

Maximum filtration efficiency...

... thanks to “kindness, knowledge and know-how”, cornerstones of a leader Company

2017 got off to a good start for Filtrec, a Company producing filter elements and complete filters for hydraulic and lubrication systems as well as industrial and process filters: January in fact marked the opening of a modern and efficient factory in Telgate, with offices, production and logistics facilities covering an area of 10 thousand sqm. And

here, in this state-of-the-art centre, we are welcomed by the marketing manager Angelo Furlanetto: “The Telgate centre is a bit like to be back at home for Filtrec, founded in 1991 by the Modina brothers and by the shareholders of Fluidomatic. And so from its former location in Cazzago San Martino it has gone back to where it started, having rapidly expanded

in the meantime and with a turnover increasing from 8 million in 2006 to the consolidated one of 30 million in the 2016, with an export share of practically 90%”. The following milestones contributed towards such a whirlwind growth: the growing importance of good filter elements due to the continuous evolution of hydraulics, product range diversification and opening of branches abroad. But let us go by the right order. As Furlanetto explains: “Three lines of products were progressively developed: first of all replacement elements for hydraulics, our core business during the 90’s. In that period the name of Filtrec became renowned as manufacturer of excellent filter elements, whilst the other two complementary product divisions were developed more recently, one dedicated to hydraulic filters and the other to filters for application in the oil&gas, energy and petrolchemical sectors”. An all-round expansion therefore for a Company, founded by the Modina family who has been capable to lead it by building a tight-





knit team of enthusiast and qualified managers. The continuous focus on both the technical and human assets were precisely the keystones for the internationalization process. “Each new project, particularly abroad, only started after we had pinpointed the right persons to do it. Filtrec’s first foreign branch was setup in

Australia because we had the right person to make this step at the time. Now we are market leader in that country. Our new branches, following our corporate policies and in direct contact with the local market, start only when valid and motivated resources are available. Currently we have 7 branches: in Australia, China, India, Arab Emirates, Great Britain, Germany and Spain. All of them are sales Companies with main stock and customer service function, except for the Indian branch which is also a production centre, exclusively for the local market. In Italy, besides the factory in Telgate, there is also a production unit in Villimpenta (Mantova). When we ask the marketing manager to tell us about Filtrec’s distinctive features, Angelo Furlanetto tells us about the three “Keys” - Kindness, Knowledge and Know-how – benchmarks for the entire staff throughout the world. “Knowledge of both market and products as well as Know-how, i.e. experience and dedicated production capability are the basic requirements to have success in any sector, but the keystone for Filtrec is Kindness, in the full sense of the word, i.e. an approach always starting from transparent and correct human relationships. This is not just mere rhetoric, but a winning recipe for a transparent enthusiastic organiza-

tion”. And Filtrec’s idea of quality is the logical consequence of the three “Keys”: it comes natural to work well with this approach and on the other hand it is exactly what has been provided in the Iso 9001 and Iso 14001 certifications, achieved by the Telgate based Company since many years. The process for the application to obtain the testing AEO certification has now begun and it will be very useful at all levels to improve a mental approach focused on excellence evenmore. Furthermore, Filtrec has a green approach, both for its production processes as well as for its products development, being well aware that growth can only be pursued over a long term as long as it is compatible with a protection of natural resources and progressive reduction of environmental impacts. The Company is also very active in social issues, sponsoring scholarships, traineeships and “cultivating” young talents, growing alongside “seniors” to learn their skills. “For the future we have also set our sights on a continuous updating of our know-how and production capacity to guarantee our customers with a top filtration efficiency, always with an eye to reducing environmental impact. We plan to open new branches in strategic countries within 2018, in order to catch and possibly anticipate the demands from the markets”.

