

## PRESS RELEASE

### COMPANY REORGANIZATION - “IoT READY”

**Guanzate, Italy – September 3, 2020 – A new department is born with the aim of projecting Techno into the future through the development of innovative products and services. The appointed manager is Eng. Mauro Nodari, who is going to report directly to the general management.**

Techno has adopted a new organizational model that provides for the creation of a **new department** that has been designated to develop business diversification and innovative products, identify new applications, and forge commercial and technological collaborations with strategic partners.

Its manager is **Mauro Nodari (Director of Product and Business Development)**, an electrical engineer who specializes in the development and industrialization of electromechanical and optoelectronic systems in various fields such as avionics, electronics and microelectronics. His solid experience concerning lighting products and systems, especially in relation to light fittings for street, architectural and large-scale industrial applications, has allowed him to work, not only as a technical engineer but also as a market developer, for different industry-leading businesses in this sector.

### TECHNO – FROM COMPONENTS TO SYSTEM SPECIALIST

*“The increase in the range of applications of our connectors is the first important step of our strategy that aims to turn our passive products into active ones (IoT ready). In other words, our company products will be able to read or convey information, so there won’t be only wired products anymore, but also wireless. From this perspective, for example, we have already equipped our TH625 connector with an electronic board, but we plan on being able to develop a range of “native” IoT products by 2021, that is to say a range of completely new products not based on a reinterpretation of the existing ones.*



*This will give us the opportunity to forge **product-market partnerships with engineering and service companies operating in Italy and worldwide**, so that they can employ our solutions more and more”, Mauro Nodari explains.*



## TECHNO'S LEAD ROLE IN STRATEGIC PARTNERSHIPS

Besides the significant change in terms of products and processes, the “new phase” of Techno brings about an enhancement of the marketing activities, the introduction of new services and the strengthening of the activities which support export.

*“It is an important investment that will make our company grow more rapidly, in the name of proactivity towards the actors who operate at the beginning and at the end of our production chain”, Sandro Galli, President and CEO of Techno, explains.*

*“We are aiming for the development of new products and solutions in co-design with our partners, with the perspective of increasing their loyalty and the ultimate purpose of reducing the time to market. A reorganization that will project us beyond the traditional logic of the customer-supplier relationship, in order to create and share development opportunities with our market partners.”*



## ABOUT TECHNO

Founded in 1986, Techno is a family-owned company which specializes in the design and production of high-tech solutions made of rubber and thermoplastic material.

The company offers a catalogue of over 4.000 products made in Italy, concerning innovative electrical connections with a high protection rating (IP68) against water and dust that can be employed in the sector of lighting engineering, industry and automation. The main strengths of the company, on which the whole team focuses every day, are its reliability, its quickness in the development of the products, its operational and commercial flexibility, the high quality of its products and the efficiency of its production and commercial processes.

Techno exports its products to more than 60 countries and it develops customized products establishing industrial and commercial partnerships with national and international customers.

Find out more on [www.techno.it](http://www.techno.it) and on the social channels [LinkedIn](#), [Facebook](#), [Instagram](#) and [Youtube](#).

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