

FOCUS

Poland

BIESSE: INDUSTRY 4.0 SOLUTIONS

With Stefano Esposti, Regional Sales Manager at Biesse, we tried to understand whether the presence of a national currency instead of the euro affects the import of Italian machinery.



Stefano Esposti.

Polish market: "Just like any other country, our customers demand reliable and innovative solutions with a responsive service.

Leveraging our innovation capacity and our local partner **Teknika**, we have been able to meet all local requirements for over twenty years, achieving a significant market share that is constantly growing.

Looking at export figures and the type of customers, we can say that the Polish market is dominated by industrial companies with a marginal share of advanced handicraft businesses for which Biesse offers a wide range of innovative products and solutions.

With industrial automation integration new manufacturing and digital technologies, all the new product lines adopt Industry 4.0 solutions that ensure very high performance and reliability levels."

www.biesse.com
www.teknika.pl

"Poland is a leader in the wood and furniture industry, just consider that it is the second-largest exporter in Europe.

With this premise, we believe that the import of Italian industrial equipment will not be affected by the introduction or rejection of the euro. Demand keeps growing, in the past five years the volumes of industrial production, especially for European destinations, have achieved significant results.

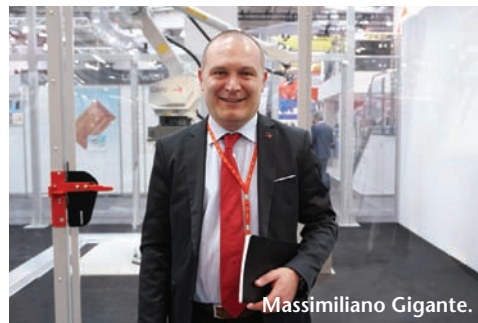
As to product categories, considering the production of low-to-medium-end furniture and sofas, high-end industrial machinery is requested to implement round-the-clock production cycles." Stefano pointed out the specific needs of the



CEFLA: GOOD MARKET, WITH A FEW EMERGING PROBLEMS

Poland is an attractive market, but some critical issues are beginning to emerge.

We talked about it with Massimiliano Gigante, Regional Sales Manager at Cefla.



Massimiliano Gigante.

"The refusal to adopt the euro is not a problem for us. The request of quotations from the Polish market has not changed since last year. A negative factor is the block of European funds due to excessive violations, with a consequent dramatic decrease of orders. Demand in the Polish market is quite varied and it covers many business segments, from spraying lines to roller coating plants, for profiles or windows.

Polish producers normally do not have special needs: for us, it's standard products that can also respond to specific requirements from customers. In the finishing business, the visual aspect and final quality of pieces are the key values for customers.

The Polish market is a variegated mix of highly specialized industrial companies with high productivity and advanced handicraft businesses".

What is Cefla offering to differentiate?

"Cefla is a global leader in the design and construction of coating, finishing and decoration machines and plants, offering turkey solutions for the wood industry and leading-edge technology also in the glass, plastic, cement fiber, composite materials and metal segments.

Our customers include some of the leading actors in the construction and furniture industries as well as companies operating in aerospace and automotive. We are promoting all our technologies in this market.

After Ligna in Hanover, we are working in Poland to present the new products we have just launched, starting from the new excimer oven that enhances the sensorial features appreciated by end customers, such as soft-touch haptics or scratch resistance, also for products with 3D surface geometries, delivering a super-matte visual look with values below five gloss".

www.cefla.com



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GIARDINA: CUSTOMIZING PLANTS

Carlo Di Cerbo, area manager at Giardina Group, focused on the finishing requirements expressed by the wood industry in Poland.



Carlo Di Cerbo.

"Giardina's presence and experience in Poland dates back several years. Poland is a big producer of furniture and a sub-supplier, first of all for **Ikea**. The furniture industry in Poland is well organized, compliant with laws and regulations, combined with a high level of performance thanks to top-notch technological assets mainly consisting of Italian and German machinery. The Polish companies are making huge investments also thanks to the European Community funds; the Polish currency is stable and causes no problem to trade exchanges".

In this stable and organized market, what's the situation of manufacturers?

"The landscape is variegated: there are many big companies, among the leaders of door and window production, then subcontractors and many small handicraft businesses. They are not Italian-style craftspeople, they are companies with a high level of technological knowledge, equipped with machines and plants that ensure the versatility and customization of the final product. These companies take high-end Italian brands as their model: they prefer excellent materials (including veneer, composite wood or hardware from popular Italian vendors) and address a high-end target in **Poland** as well as in **Germany, Austria and Switzerland**".

Giardina Group has decided to focus on **tailor-made solutions**, on advanced plant customization, offering solutions that meet any need, so as to avoid the competition with companies that produce standard, less flexible plants.

Our product is entirely tailor-made, in terms of production flexibility as well as layout, which can be adapted to the company organization and facilities. With this approach, we can stay away from price wars, while several European and Chinese manufacturers are focusing mainly on this aspect. In Poland, we collaborate with a direct reseller that also takes care of service, an essential element for an effective partnership with our customers. At the upcoming Drema, we are presenting our solution for the next generation of furniture and wood flooring coating, namely the **excimer technology** that allows to achieve super-matte surfaces combined with enhanced coating adhesion to different substrates with excellent mechanical properties.

The Uv excimer lamp has a single wavelength of 172 nm that can modify the surface texture of the product according to its final application, without damaging the substrate and without releasing any residue.

The Uv crosslinking process generates a micro structure on the surface of the ultra-thin coating film, between 100 and 500 nm, which will be cured later on by means of a conventional Uv lamp. Giardina Group was among the first companies to develop an over, called **"Gst Zerogloss"**, that brings this technology into the coating business; at Drema, this will be the core of our exhibition, with a range of application tests using different coatings on cabinet doors and parquet, to draw the attention of visiting operators".



Di Cerbo added: "To work with these companies, Gi-

www.giardinagroup.com