

There is a nice picture, highly suggestive, in the lobby of Termoplast in Gambassi Terme. It portrays Giulio Paolo Barnini, founder of the company, together with his wife and two children Salvino and Sandro, who have now taken the reins of the business: and the picture sheds a very positive vibe. It is a bit like a trademark, the philosophy that you sense in this company, which is still family-owned and run. Over recent years, Salvino's and Sandro's sons, the third generation, have joined the company. The company has worked for decades with professional dedication, allowing it to become one of the most prestigious names in the packaging market associated with the food industry. The company's core business is the production of films for the packaging of food products. "Since the early 1980s, we understood that the market was changing", Salvino Barnini says, current President. "So we decided to specialize our production in these specific films, high-performing and often ultra-thin. And with the purchase of the first three layers co extruder, we fully entered into the food industry, which now represents at least 60% of our market. Over time, we have purchased machines that produce films up to nine layers, and we are considering the possibility of adding 11-layers co-extruders, to increase products performance. Moreover, the food industry is rapidly growing: statistics show that a third of the food produced in the world is wasted due to the lack of a packaging culture or adequate resources, especially in certain areas of the planet. We operate in this industry, and our primary goal is to prolong the life of food, thanks to the performances of the polymers we use to manufacture our films". Products that are the result of ongoing research, to which Termoplast dedicates much attention and significant resources: "Plastic is perhaps the most important invention of the last sixty years", Barnini says. "We continue to produce it, but with an eye always attentive to new technologies, to future applications and the needs

The heart and plastic

Thin films that extend the life of food and a passion now in its third generation



Salvino Barnini

of the market. And constant attention to recycling". Plastic, though, certainly is not worth more than the human resources. And one of the reasons for the steady growth of the Group - with current sales of almost 50 million Euros, and exports counting for a quarter of the turnover and a linearly growing trend - is its solid relationship with the nearly 70 employees who work in the company. "Maybe because my brother and I had to struggle to achieve suc-

cess," the President says, "we know how to appreciate the value of work". It is one of the reasons why, after developing an expansion project to invest in a foreign country, with bureaucratic and economic conditions better than those we have in Italy, we decided instead to remain here. And here enlarge, thanks to a new plant which will be ready next year and that will allow us to further expand the production surface area".