as exports, there are the northern European countries, among which Russia is included.

Bringing up the rear of exports there is Johannesburg (South Africa).

The data show a segmented expansion strategy on the major foreign industrial nodes, whether they have already established that in the process of expansion. It is clear that marketing operations undertaken by FIPILL tend, on the one hand, to become the benchmark of the markets in which operate the giants of the steel industry, and then became a point of reference and undisputed leader in emerging markets.

In short, FIPILL holds the pace in Europe, while the goal is to capture the primates in Russia and South Africa. Any access to the Chinese market could take place within the next five years, considering the subsidiaries of Italian companies and Chinese subsidiaries. The element of the success of FIPILL on the export market is due to the flexibility of the production line.

The flexibility of production cycles is a key element that determines the success of any strategy. The flexibility of this company of the Marche Region is embodied in the great capacity for meeting customers' needs and be able to implement the proposed solutions very quickly, at low cost and, above all, in a unique way. The exclusivity of the products lies not only in product design, but also in the ability to produce the best designed metal alloys for specific functionality.

The positive trend of exports is guaranteed by a dense network of collaboration with companies, Italian and foreign, operating in various and diverse areas of the industry. Among the FIPILL partnership it is included the Brammer.

THE MARKET SIZE



RAW MATERIALS AND KNOW HOW

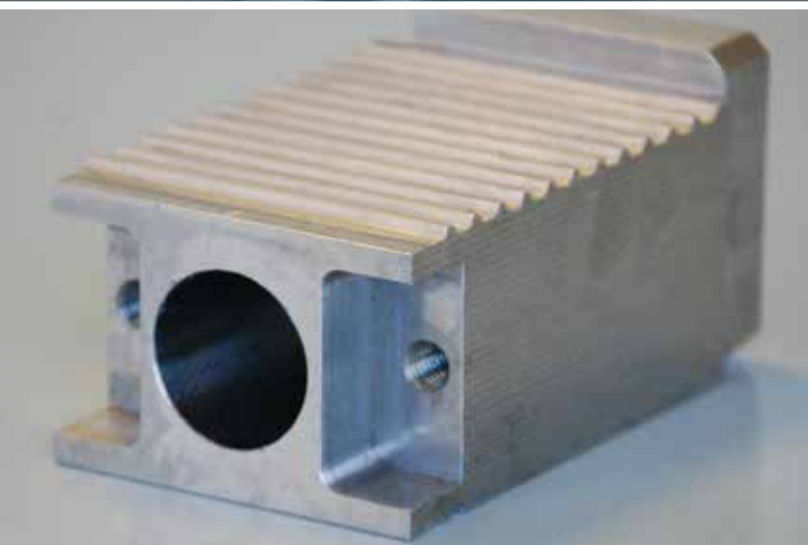


The raw materials are selected from the beginning, and their quality is certified even before entering the production cycle of the Marche's foundries. The main industrial centre of supplies is Brescia, known for being a leader in the aluminum and light alloys area of the market.

The quality of FIPILL products is evidenced by the hardness of the aluminum alloys used for the pulleys. Normally, the HRC (Rockwell Index used for hardness testing of materials) for aluminum pulleys has a value ranging between 40 and 60. However, the FIPILL aluminum pulleys are produced with hardness indices that ranging between 55 and 70. A further component of a company's strength is the FIPILL aluminum, that through a hard oxidation treatment further increases its hardness and durability.

This difference is the result of special production methods that, combined with the quality of materials, provide exceptional and exclusive production. The particular methods applied to the production of pulleys, and not only, enriches the wealth of experience that is normally referred to as know-how.

The set of techniques and methodologies used by the foundry, in the processing of raw materials, is a unique entrepreneurial virtue that enabled the company to keep pace with the times and resist on a highly competitive market that is also in a crisis period.





The product that has made the FIPILL famous is, without fear of contradiction, the trapezoidal pulley. This particular product is put on the market in different designs. The main function for the trapezoidal pulley is the transmission of high powers, combined with the mechanical fuse function.

Many years have passed from the first prototype of the pulley and, to date, the production line is able to satisfy the needs of several users.

The production's point of strength is precisely the ability to create artifacts with light alloys intended to meet particular mechanical stress and operating environments.

This great capacity of design and production is possible thanks to the experience gained over the years and the passion to create exclusive and original solutions able to witness the preciousness of the product put on customer service.

CONCLUSIONS

It seems clear from what has been narrated until now, that the FIPILL's strengths all converge in one direction: to help increase customer productivity.

This particular attitude causes the FIPILL attain to establish with its customers some real relationships, based on loyalty and honesty, abandoning the classical manufacturer-customer relationships.

Now, in a world made of numbers and percentages, this strategic vision and approach to the market is the key to success. This great passion for authenticity and originality will make the Marche forge to climb the peak of the international markets.

FROM DESIGN
TO THE PULLEY



F.I.P.I.L.L. S.R.L.
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Via S. Giuseppe, 16,
60038 San Paolo di Jesi (An)

Tel. (+39) 0731 779000

Fax (+39) 0731 779127

www.fipill.com

E-mail: fipill@fipill.com