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## INTRODUCTION TO METALCO



METALCO was established in 1984, by two young entrepreneurs, Alfredo TASCA and Claudio BERTINO, as a Limited Company and started its production of street furniture articles, gates and fences in a 2.000 sq.m factory in Castelfranco Veneto, 40 km from Venice.

Alfredo and Claudio shared the dream of making the Italian cities, squares and parks more beautiful and comfortable for the citizens, with refined new designs and reliable products using first quality materials and up-to-date manufacturing processes.

The marketing strategy was based on professional presentations to municipalities, authorities, landscape architects and engineers, a transparent and competitive price policy and an exhaustive warranty package: all these elements were unusual in this sector.

The sales figures grew rapidly and in 1987 Metalco built a second 4.000 sq.m factory. Sales were extended to 5 export markets: France, Spain, Germany, Switzerland and Belgium.

In 1989 Metalco was transformed into a Joint Stock Company and became market leader in Italy and this leadership was consolidated year after year.

In 1994 Metalco catalogues featured over 500 standard products and were edited in 8 different languages, including Japanese.

In March 1998 the board of Metalco approved a strong business plan for the following five years.

The main points (all fulfilled punctually) were:

- a new 25.000 sq.m factory in Castelminio di Resana, 35 km from Venice, with a total investment of 30 million Euros
- a new research and development centre of 1.000 sq.m
- a strong quality management in all Metalco processes
- the development of a professional sales network throughout Europe, Middle and Far East
- the cooperation with first class international designers

In 2005 Metalco had become a group with a turnover of 50 millions Euros and sales in 48 countries, with subsidiaries in France, Spain, Croatia and Romania.

The Metalco Group turnover in 2008 has become of 57 millions Euro.



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METALCO SRL Socio Unico - Capitale Sociale € 2.500.000 i.v. Soggetta ad attività di direzione e coordinamento di **METALCO S.p.A.** N. Iscriz. Reg. Imprese di Treviso, C.F. e P.IVA 04299810269 N. R.E.A. TV - 338866 Sede - Legale: Via della Fornace, 44 - 31023 Castelminio di Resana (TV) ITALY T. +39 0423 . 7863 F. +39 0423 . 786400 www.metalco.it · metalco@metalco.it



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The new factory, opened in spring 1999, has now a total surface of 50.000 sq.m (25.000 are covered) with additional 14.000 sq,m for new developments. The total investments amounts to 45 millions Euros, 60% for structures and 40% for high-tech equipment and machineries, such as (among others) 4 welding robots, 2 big laser cutting machines and an impressive painting plant.

Metalco's treatments and manufacturing processes are according ISO 9001, in compliance with Metalco's Total Quality Management Programme. This manufacturing system guarantees the customer satisfaction in front of the highest quality expectations owing to:

- integrated project quality
- perfection of the details
- high-tech production
- 100% galvanised steel
- painting resistance of more than 1.000 hours in the salty fog tests

The warranty package is based on a two year total warranty and an additional 7 year warranty against corrosion.

Metalco's staff (150 direct employees and over 1.200 including sales organisation and supplier chain) is committed to maximum attention towards customer's individual requirements, assuring reliable service and prompt flexibility for specific needs.

The Research and Development Centre includes now an auditorium with 120 seats, design rooms and a test lab for new products and materials. It is hosting creativity teams and seminars for landscape architects and city planners, also in cooperation with universities and public administrations.



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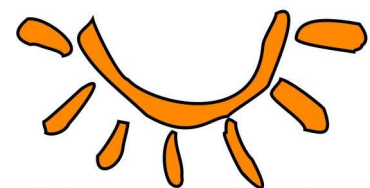


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Maximum attention is dedicated to the "green" issue, which is confirmed by the use of FSC and PEFC certified wood and 100% recyclable raw materials (chromium and lead were cancelled from Metalco powder coating as early as 1999).

The electricity needs are completely covered by Metalco's own photovoltaic plant, located on the roof of the factory.. The plant can produce 750 kWp. In this way 5.000 tons of CO2 per year are no more spread out through the atmosphere, which corresponds to the consumption of 300 households.



*Energia Pulita*

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In 2009 the board of Metalco approved the new business plan for the next five years, in particular:

- development of the premises
- new up-to-date manufacturing equipments
- endless innovation (stronger cooperation with international designers)
- new overseas export markets, towards Americas, Australia and China
- new product strategy

Today's product programme consists in four main product ranges, totalling more than 1.000 standard articles:



coloured steel (including Pininfarina, Staubach and Kuckertz, Marc Aurel and Antonio Citterio collections)  
(the world largest catalogue since 1998)



stainless steel



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corten steel (the world largest catalogue, since 2006)



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Pietre di Marmo (marble stones), a unique sales proposition, including the unrivalled famous "Moonstone"



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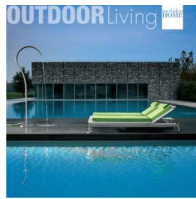
Additional successful product ranges are:



Urban Style (low cost, high quality products)



Fences and Gates (a premium range proposition)



Metalco Home and Extra Living (outdoor luxury furniture)

100% of Metalco products are produced in Italy, near Venice.

METALCO image mission is to be reference brand and benchmark for quality and design.



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METALCO has identified more than 300 companies copying its products in Europe (Italy, Spain, France, Czech Republic), Turkey and China.

In China Metalco pirate copies can be seen all over the country and many adopt even a Metalco pirate copy of the original logo.



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METALCO Research & Development Center



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## Projects References

Export References		
Spain	Several street furniture projects	Whole Spain
	Tenerife:	Street furniture
UK:	Birmingham University	
	Royal Borough of Windsor and	Maidenhead
	Brunel University, Uxbridge,	London
Cyprus:	"Campus" of the new University	
	Several street furniture projects	Whole Cyprus
CZ /Hungry	Prague Metropolitan	
	Stakonice Castle	
	Budapest Bus station	
Belgium	Street furniture in the city of	Willebroek
Mexico	Street furniture in the city of	Mexico City
Colombia	Street furniture in the city of	Medellin
UAE	Al Wahda Shopping Mall	
	Abu Dhabi public parcs	
Romania:	Street furniture in the city of	Brasov
	Street furniture in the city of	Cluj
	Street furniture in the city of	Bucarest
	Street furniture in the city of	Alba Julia
Germany	Several street furniture projects in different residential areas in	East Berlin
ITALIE:		
Prato	CAP, Transport company	Access. for bus shelt
Venice	ACTV, Transport comp:	Bus shelters
Modena	C.M.B.,Transport comp.:	several street furn.
Pordenone	Spagnol	Bus shelters
Bologna	RFI	benches + access.
Treviso	Airport	parcours + street f.
Bolzano	APG, Transport comp.:	Bus shelt. & info stat.
Firenze	RFI	benches, litter bins,
Forli	ATR	Bus shelters
Parma	SMTP	Bus shelters
Rozzano - Mi	API	Bus shelters
Italian Terr.	Heritage of big buildings of the	Italian State
<b>Tramway and Train project</b>		
Spain	Renfe Railway station:	different street furn.
Italy:	Italian Railway Company	
	Toscana - Emilia	
	Marche - Lazio	benches, bus shelters, litter bins
	Railway Group MILAN	
	Railway Group BOLOGNA	
	Railway Group GENOVA	
	Railway Group FIRENZE	
	Railway Group VENEZIA	
	Metro ROMA	
	Metro MILAN	
Hong Kong	West Rail Kauloon - Canton	



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