



Tecnorama: Leadership in dyehouse automation confirmed

In 2024, Tecnorama celebrates its 40th anniversary to the great satisfaction of everyone - collaborators, employees and managers - thanks to whom the company became an international leader. Respect for internal resources and for customers, who have always appreciated the company's great ability to interpret and develop new technologies, has made it possible to confirm Tecnorama as the most dynamic and innovative company in the sector of dyehouse automation machines. This result is not the result of chance, but of a clear and well-executed strategy that has led to considerable growth both in terms of economic results and recognition in the sector. Part of the recent transformation is the arrival of Alessandro Giugni as Managing

Director in 2021, who has clearly and firmly set the pace.

Sustained economic growth

Tecnorama has seen a period of further growth, with revenues increasing by more than 46% in just two years, from 2021 to 2023. Already in 2022, the company recorded an increase of almost 27% compared to the previous year, a sign of a change that has manifested itself quickly and tangibly.

These results are the fruit of a strategy geared towards continuous product improvement and expansion into new markets, with a focus on the demand for advanced technologies for dyehouse automation. The ability to innovate and respond quickly to the new requirements of the sector has been a key element of the growth: the creative input of the founder Mario Scatizzi in addition to the skilful management pursued over the years with Romana Barni, has now, with

this new stimulus given by Mr. Giugni, great and interesting capacity to increase sales also in new markets and sectors.

Innovation and leadership in the dyeing machine sector

Tecnorama has distinguished itself for years for the design and production of highly specialised machinery for the automation of dyeing labs, a field in which it has become an international reference point. In recent years, thanks to investments in research and development, the company has introduced new technological solutions to the market that have improved the efficiency and precision of dyeing processes even in small-scale production, responding to the growing demand for innovation and efficiency in the textile sector.

The technological evolution implemented by Tecnorama has enabled dyehouses to optimise processes, reduce processing times and increase the quality of the end product. The introduction of

advanced automation systems has not only improved production performance, but has also contributed to a more sustainable management of resources, reducing waste and environmental impact.

Awards and innovation

One of the most significant moments of this new phase was the recognition as an innovative SME (Small Medium Enterprises) obtained in 2022, an achievement that attests to Tecnorama's role as a leader in research and technological innovation. This title is reserved for companies that invest considerably in development and research activities, obtaining numerous international patents.

The company has also actively participated in international trade fairs and conferences in the sector, reinforcing its image as a leading player in the field of dyeing automation technology by consolidating relationships with customers and strategic partners worldwide.

Expansion strategy and new opportunities

The leadership also proved crucial in defining and implementing an expansion strategy that opened up new markets and improved the company's competitiveness. The main objective was not only to consolidate the positioning in traditional mar-



kets, but also to explore new growth opportunities, focusing on still underdeveloped sectors and emerging technologies.

The management was able to exploit the company's unexpressed potential, introducing improvements in production processes and pushing for the optimization of all resources and departments. The ability to interpret global market dynamics and quickly adapt strategies has led to greater diversification of business areas and a significant increase in the customer base, particularly in emerging markets.

The future of the company

Today, Tecnorama is regarded as one of the most promising companies in the panorama of industrial automation for the

textile sector, with a clear vision and well-defined objectives, suggesting that the company will continue to be a key player in its sector.

With a strong growth and ability to adapt to the new challenges of the global market, Tecnorama is ready to explore new frontiers, consolidating its role of excellence and keeping the bar high for competition.

In a constantly evolving sector, Tecnorama presents itself as a solid reality capable of facing the challenges of the future thanks to a constant commitment to innovation and a competent and far-sighted leadership as well as the ability to develop cutting-edge technologies ready to give even customised answers to its customers. ♦

