



Interview with Lorenzo Simoncini, President of ATP S.p.A.

A company's fate is sealed

Sealing systems are increasingly in demand in many industries, and seal producers find themselves in a fast-growing market led by technological innovations and strict safety policies. Constant growth is supported by the development of new products that outperform and outlast older ones. ATP S.p.A. in Modena, Italy, perfectly represents the flourishing market. The company is a much sought-after producer of highly advanced seals and stands out thanks to its quickly delivered, tailor-made solutions.

"One of our greatest assets is that we speak the same language as our customers," stresses President Lorenzo Simoncini. "We listen to them and try hard to satisfy their needs. This is how individual and personalized solutions have become a trademark and important driving force of our company." ATP operates in a highly competitive market that is changing at a rapid pace. Thanks to committed employees, innovative technology and a strict focus on quality, ATP can meet the most challenging market requirements. Since its early days, they have been crucial characteristics of the company. In 1975, ATP started distributing technical products. At the end of the 1980s,

a team of entrepreneurial technicians, including Mr. Simoncini's father, started the company's transformation from sales to production. "Clients were starting to become more demanding back then," explains Mr. Simoncini. "ATP needed to react and started by adding plastic materials to the portfolio. At the same time, new technologies such as CNC machines were introduced to ensure efficient production processes. Along with this development, we established a new site in Ancona to cover central and southern Italy better." ATP has not stopped expanding since then. New machines and another production site in Modena propelled the company's ongoing growth. "To

us, investing in innovative technology means investing in quality," emphasizes Mr. Simoncini. "Over the years, we've implemented our own technological equipment, and today we can rely on numerous CNCs, water jet cutters, plotters and four-axis milling machines for working with plastic. Thanks to these machines, we can produce customized solutions quickly and efficiently."

With a team of 55 people, ATP generates annual sales of 10.5 million EUR with an export rate of 15%. Custom manufacturing seals, processing plastic and selling OKS® lubricants make up the company's core business. ATP can boast consolidated experience in food and beverages, packaging and automation, hydraulics and pneumatics, earthmoving machines, pharmaceuticals, railroads, and the marine, automotive, aeronautical, and oil and gas sectors. "Our well-balanced customer portfolio has proven to be a huge competitive advantage as we do not depend on any single industry and its specific development," adds Mr. Simoncini. "In line with this decision to diversify, our technical department works in specialized divisions according to sector, and the production works in two shifts for orders from one single piece to thousands of pieces. This structure enables us to put a team of up-to-date and dedicated technical experts at our client's disposal."

90% of ATP's customers are industrial machinery producers (OEM). "We believe that working closely

together with customers is of the utmost importance," underlines Mr. Simoncini. "In general, we meet customers to discuss projects. Our engineering department works out initial proposals based on the results of those meetings. These proposals are presented to the customer before the entire production process begins. We deliver within two to three weeks. High client loyalty and a very low rate of complaints prove the efficiency of our approach."

ATP sees the growing demand of sealing systems as an important opportunity to consolidate its own market position. Marketing has been largely neglected until now, but a new strategy will be implemented to enter new markets such as Germany and France. For this reason, ATP will participate in the Drinktec trade fair in Munich for the first time. "We see clear international market potential for our products," says Mr. Simoncini. "Seals need to be extremely durable and robust. Thanks to our high quality standards, we are already on the right path; however, there is still a lot to do. We need to find qualified staff, which is not easy. Last year, we hired seven new employees. We not only offer interesting jobs but also a very good working atmosphere. We are always interested in new ideas and visions. We want our employees to grow along with their ideas and be passionate about their job. This goal has always been our top priority."



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Highly skilled and committed employees not only contribute to ATP's constant growth; they all share the company's business vision



State-of-the-art technology leads to advanced products and tailor-made solutions