



MASCHERPA

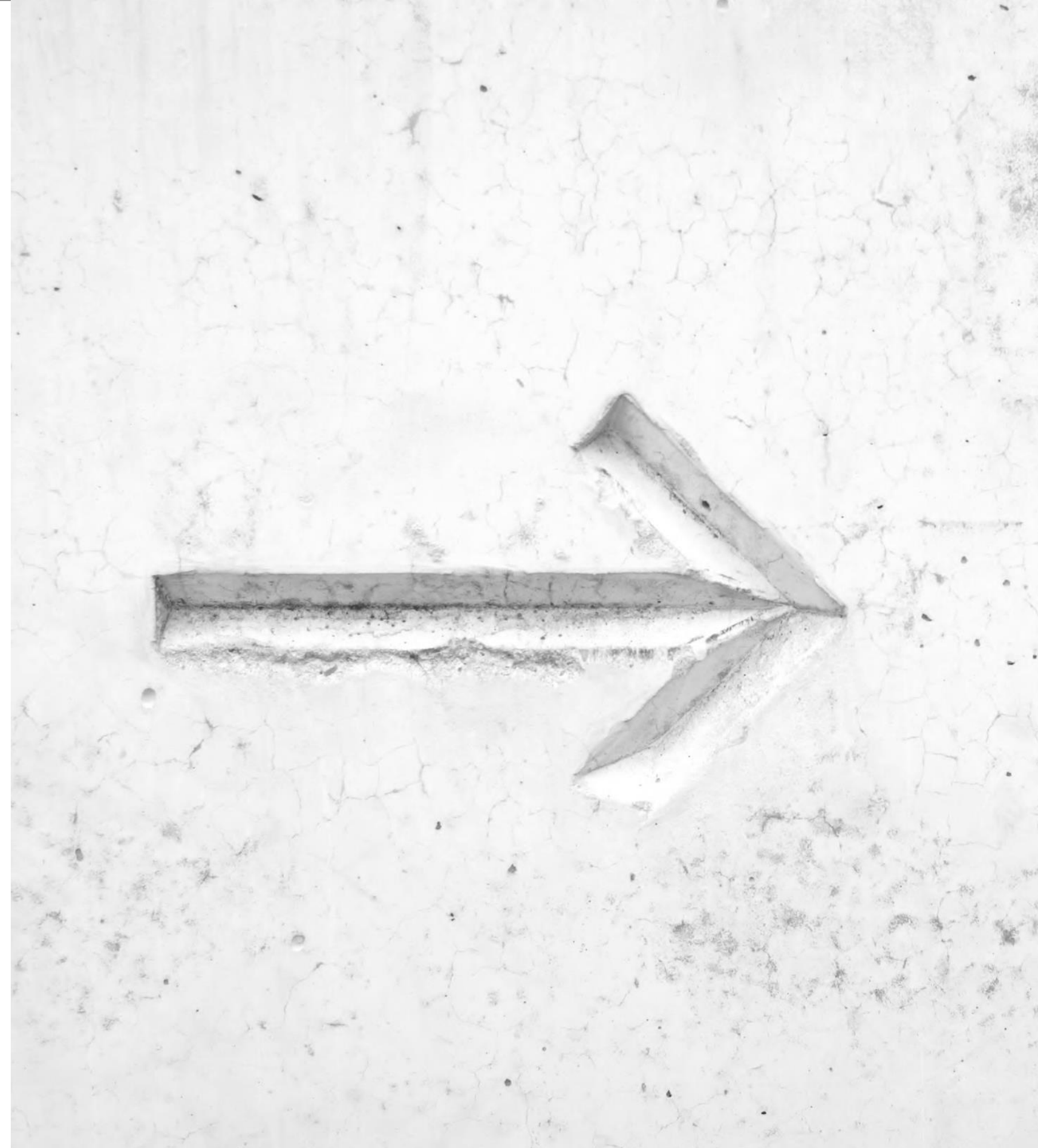
da oltre 115 anni forniamo soluzioni

How do we work

SUCCESS

We go in a precise direction:

- solve problems
- suggest solutions
- discover applications
- develop markets
- report Principals



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ORDER

How do we work:

Our chemical Division is structured in 3 **ACTIVITIES**:

- **Lubes**
- **Adhes**
- **Non Reactive Glues (hot melts + water based)**

+Screw Patches

The concept is :
the same men cannot talk about
joining surfaces (adhesion) and separating them (lubrication)
in the needed professional way

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ORGANIZATION

How do we work:

Each ACTIVITY is organized with:

- **Director**
- **Technology Managers**
- **Area Men**

Director and Technology Managers form the **Driving Management** of each segment

functions of different segments are interacting, coordinated, at common customers

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FOCUSED

How do we work:

Beside what in previous slide there are :

Managers of Focused Industries

their mission is to follow our activities at :

- Automotive and transportation
- Electro-Electronics

They work in team with Technology Managers and Area Men across the ACTIVITIES Adhes – Lubes

