

Nowadays,

companies which succeed,
guarantee quality and enjoy success thanks to
the **latest** technologies and machines!

The title of this short yet important article is the formula used by our client, the S.O.M. company at Villa Carcina (BS / Italy), in a letter of thanks addressed to TORNOS-BECHLER for its complete technical and commercial re-organisation and for the follow-through of the **DECO 2000**.



In my capacity as head of the commercial department, which is subject to a commercial environment that is growing fiercer by the day and to what are sometimes justified yet frequently mystifying provocations by our competitors, this positive statement by a client really makes my day.

I will therefore take this opportunity to highlight two observations:

1) The competition is becoming more and more aggressive. The launch of the DECO system completely upset the market with its deep-rooted belief that the technology was no longer capable of evolving suddenly. With the arrival of the DECO 2000, the competition was completely turned upside down. To face up to such a technological leap, all tactics were used by the competition, even those whose ethics and correct behaviour should have led them to condemn this action. Apart from the ethical aspect, they could induce a boomerang effect.

An example of this, is a company which threatens only to place its orders with sub-contractors in possession of a certain make of machines, thereby de facto eliminating those suppliers who could provide a superior quality at a competitive price. By becoming involved in an outside sector, this company is depriving itself of assessing other, more competitive, alternatives. This could backfire, because other companies may decide to reject the products of the company in question by way of reprisals.

2) Our clients are now benefiting from the advantages offered by TORNOS-BECHLER and are setting up efficient ways of co-operation which, because of the flexibility and ease of adapting the DECO system, form the basis of more ambitious economic and technological aspirations.

These two points highlight a market reality and confirm that the **DECO 2000** is now well known

throughout the market, because it has demonstrated its performance and is fully geared towards the future.

Our clients' impressions are also very important, because **TORNOS-BECHLER** sees in them the partners with which to tread the path of success and development.

At Tornos-Bechler, we believe in this form of co-operation, because not only is it an important weapon to exploit, it is also the essence of the company.



Personally, I will continue to preach to our colleagues and clients, that the exchange of reciprocal experience can but only result in new ideas and future developments and that these new ideas would, undoubtedly, lead to competitive advantages.

To come back to the source of this article, I could distribute the comparative tables supplied by **S.O.M.** relating to all its machines (those of Tornos-Bechler and the competition) but I feel that this is not ethically correct and will leave this sort of action to others. I am quite content to quote some of the findings expressed by our client:

◆ *«...our complete satisfaction with the DECO machines recently installed on the production line, can easily be*