

CMC TEXPAN

2017 will be a year of consolidation and innovation at CMC TEXPAN, wholly-owned Italian subsidiary of the Germany-based Siempelkamp group, specialized in machinery and systems for wood based panels.

“Our company experienced a very positive year,” says Paolo Gattesco, recently appointed as Chairman of the Board at CMC TEXPAN. “We made further steps to strengthen our direct presence on the market and our strategy turned out to be successful. In particular, we received important purchase orders from Chinese customers that we had visited in the summer. In this moment, the MDF market seems to have reached a point of saturation in China. At the same time, we observe an increase in the demand for particleboard. Many MDF manufacturers want to shift production to particleboard, and this offered us a great opportunity to submit them our proposals for the reconversion and revamping of production lines. The professional audience showed great interest for all the innovations proposed by our company, aimed at increasing production effectiveness and quality of panels produced, as well as reducing energy consumption and operational costs.”

Although posing a great challenge, the extremely high workload was successfully managed and didn't stop the process of innovation that had brought to the development of “ecoFormer SL,” the optimized wind forming concept for surface layer particle mat which has already demonstrated its efficiency in several installations, both for new and revamping applications.

Great attention was also given to corporate image management: After the launch of the new website in 2015, further steps were taken to boost corporate identity and brand awareness. For example, the company logo was restyled and a new corporate video was made and put online. This strategy is aimed at enhancing brand loyalty and helping customers identify the core values of the company.

To pursue corporate objectives in a more targeted and result-oriented manner, there were changes in corporate management as well: a new Board of Directors, chaired by Paolo Gattesco, and Fred Holmer has been appointed as Managing Director.

Hall 26, Stand E27



CMC TEXPAN new management, left to right, Paolo Gattesco, Chairman; Fred Holmer, Managing Director