

# Showcasing Italian flexibility and reliability



With a focus on quality, reliability, flexibility, as well as the importance of working closely with its customers, Claire Aldridge, deputy editor, visited Mavita to see how these goals are enabling the company to be a key international fastener supplier for a variety of industry sectors.

**M**avita's production range includes screws and bolts from 2mm – 12mm in diameter and in lengths from 4mm – 120mm in all types of carbon and stainless steel, with the possibility of providing all types of heat, galvanic and anti-unscrewing treatments. The company also cooperates closely with its customers – with 70% of its production range made up of special parts according to customers' drawings.

Roberta Piccina, export department and commercial manager at Mavita Srl, highlights: "Paramount to our success is the close

relationship between our in-house technical department and the customer. Close cooperation as early as possible in a project is vital as it enables us to fully understand the customers' needs and develop the best quality product possible. The small/medium size of our company is our strength, as we are able to build long-term relationships, as well as offer flexibility that can't always be found in larger companies."

By working closely with the customer, Mavita is also able to offer customers significant economic advantages. "If we are involved with the end customer as soon as possible, we can use our expertise and know-how to suggest cold pressed parts, instead of the turned parts the customer may have originally requested," proudly states Roberta. It is this flexibility that has enabled Mavita to diversify its product range and expand into new market sectors, with the company now supplying products into the automotive, household appliance, electrical, electronic, mechanical construction, components, naval, building sectors, as well as the main national and European retailers.

"Made in Italy' stands for a brand that represents everything associated with the Italian way of life – such as our history and cultural roots. Our manufacturing vocation is so appreciated throughout the world that globally Italian brands are perceived as a guarantee of quality, authenticity and style. To work with Mavita means to have a trustworthy, flexible supplier that provides quality in terms of both products and added services," says Roberta.

Roberta continues: "Although quality has always been important in our industry, customer demands and expectations are changing in terms of specifications, cleanliness and now of course our carbon footprint. In order to satisfy our customers' requirements we must adapt to meet the needs of the present generation without compromising those of the future generation. To reach our sustainable development goals, we have three important objectives – centrality of people, contribution to the ecological transition and sustainable product innovation."

In order to meet these objectives, Mavita has recently invested in its infrastructure with a renovation of its heating system; investing in upgrading old machines; as well as the introduction of completely recyclable packaging for its products – combining respect for the environment, waste minimisation, packaging functionality and product protection. Furthermore, due to numerous retirements in the last few years, Mavita has experienced a true generational change in its production departments and has therefore invested in training courses for new employees.

"A part of sustainability is the quality of life in and outside the company; health and safety in the workplace; equal opportunities for professional growth and career development; as well as the respect for diversity and customer satisfaction. Our new colleagues have demonstrated they are capable and willing to learn and have improved our production capacity by creating a team capable of developing new projects in less time, and with fresh ideas," states Roberta.

Roberta concludes: "Mavita has always embodied the fundamental values of 'Made in Italy' by putting people at the centre, both employees and customers, and we will continue to do so by maintaining our long-term relationships and building on the trust we've become renowned for." +

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