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Opening photo: Dollmar Spa (Caleppio di Settala, MI, Italy) and Noxorsokem Group Srl (Cusano di Zoppola, PN, Italy) combined their activities and skills into one company devoted to the development of products and services for the surface pre-treatment, paint stripping, and water treatment fields: DN Chemicals.



HIGHLIGHT OF THE MONTH

The Synergy between Dollmar and Noxorsokem Group Creates a New Specialised, High Added Value Business

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The industrial coating sector is undoubtedly a complex market, rich in nuances and still with wide margins of growth. Like many other industrial sectors, it is greatly affected by

technological innovations. Changes and transformations are therefore a constant that any firm should take into account to develop effective strategies for the achievement of its objectives.

Very often, collaboration between companies proved to be a winning choice to attain both individual and common goals and give added value even to products already known and established

on the market. This was the objective of two companies with over thirty years of history that decided to embark on a path of cooperation: Dollmar Spa (Calepio di Settala, MI, Italy), established in 1947 and specialising in surface pre-treatment solutions, and Noxorsokem Group Srl (Cusano di Zoppola, PN, Italy), established in 1983 and specialising in industrial chemicals for the waste water treatment and paint stripping processes. The two firms, which had long been collaborating in terms of sales and marketing, combined their activities and skills into one company devoted to the development of products and services

for the surface pre-treatment, paint stripping, and water treatment fields (**ref. Opening photo**).

“The right synergies had been created in terms of both sales and R&D, so we strengthened our collaboration through the creation of one company, DN Chemicals (**Fig. 1**), combining our pre-treatment, paint stripping, and waste water treatment know-how under one brand,” explains Noxor president Gianluca Pinna. “The two companies had already travelled a long way together and this is a further step forward for us. It is a work in progress, officialised in March 2018.”

The two divisions have therefore merged into a new company with its own corporate identity. Fulvio Truant (Noxor) will be the technical manager, André Bernasconi (Dollmar) the sales manager, and Gianluca Pinna (Noxor) the general manager (**Fig. 2**). “In the first phase, the well-established brands Dollmar and Noxor will still be present along with the new trademark. This will provide a sense of continuity between past, present, and future while emphasising the presence of a new, specialised structure,” says Dollmar CEO Andrea Zamberletti.



Figure 1: The business unit in Pordenone.



Figure 2: From the left: André Bernasconi and Gianluca Pinna, respectively sales manager and general manager of DN Chemicals.

A single identity for a variety of products and services

The new operational structure will be devoted to the development of chemical specialties and it will be equipped with two R&D laboratories, but it will also be able to provide complete surface pre-treatment and paint stripping solutions. "By combining our experience in the field of pre-treatment and nanotechnology with Noxor's expertise in flocculant products for the water treatment and paint stripping sectors, we will be able to provide our customers with a

complete service. This is very important for us," states Dollmar sales manager André Bernasconi. "We aim at developing

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complementary products to be offered directly to our clients thanks to the wider sale network and the production,

development, and technical assistance synergies created."

"With this operation, we especially aim at giving added value to all these elements," says Zamberletti. "This is the most important factor of cohesion, because it enables us to specialise and clearly identify all our growth paths under one brand. We will therefore develop specific skills, but we will share them for a common goal of growth, aiming for an increasingly cross-sectoral but at the same time specialised service. We used to do this as two separate companies,

whereas now it will be the objective of this new company devoted to all the corollary activities of coating processes.”

Towards new markets

“In this first phase, we aim at consolidating our presence on our two firms’ long-standing target markets and at making our synergy more active and efficient,” explains Gianluca Pinna. “The interaction is constant, not only among professionals but also with clients, within a dynamic framework and with qualified personnel able to formulate and produce customised chemical specialties for any industrial process. Our peculiarities and expertise have proved to be perfectly overlapping and they enable us to effectively manage all orders, regardless of their volume. We can thus meet the demands of all types of customers, fulfil the needs of various market fields, and offer a broader and more complete product range.”

“Initially, we will consolidate our presence on the Italian market. Then, we will optimise the right strategies to promote our presence also on the foreign markets with which both companies already work through different distribution channels,” says Bernasconi. “In terms of industrial segments, we will focus on the fields of car components, earth moving machinery, and contracting coating; subsequently, we will try to improve our presence in the sectors of coils, profiles, and aluminium wheels.”

An active collaboration for a future of growth

“During the development phases that led to the establishment of this new business, we were very pleased with the fact that all the players involved in the project collaborated in a completely natural way, integrating perfectly and successfully working on all kinds of products for the surface pre-treatment, water treatment, and paint stripping fields,” states Bernasconi. “The constant and spontaneous exchange of experiences has allowed us to work together and create a harmonious and functional corporate structure, as well as developing a wide range of products suitable for many industries and for the most diverse needs.” “Proactivity and versatility have allowed us to move towards new fields and they will enable us to plan the future strategies of our new and growing business,” says Bernasconi. ○



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