

A coloured future

4.0 industrial powder coating for great brands seeking excellence

“It all began in 1984 when my husband and I bought an obsolete industrial plant and painted for small customers on a family scale. We rented the first industrial shed, then we bought it and invested in new machinery and in improving the cycle. And the enterprise took flight”. This is how Daniela Arrigoni, owner, together with her husband Andrea Baronchelli, of Verincolor specialized in third party industrial powder

coating, describes it. “Our customers are high target companies in their various sectors: from automotive to furnishing, electrical sector to coffee machines; well known brands and highly demanding to whom we guarantee our quality resulting from heavy investments in new technologies” points out the owner. And the company excellence is assured by anthropomorphic robots for coating and for out of line loading, so as never to stop the

plants. The recently renewed management programme guarantees process optimization and each coated item has a barcode to precisely trace the production cycle. Sights are set on a 4.0 management. “In 1992 we were the first business in the sector to be certified with Iso 9000. I can say that quality pays, even in critical times”. And Verincolor is rapidly growing: the turnover registered a leap forward by 27% in 2015 and 20% in the current year. Generational continuity is assured by daughter Giulia and son Luca Baronchelli, general manager of ItalMesh, an enterprise specialized in producing expanded metal mesh to clad facades and build false ceilings and sunscreens. Italmesh is a company independent from, but often complimentary to Verincolor. An example? The impressive Tree of Life at Expo 2015: Verincolor coated the panels made by Italmesh for the 4 audio and video towers and the metal meshwork on the inside of the trunk. “15% of our turnover is generated by ItalMesh, decidedly focused on emerging markets, especially in the Middle East. Numerous projects have in fact been accomplished in those countries, in particular ventilated facades from Dubai to Kuwait City, Abu Dhabi to Nigeria. On the other hand, experience gained over the years enables ItalMesh to develop innovative solutions, guaranteeing customers continual assistance from their experts and also counting on the collaboration of leading international architectural and engineering firms”. The greatest asset in both enterprises are the persons, working as a closely knit competent team, as Daniela Arrigoni repeats many a time and ends by saying: “We are going to be even more automated and “green” in the future: we are in fact about to install photovoltaic panels to produce our own energy. We shall always guarantee our customers with many years of warranty for our coatings and shall always be totally at their service to transfer added value to their products”.



The Baronchelli family