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EXPERTS

How do we work:

The matrix has been conceived to have:

- Experts of Products (*Technology Managers = they know everything about their Products, are committed to push the products*)
- Experts of Geo Areas (*Area Men = they know most about their Area, are committed to develop sales there*)
- Experts of Industry (*Industry Managers = they know most about their Industry, are committed to find, promote, reapply applications*)

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DIGITAL

How do we work:

- Proprietary **CRM** helps all teams, via Intranet, with a robust realtime database
- Digital **Newsletter**, with technical + applications content, sent monthly to
- > 4800 **prospects**
- Technical **literature** in italian language available for download in our website
- **Trainings** to customers systematically done on various subjects

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DIGITAL

How do we work:

- **Digital Marketing**

Google – Adwords & Display Ad Campaign

USERS 240.640

LEADS 1257 (+71% 2021)

- **TARGETING**

chemistry silicone

Product Type Elastomeric Adhesives | Resins | Thermal Paste

Brand Dowsil | Sylgard

surfaces (ongoing)

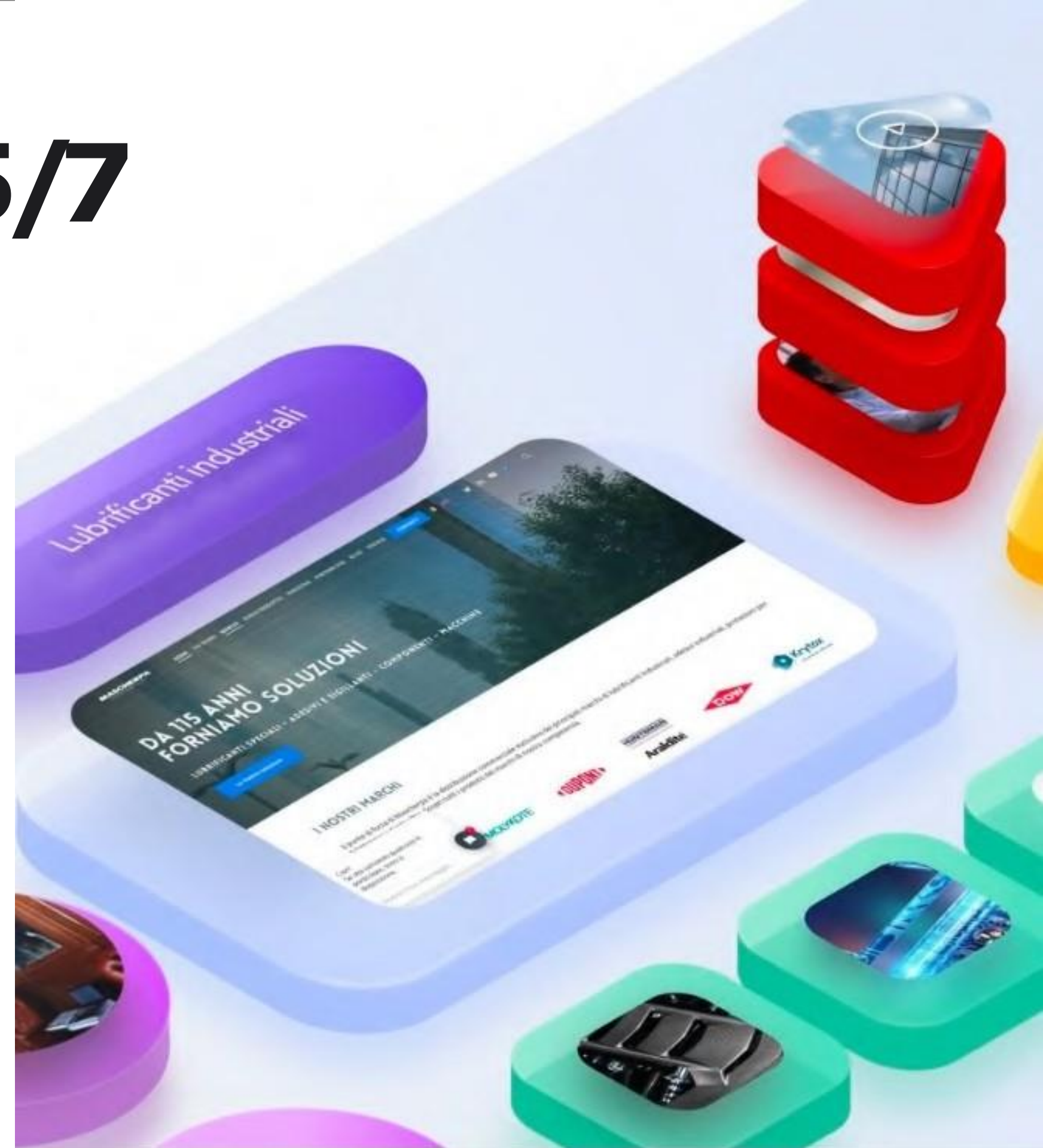
- **Linkedin**

FOLLOWER 1557

E-mobility campaign

FIPG Campaign DOWSIL™ 3-8259RF (ongoing)

