



**Luca Lorini**

Head of Sales, ALTEX

**“The construction sector is respectful and committed to the environment and environmental values while serving as the engine and the objective of all the cities in the world.”**

In 2000, Luca Lorini embarked on his career in the aluminium extrusion machinery manufacturing industry. He began working

for an Italian company and was involved in various aspects of the business, starting from the factory and eventually progressing to overseeing installations at customers' sites. This role allowed him to travel extensively and experience life in numerous countries across the globe. After gaining valuable expertise in the service department, Luca transitioned to the sales department in 2010.

He began a journey to establish his own sales business, opening sales offices across various countries and forging robust international alliances in 2010. His efforts led to the creation of strong global relationships and cooperative ventures. Later, in 2014, he took a significant step forward by joining forces with a renowned Italian extrusion machinery manufacturer, an enterprise steeped in history and tradition.

Begin working with ALTEX Group in 2022 on developing the sales network and propelling the group to the top as a reference in the extrusion industry. He concentrates his sales approach on the professional and personal supplier/customer relationship for market loyalty while being sensitive to the needs of each customer.

**AL Circle: What is your goal in covering the market share of customers looking for customized solutions to win in their markets?**

**Luca Lorini:** People, passion and technology, are at the forefront. These three concepts are the pillars of a group that has established itself as a family of companies, with the aim of respecting the different cultures in the territories in which ALTEX is located, always close to customers. Nowadays, customers are looking for different markets and tailor-made solutions. ALTEX can support them with technical and technological or financial experience.



## **AL Circle: What would it take for ALTEX to become the global aluminium extrusion market's strategic reference?**

**Luca Lorini:** "The best way to predict the future is to create it."

In the industrial Group ALTEX, we are convinced that this future revolves around the reindustrialization of the business model experienced during the last 25 years in the extrusion machinery manufacturing sector.

Pushed to change and to adapt to the modern, dynamic and demanding market, ALTEX sees the key to customer loyalty in their territories; having offices and local people working for them establishes a long-lasting relationship. Knowing that ALTEX is always available and nearby makes the clients more confident.

If twenty years ago, the digital revolution brought a new way of managing companies, market opportunities and new points of sale; today, sustainability is seen as the new revolution with great opportunities for producers and not. Sustainability has become a necessity for the environment.

The purpose of giving life to this new Group is to develop different competitive levers for the aluminium extrusion industry, promoting and supporting customers' growth and creating a model for the future industry. ALTEX fully identifies with



these objectives and, in the continuous effort to stay at the forefront with new technologies in all the activities carried out in the company, from administration and commercial management to the manufacture of our products, through their design and development, facilities and services.

## **AL Circle: What key industries benefit from ALTEX's aluminium extrusion technology, and how does it support their needs?**

**Luca Lorini:** In a historical period characterized by great uncertainty, instability, rapidly changing contexts and markets, we need flexible organizations capable of reacting to new competitive dynamics.



Companies have always tried to reduce costs and waste by automating production processes. Today this new business model, even more, attentive to the productive organization of the entire project, allows continuous investment in research and development. Looking for competitive and efficient solutions available to ALTEX customers, as well as fundamental investments to provide better support directly in the territories.

It is important to build a path, together with the clients, starting from the analysis of the current processes, to identify if and where there are inefficiencies (many times hidden or of which little is known), to arrive at their transformation. ALTEX achieves this

thanks to the support of platforms and appropriate technological solutions. Only in this way can it increase productivity, reduce operational costs and achieve maximum process efficiency, freeing up time and resources and devoting them to what creates value for the company and the client. This is what ALTEX offers to its clients.

### **AL Circle: What services does ALTEX offer to its customers from various territorial offices?**

**Luca Lorini:** The union seeks to promote and generate more collaboration between the lines of activity, allowing ALTEX to be present in different markets with high-added value and providing greater economic stability to the group.

Internationalization is a key factor within the new business group, which already has several companies worldwide. The Indian representative office is located in Frazer Town, Bangalore, where a commercial and technical team is at the customers' disposal. From the operational headquarters in Italy, ALTEX directly supports its subsidiaries in the territories, guaranteeing the necessary service to follow up with all clients. Each project sees its development under the control and attention of the entire technical team. The importance of each one of the clients is reflected in the attention that ALTEX puts into each of its projects.

More than 40% of ALTEX staff has been dislocated in the territories, having a vision of international growth, maintaining the familiar, close character and involvement with the region.

## **AL Circle: What is your perspective on aluminium revolutionizing the construction sector?**

**Luca Lorini:** We all believe every day that the footprint we leave must be the basis for the future of our cities, economies and people—sustainable construction with a circular, insulating material, long, useful life and low maintenance. The construction sector is respectful and committed to the environment and environmental values while serving as the engine and the objective of all the cities in the world.

## **AL Circle: Could you provide information on the plans or innovative projects that ALTEX is currently focusing on in the aluminium extrusion industry?**

**Luca Lorini:** ALTEX, born from the idea of its founders just over a year ago, comprises companies and personnel with long experience in the aluminium extrusion sector. It already occupies a privileged position on the European and world scale, both for its turnover and degree of diversification and international presence.

From South America to Oceania, passing through Europe, different projects for different markets and clients with a common denominator, a Supplier that sustains and guarantees the after-sales service as a fundamental element for productivity, quality and competitiveness of the product.

2023 has already brought different projects for big international aluminium extruders in different countries. Complete lines where the focus is the introduction of new technologies, like the new Quenching solutions for better control of profile cooling, especially needed in producing automotive profiles. ALTEX invests in research to fine-up new machinery to be introduced into the

market, billet ovens with special care for environment and maintenance, finishing cutting lines with customized solutions for a more flexible production rate and many other technological developments. ALTEX's customer target is always searching for new technologies and attentive to the provider's services in front of the client.

### **AL Circle: How does ALTEX incorporate sustainability into its aluminium extrusion technology?**

**Luca Lorini:** One of our mottoes is: "THE FUTURE OF OUR INDUSTRY IS THE FUTURE OF OUR LIFE". ALTEX proposes a radical change that takes on more the appearance of a real cultural revolution rather than a simple development connected with the management and protection of the "environment". Right now, this is the real challenge we are facing, and it is on this objective that efforts in the field of research and innovation must be concentrated, not only technological but also cultural, economic, financial and social. Starting from our headquarters, we immediately chose offices in modern buildings that respect the environment, have sustainable energy and have close to zero environmental impact. Every ALTEX office in the world has these features. All ALTEX strategic suppliers are controlled with special audits and must guarantee environmental certifications, energy savings in the production cycle, and investments for the green economy. Remaining on the technological side, there is no doubt that one of the first objectives must be the definition of a sustainable industrial policy based on the efficiency of the entire production system.

In other words, the strategic goal is to move from a polluting production (which requires a clean-up industry) to a non-polluting production.