

# Solutions in motion

A perfect combination of quality product and customer service to meet the needs of the industry

Cutting edge solutions for industrial equipment. This is the core business of Pizzirani Srl, a company based in Colle Val d'Elsa, near Siena, specialising in the distribution of products under its own brand and according to its own technical specifications for working machinery. More specifically, these include pulleys, taper bushes, belts, rubber sheets, chains, motor slide bases, hose clamps, which the company manufactures and distributes acting as a serious and reliable partner. Set up in 1968 on the initiative of Orlando Pizzirani, it was initially called "Casa della Gomma" and was a local Pirelli dealer with three employees. After becoming independent from the parent company, it started to manufacture and sell its own products under the name Borma-Pizzirani and, in 1981, it moved operations to Poggibonsi. Seventeen years later, the company took another step forward moving to Colle Val d'Elsa and setting up the current company. Today, Pizzirani is a business that employs more than 25 employees and a leading manufacturer of drive belts, which are the company's flagship product. They are created under the Pi-Belt brand making the most of the company's high technological level, providing a range of 15 different solutions that can be tailored to customer needs. The technical staff working on these products also offers an efficient consultancy service to support customers since the design phase, so as to provide solutions of the highest quality with an excellent price/performance ratio. The full range includes sixteen thousand items in the catalogue, distributed by more than 2,000 retailers throughout Italia and by partners abroad. Until 2003 Pizzirani sold its products in the regions



Orlando Pizzirani

of Tuscany and Umbria alone, but then came the time to grow, hence the decision to open up to the whole country and, since 2009, to international markets. This choice proved highly successful choice for the company, as in four years it developed its main exports to Europe, America, Russia and Eastern European countries, which now account for 15% of the total turnover. And while the domestic market is basically at a standstill, the foreign market is constantly growing and Orlando Pizzirani makes no secret

of the company's desire to increase its shares and become a reference point in the international arena. Moreover, the Eastern market plays a major role for Pizzirani, which has been selecting and training the best companies in the area for many years now. Pizzirani technicians guarantee excellent quality and strict compliance with all laws and specifications. 2012 ended with a turnover of € 7.5 million and growth forecasts for this year suggests a further increase by two or three percentage points.