

Marzocchi Pompe newsletter nr. 1/2017

A warm greeting to our Readers and Customers.

Let's close 2016 as a year that ended quite positively despite several conflicting aspects that limited the overall result: the US market of the fluid power particularly negative for the second year in a row, the Chinese market again not growing, the persistence of the crisis on agricultural, oil & gas and construction applications, the sanctions to Russia still in place.

Unexpectedly the Italian market had very good results in our traditional sectors while the Automotive application had the best performance. Hopefully in 2017, applying the usual stubbornness and attention to all opportunities and maybe with a better economic situation, we can collect the results of our efforts of these years.

We will apply with greater emphasis and renewed method, the new organization where commercial forces are now divided by application and not by geographic competence. We desired and probably obtained, being more effective in presenting our product and in the management of the Customer. In future issues, each one of the sales manager will introduce themselves and their work with a small self-interview.

We always welcome your opinion and comments on our mktg initiatives in recent years.

Let me wish you good job and with some of you, see you in Las Vegas at the Conexpo or Hannover at the MDA!

Aldo Toscano Sales & Mktg Manager



ELIKA GRUPPO 4 e ELI FTP

Marzocchi Pompe enlarge the range of **ELIKA** products including group 2, 3 and 4 pumps and multiple combinations from 7 to 200 cm³/rev displacements.

ELIKA pumps reduces the noise level by an average of 15 dBA compared with a conventional external gear pump.

Core of the product is the particular shape of gear profile which eliminates the phenomenon of encapsulation typical of standard straight-gear pumps, removing the source of the main noise and vibrations.

To complete the range of helical gear pumps is now available also the **FTP** family, specifically designed to the low pressure and recirculation systems and fluid transfer. Special versions are also available for fire resistant fluids, water - oil emulsions



MDA HANNOVER MESSE

MDA will take place from April 24th to 28th in Hannover, Germany.

Marzocchi Pompe will be present with its own stand in **Hall 21 Stand F02**.

Come to discover the latest news about our product range and share news and updates on the market.

In particular, you can learn about the latest developments concerning our low noise and low pulsation pump **ELIKA**.

Other news await you at the stand, so do not miss it!



IFPE - CONEXPO 2017

We will attend the next edition of International **IFPE - CONEXPO** with our US branch **Marzocchi**



Agents Meeting Italy - Bologna 10/02/2017

Last Friday, February 10th, was held in Bologna in our new **NEPLA** plant located in Zola Predosa, the annual meeting of Marzocchi Pompe Italian Agents .

The morning was mainly dedicated to deepen commercial aspects such as the 2016 closing, the 2017 forecast, and the sales strategy for the upcoming months.

In the afternoon we had a technical session mainly focused on the main features of the new products.

In the morning our President led the visit to the new plant.

We wish to thank our Agents for the beautiful and fruitful day, waiting to see you soon!

and with built-in relief valves.

Ing. Danilo Persici - R&D



Pumps USA in Las Vegas, NV, from March 7th to 11th 2017.

CONEXPO CON/AGG brings together every major construction industry with 2,500+ exhibitors and more than 140 education sessions.

Come and visit our booth at **South Hall 3 Stand S83533!**

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