

Piovan 2014

Another year of growth

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With its expansion programme, international profile and increased sales volumes, the Piovan group has consolidated its position as a worldwide market leader laying the ground work for further expansion in 2015. Bucking the international economic trends, the group based in Santa Maria di Sala (near Venice, Italy) closed 2014 with growing sales, sending the marketplace clear indicators: vocation for international trade, on-going structural expansion and a new corporate identity have been key factors in a strategy whose latest results promise much in terms of development and future prospects.

As a result of its continuing international expansion, seven production facilities and 23 associated companies, the Piovan Group has been able to build up an articulated position in all main trading partner nations and a close working relationship with the customer base in order to offer technical assistance in real time. This strategy aimed to strengthen its market position began in 2008 with the acquisition of Universal Dynamics (Una-Dyn), a US-based company specialising in the design and production of storage, handling, blending and drying systems. The Una-Dyn purchase was key to Piovan's breaking into the American market. In 2010, the group was also joined by the German company FDM, a leading name in blending systems for extrusion lines based in Königswinter. At the end of 2014 it was the turn of Penta, an Italian firm from Poggio Renatico (near Ferrara), that designs and produces large-scale systems for the storage and handling of raw materials and ingredients in powdered form used mainly in the plastics and food and beverage industries. Aquatech, a new company founded to operate in the industrial refrigeration sector, opened its doors in January 2015 and represents a natural evolution of Piovan's existing chiller department. Another member of the group, Energys, works mainly on the Italian market in the field of energy efficient industrial systems.

Ten years ago the company was divided into four divisions: injection and blow moulding, extrusion, PET preforms and optical applications. At the beginning of 2013 there was a re-organisation with the introduction of 10 application sectors that correspond with specific industrial segments and products that Piovan, together with other companies from the group, is able to supply in highly specialised formats: PET preforms and bottles, rigid packaging, automotive components, medical solutions, technical parts, thermoforming and technical sheets, flexible film, pipes-profiles-cables, fibres and strapping, recycling and compounds.

In order to communicate these changes October 2014 saw the launch of Piovan's new corporate identity: logo, website and media packages were all revamped to showcase the reality of an international group on the rise. The new, crisp, sober graphics reflect the Group's strategic objective: integrating all the new companies under the same umbrella with the same vision. Universal Dynamics, FDM, Aquatech and Penta have all kept their original trading names, but at the same time they have become "A Piovan Company": underlining both their independence and membership of the same "family", while valorising the identity of each individual business as part of a team.