

Mondolfo Ferro, company from the Marches doing business in the automotive repair equipment sector has selected a new partner Valpneus that offers a wide choice of tyres. Valpneus is located in Rogolo in the province of Sondrio and carries most of the Mondolfo Ferro production. Brothers Michele and Paolo Massimilla came up with the project designed to offer the inhabitants of the northern Lombardy area the opportunity to purchase technology, innovation and quality at competitive prices, thanks to the international business connections and the opportunity of buying tyres without a middleman involved. "Our program," say the Massimilla brothers, "is convenient in every way, also as far as assistance and technical controls. It's not enough to have ideas, to innovate, follow the new market strategies or offer great conditions if the

goals of the motorists are not met." Based on these premises Mondolfo Ferro has allowed the Massimilla brothers to meet the needs for quality and a turn-key service.