

**TECNA<sup>®</sup>**

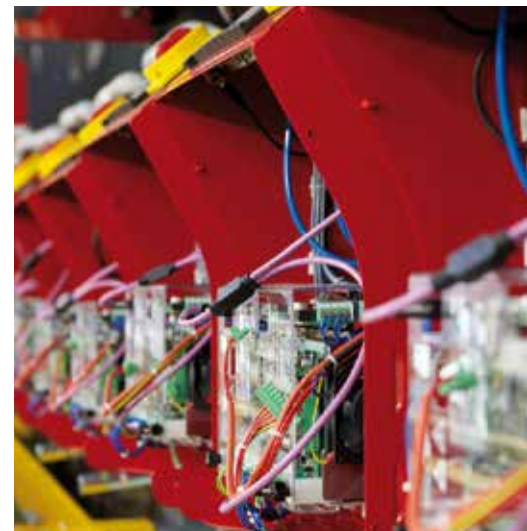
Research · Innovation · Technology

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# history

A 40-year-old technology,  
professionalism and forward-thinking...



**From 1972 to 1985** > TECNA by **Ezio Amadori**

**From 1985 to 31/07/1988** > TECNA S.n.c.

**From 1/08/1988** > TECNA S.p.A.

**28/03/1969** > Registration of the TECNA trademark  
later released on **15/03/1971**

**1972** > TECNA starts its activities in via Archimede

**1978** > Purchase of the first building in via Grieco

**1988** > Expansion of the building in via Grieco

**1995** > Further expansion of the edifice together with the building in via Grieco

**27/09/2010** > Expansion to via Meucci and new industrial building



TECNA S.p.A. is a wholly-Italian company, a leader in pioneering solutions for resistance welding design and technology.

Restless research and development, staff enhancement, an experience of almost 50 years as well as fame gained with pride in the industrial world are the hallmarks of a company that carries innovation in its DNA.

# values and targets

Partnerships and structures suitable to its business growth for a total made-in-Italy development.

- Consolidate its Italian and worldwide leadership.
- Expand significantly its presence in emerging markets.
- Devotion to innovation meant as leadership in the revolutions of the field.
- Identification of the principle of sustainability as a fundamental value for the future.
- Quality and competitiveness.



One of the main features of TECNA's is the great experience acquired in resistance welding along more than 40 years of business and worldwide sales. The custom design of many products, which is performed according to the different needs of the customers, stands as another synonymous with quality.

Part of the TECNA production is carried out by artisan businesses located in the municipality of Castel San Pietro Terme, a delightful town on the outskirts of Bologna.

This production strategy, strongly willed by Mr. Ezio Amadori, has created remarkable satellite activities which have enriched and energized the territory and has encouraged the development of an extensive network of qualified partners, artisans and designers.

# projects, approvals

TECNA, how to accept  
and take on tomorrow's  
new challenges.



Projects and innovations follow the various transformations of the industrial field, they arise from external demands or from the need to update the products to be abreast with the times.

The marketing strategy, driving for typological innovation, aims at promoting TECNA in deep details, at focusing on its ideals and its products, in a simple and technical language which is close to the company values.



TECNA's future value will be found more and more on the web and on the platforms of the latest generation. Also, specific strategic choices will be essential, such as attending trade fairs where it is possible to meet the customers and live authentically the entrepreneurial attitude that inspires the company, its staff and its productive enthusiasm.



# divisions

TECNA introduces 3 divisions.

## ■ Industrial Division:

the Industrial Line includes a range of resistance welders, both stationary and bench versions, pneumatic and robot guns, special machines, measurement instruments, control units and technical components such as transformers and inverters.

## ■ Professional Division:

the Professional Division includes all the equipment for welding and repair in car body shops.

## ■ Balancers Division:

a full Line of performing Balancers having capacities from 0,2 to 180 kg.



Each division has its own identifying colour: light grey / dark grey for the Industrial Line, red for the Professional Line, light blue for Balancers.

All divisions are operating in the TECNA locations, supported by its network of partners and external suppliers.

# sustainability

TECNA, always conscious about the future, casts its sustainable glance on its venues.



Over the years, the sensitivity towards the environment has become increasingly impelling. TECNA has begun designing products generating a lower environmental impact and has adopted the same design philosophy for the buildings in via Meucci and via Grieco thus modelling a new awareness, a new environment which have contributed to an innovative company in line with the latest and most responsible technologies.

Producing today implies an ever-changing attitude, meaning to enforce and fulfil responsible thinking.

TECNA's buildings speak this language and reveal the company's approach: the earthquake-proof structures in via Meucci and in via Grieco, the well designed lighting system ensuring constant light throughout the day.

The external vertical panels are thermal cut and made out of marble grit so to be weather resistant. The property is equipped with an underground system for collecting rainwater.

Rooftop solar panels for heating water services. Floor and ceilings made out of fireproof material. Air-cooling and heating plant equipped with fan coil units, filtering sections for environments air change, heat recovery, thermal exchange batteries, winter humidity control.

All the TECNA production pole complies with these specific features and is completely earthquake-proof.

The collective imagination over places and future times connects to life plans in the office as well as to variable and related identities. Social change, ecology, and the relationship between mankind and place become the keys to open oneself up to the future and to review one's story in time.



**TECNA**<sup>®</sup>  
going green

# markets

## TECNA leader in the world.



TECNA and its sales network will keep on focusing on emerging markets such as China and India where strong partnerships with local companies are being developed.

The purpose is to expand widespread in countries where the presence is still mild so to make TECNA's image in the world even stronger and ensure the distribution of the product through a close network of local distributors.

All this has to be achieved without neglecting the Italian market, which represents a distinguishing patrimony in TECNA's distributive and industrial overviews.

# future

## Tomorrow's investments prepared today.



The new projects TECNA is constantly working on find their motivation in the analysis of the current socio-economic context we are living in. It is significant to always consider the strategic levers leading the business requirements and to translate them into innovative meaningful products that anticipate the needs reported and verified by reference customers.

TECNA communicates in the market about goals with ambitious intentions suggesting bold solutions and new visions, not models which have been inherited from the field.

Moving away from the covered roads aims at making out new opportunities in the distance.

# TECNA®

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