



Paolo Armellin

Artfully folded steel

Made in Italy, an added value on the other side of the world

You don't need to have many years of work behind you in order to be a successful business. This is proven by Vittinox, a company founded in 2001, which for 15 years has been working on the Italian and foreign markets offering high quality niche products. They specialise in working Inox steel, and are a benchmark in our country and the rest of Europe for the manufacture of elements for kitchens, both professional and home, and are able to design, manufacture and create in response to the most diverse client requirements. They do this by using advanced technology (3D and Cad-Cam), laser cutting machines, numerically controlled presses and computerised welders, but most especially thanks to expert professionals. "We always try to give the impression that nothing is impossible with

steel", explains Paolo Armellin, president and Ceo of the company made up of three partners. "Our strong point - he continues - is the creation of personalised products, made to measure, which will fulfil the desires of our clients, even when they seem impossible. Our mission is to 'give shape to ideas'; for this reason, our 23-person staff, including technicians and salespeople, has been trained to follow every phase involved in the creation of a product: from the very first contact with the client, through to design, manufacture and logistics. The result is a unique, personalised product, which we can make in one-piece lots". Vittinox is a leader in the construction of countertops for fitted kitchens, but also makes components, sinks, accessories and special items, complete kitchens, and cooker hoods. All made to mea-

sure and out of Inox steel. In such a niche industry, where the economic crisis caused a lot of damage (even though there were no redundancies in the company), the difference was made by the foreign markets, where the company exports 30% of its products. Vittinox works in Europe, but also Russia, Canada, Saudi Arabia, and Israel. Strong and emerging markets who increasingly appreciate the culture and beauty of this material whose craftsmanship requires special experience and skill. "On the other side of the world - says Armellin - they know that Made in Italy is an added value; they appreciate our product because it has an Italian style, they recognise the professionalism, the tradition and workmanship behind it". Located in the 'Inox Valley' of Veneto, this company, with a 2.7 million turnover, has decided to look to the future by investing in research and innovation. "We are always looking for details, new finishings and methods; we study, look around, and experiment. We do it to stimulate the market and offer clients something new and unique. Quality, aesthetics and precision are characteristics they require from us and which we have and always will continue to provide to our clients".