

Modernisation alongside continuity of purpose: this is our first priority



The new General Director of Fluxa Filtri Mr. Antonio Toller has expressed the wish that the Company's strategic programme, as in the past, continues its traditional support to the needs of the market through an ever increasing range of products and an even more flexible service structure.

What are the main priorities you consider you should satisfy as the new general Director of Fluxa Filtri? A basic aim/target suggested to me by the owners when handing over the management of Fluxa is that of consolidating the role of the Company in the Italian market identifying new guiding strategies in a fast changing future conditioned by the emergent economy and being ever more aware of new products and technology. This programme can be followed by evaluating the situation inside the company at the same time as the market trend.

Change can be brought about (achieved) reassessing the fundamental patrimony, that is the conditions that rule the development of a Company considering the personnel, the products and the markets in which it moves. The task in hand is to pay special attention to evolving economic trends strengthening our presence on the Italian market while, at the same time, keeping a very careful eye on the global market.

Do you think that these aims should be accompanied by an updating of the Company image? Absolutely. I believe that the Company image has to use all the means that the market offers today. It has now become part of Company DNA to be seen on all the fonts of information showing its image, content and proposals.

A fundamental factor is the customer portfolio: Fluxa's is really impressive and manages more than 5.000 orders a year.

It is, therefore, necessary to fix its position firmly not only directly through training, market presence and the professionalism of our people in the field but also using the widespread

Instruments that now are the heart of the visibility of a Company and all that it offers.

Will a variety of products remain one of your strong points?

Do you risk having too many products and not enough standardisation?

We are not going to carry on only with "catalogue" products.

Actually, measuring up the qualitative and quantitative aspects we have decided on products that should allow us entry into certain critical sectors, fundamental to achieving and consolidating profitability and the right degree of development.



Basket duplex
filter with large
filtering area



Set of self cleaning
drinking water filters
for high flow rate



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We are not afraid to diversify even further. We are paying particular attention to both markets : local and global. The critical point, that we are convinced we are dealing with in the right way, is in fact the transfer from local to global and vice versa. In this respect Fluxa has always aimed at being present in a great many markets without, however, having the presumption to consider ourselves able to satisfy everyone's needs in everything. Today we are operating in Energy, Petrochemical, Pharmaceutical and Hydraulic: broadening our horizons with the introduction of suitable products for applications in these sectors.

Demand is always changing. Coming from another Company working in the same sector, you can testify to this. Is there a common factor connecting the evolution of the demands in the industrial sector you are working with? Certainly the situation is evolving continuously but forward-looking Company must define and carry out the internal changes that represent the driving force for its evolution.

I am referring to improvement in the internal organisational structure, requalification of the roles within its team, the definition, along with external partners, of a series of operative processes that can lead to consolidation and development of new market sectors.

What positive aspects did you see in Fluxa before you joined and what winning factors would you like to see added? Undoubtedly I admired the ability to manage a portfolio of important customers and the very positive Company image arrived at through a focused communication policy and presence in specialised reviews. On the other hand one of our targets is get inside of the processes and use all the Company skills to develop applications in widely varying sectors.

To achieve this we need to grow continuously not only in the commercial side but also the technical one (more than 20% of Fluxa staff are working in the technical field). This important Company resource can be used to develop critical projects producing important returns in terms of profit and a Company image suited to the technological development the market is facing.

To satisfy the demands of a continually evolving market what kind of investments have you made in training inside the company?

During the last few months we have introduced a programme of training and continuous up-dating, involving also the Companies who collaborate with us and whose products we distribute. The training content is essentially based on the ever changing market trends that need constant up-dating and the adoption of advanced operative instruments.

As well this it is important to establish collaboration criteria that allows us to optimise the working processes.

Has being the representative of many Companies and so becoming international help Fluxa to arrive where it is today and will this influence your growth plans? It is fundamental for us to enlarge our views of the



Hypro model
Vac-u-dry
dehydration system
for oily water



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market. The complexity is transferring "local" to "global" and vice versa. To do this, we are modifying our operative techniques to improve the internal processes and deal directly with the Companies working on a global scale.

Has the very broad range of products available not tempted you to begin, at least for some applications, production activities that could possibly be of some economic benefit? This subject has been discussed with the owners. Basically the aim of the Company is to consolidate our commercial business working closely with the producers. Our idea is to develop critical projects; for this reason it would not be correct to produce ourselves, rather we should strengthen our collaboration with local partners to create these projects.

Which products and product lines have been most significant in the last few years? Certainly a great deal of attention has been centered on automated systems for critical applications like contamination control. We are working on this project and have carried out preliminary experiments creating our own technical structure, believing that these are the applications of the future.

To wind up, what are your priorities? What message would you like to give the market at this point in Fluxa's history? I would like to state that Fluxa intends to move from a services phase to a more active phase, integrating with our customers' processes.

To reach this goal the determining factors are the people, the company and the products.

I believe the market is always moving faster than our ideas. We cannot presume to forecast its movements but only try to understand where it is heading and structure our Company accordingly.

This means making our people an integral part of the new reality we are creating, developing new sectors and looking forward to future growth.

This process is going ahead very positively. I appreciate the way the staff has becoming involved in the organization which do not mean a break in continuity but a development following changes in the internal and external situations.

In 2006 our "turnover" or shipment increased by 7%; this year our ambition is to reach a two figure growth, around 12% if the estimates and the present trend are confirmed.

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