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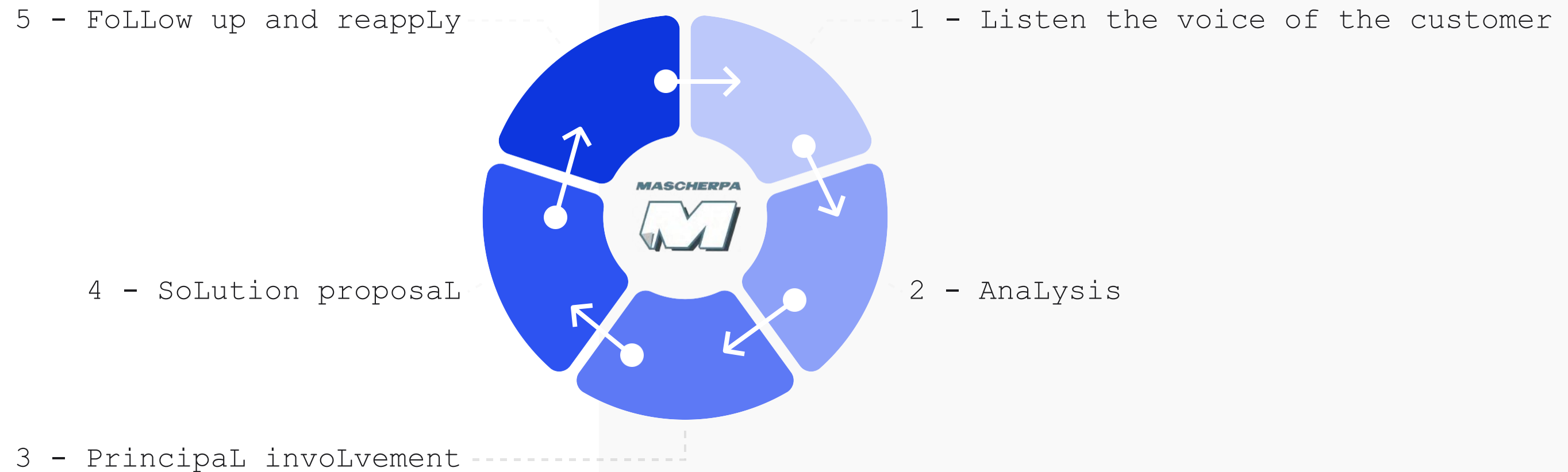
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DIGITAL

How do we work:

- discover applications
- suggest solutions
- reapply successes
- get specs
- develop markets
- promote new products
- interact with Principals

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KeyWords

How do we work:

Our keywords

01

Trasparenza

Quotidiano atteggiamento
vs Principals e Clientela

03

Flessibilità

Per essere in linea con le continue
evoluzioni del mondo in cui operiamo

02

Impegno

*Orientato all'innovazione,
all'evoluzione, al successo*

04

Creatività

*Intuizione e immaginazione nel trovare
vie per il successo e l'eccellenza*

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KeyWords

How do we work:

Our keywords

05

Competenza

Più di 3800 clienti ci ascoltano e credono in noi

08

Pianificazione

Trasformare idee in fatti

06

Cultura

Conservazione e condivisione delle informazioni e della memoria storica in un mondo in rapida e continua evoluzione

09

Persone

30 tecnici venditori e 15 esperti lavorano in team su tutto il territorio italiano

07

Talento

I frutti del nostro talento sono sul tavolo delle Case che rappresentiamo

10

Etica

Siamo quotidianamente guidati da il codice di condotta che ci siamo dati

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Genomes of our teams

Skills
Learning
Knowledge
Experience
Competence
Ability
Training
Growth

Beyond the borders

we are member of DGE



Italy



Spain,
Portugal, UK &
Ireland



Benelux



France



Germany



Eastern
Europe



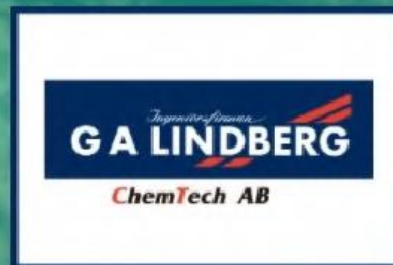
Denmark



Germany



Greece



Sweden &
Norway



Switzerland



Finland



Israel



Turkey



Romania



Poland

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La nostra pluriennale esperienza nel risolvere problemi di lubrificazione, adesione, sigillatura e protezione delle superfici, unita alla fondamentale attività di ricerca e sviluppo delle aziende che noi rappresentiamo, sono al vostro servizio. Contattateci, vi aiuteremo a dar vita alle vostre idee. Per conoscere tutte le gamme di prodotti e tecnologie trattate dalla nostra società e per avere maggiori informazioni, vi invitiamo a visitare il nostro sito.