



# CONSTRUCTING A STRONG FUTURE

*Sapa Profili sees a strong future for itself in the building and construction market. And, if it has its aluminium might soon be officially listed as a building material. William White reports.*



Sapa Profili is a world leader in the production of extruded aluminium profiles. When it came on the scene three years ago, it changed the operation of Italy's production extrusion plant in to a market driven business. It now targets the building and construction market. Now, it is also bidding for the authorities to include aluminium alongside steel and concrete in the country's building regulations. At the same time, it is set to stim-

ulate customer awareness of, and cultivate a liking for, aluminium.

Before Sapa, two other companies operated the plant. Alumix operated it for the government up to 1995 when it changed hands. That is when Alcoa took it over and operated it until Sapa Profili bought it in 2007.

Since Sapa bought the Italian extrusion plants it has focussed its efforts on aligning the company with the market. But the

“ There really is no limit to the use of aluminium in any field ”

change in direction was not by chance. The synthesis of the company's philosophy is 'from profiles to solutions.'

#### Connecting Customers with R&D

Sapa Profili serves mainly business customers and its research and development are tied to customer product preferences. "The more we design and work with the customer," Marketing Manager (Italy) Gianluca Fochesato said; "the greater the