



V.ORLANDI
T O W I N G S Y S T E M S

Keeping the world connected



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Italian-based **V.Orlandi** has made tremendous inroads into the Australian trailer tow coupling market in the last half a dozen years. V.Orlandi's Export Technical Support Manager **Marcello Bonometti** is currently touring the country to ensure that the trend continues.

"We take pride in listening to our customers and providing them with the best solutions," says Marcello. "We travel regularly all over the world to ensure our products are performing well and to understand each particular working environment."

Marcello is travelling across Australia on a three-month tour to gauge the response of end-users of the V.Orlandi products and in particular the new range of Pacific Series Tow Couplings. Another major aim of the visit is to further cement ties they have with their Australian business partners – Gough Transport Solutions and Colrain. He will be visiting customers in all the Australian capitals and regional centres to further appreciate the unique operating conditions and applications.

Because their range is used the world over, V.Orlandi is continually refining and developing a diverse range of products specifically designed to cater to the individual needs of each particular region. Australia is no exception, with various specialised couplings, including the unique EH523 developed for Australian tipping market. And of course the Pacific Series that includes various developments to help the couplings survive the most trying conditions found in Australia.



"Since the introduction of the Pacific Series couplings, we have not received one complaint or failure. This is an amazing achievement when I see some of the harsh conditions that you have to operate here in Australia" says Marcello.

"I believe we have been so successful because we work closely with our global partners in countries such as Australia. We also have dedicated testing machines and the best-qualified engineers to put our finished products through their paces," describes Marcello. "We even have leading European transport product manufacturers, like Scania and Iveco, who come to test their equipment at our plant."

V.Orlandi's long-serving philosophy revolves around the belief that the quality of their products and the quality of the people behind the products are inter-linked. The workers who manufacture their impressive range of items have a firm belief in, and a strong commitment to, V.Orlandi.

"Currently, our company's overall strategy is to maintain the high levels of growth we have been experiencing in the past few years," says Marcello. "In just the first six months of this year alone, we have been able to match the growth of 2006, which is a tremendous 25-30 per cent."

According to Marcello, Australia has now become the company's second-largest export market after Germany. He expects

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further growth here and is working with Gough and Colrain with further training with the product.

"The Australian standards are top-quality, and the market here demands the very best," explains Marcello. "We feel a very strong kinship with Australia. In fact, I feel like I had never left Italy, given the similarities in culture and industrial standards. I have always been attracted to the Australian culture, which is very rich due to its multiculturalism."

V.Orlandi is a very unique company. It began in 1859, when brothers Enrico and Giovanni Orlandi decided to start a trailer

transport business and has since been specialising in designing and manufacturing towing systems for the international heavy vehicle market. Despite its long history, the company embraces the latest technology, and is now laying claim as the unchallenged leader in the Italian trailer-coupling market.

"Our corporate culture is one where we like to have fun. We are very easygoing. But when it comes to our work and technical perfection we are very serious and focused. That is why we like working with Australians, because of our similarities and friendly nature." **TBB**