



Dr Stefano Falletti and Barbara Cantatore – here in the new office in Buttigleria Alto – have been a good team for ten years. From Northern Italy, they roll up the field in their country.

10 Years of Peters Italia: A True Success Story



Kempen, 25.01.22 - 10 years of Peters Italia - a good part of company history: Since its incorporation at the end of 2011, the Peters subsidiary has been successfully operating on the Italian and Arab markets.

Dr Stefano Falletti and Barbara Cantatore account for continuous growth along the Appennines since the very beginning. The doctor of biology and the charming office manager boost the business from the office in Buttigleria Alto near Turin.

"Peters Italia was our first company founded abroad," recalls Peters' Managing Director Ralf Schwartz. The decision at that time to take over the company Elkem from Stefano's father Dr Leonardo Falletti who retired after this break, and to integrate it in the Peters Group has proved to be absolutely right. "Peters Italia has not only attracted the attention of Italy's strong LED industry to our casting resins and successfully marketed our conformal coatings, but has also introduced our Elpemer® solder masks at the PCB manufacturers' sites South of the Alps beyond our expectations," reports Ralf Schwartz. And this with such sensational success that Peters is now the top dog in the industry there.

The Mediterranean temperament paired with commitment and flexibility: This is how the duo Falletti/Cantatore from Piedmont succeeded in building up a functioning network and bringing fresh air to the Peters flags in the land of the Romans. For some years now, the PCB professional Massimo Delollis has been supporting Stefano and Barbara in the technical service. As a special challenge, the trio has managed to introduce the Teutonic business mentality in Lombardy and beyond, without denying the local Azzurro spirit.

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Dr Stefano Falletti (r.) talking to customers at productronica in Munich at the end of 2021; on the left: Peters "Research and Development" laboratory manager Detlev Schucht.

In the Land of Design, booming LED technology in particular plays a major role for Peters Italia. Dr Falletti recently informed the parent company in Kempen that in Italy, 500 kilometres of LED strips have been protected against environmental influences within five years by the crystal-clear casting compound from the Peters Research laboratory. LED ITALY, for example, relies on ELPECAST® casting compounds made in Kempen. This, too, results in an annual double-digit increase of turnover at Peters Italia. The top product now adheres on lightings in streets, buildings and objects, art objects, accessories and LED displays between Milan and Palermo. The most luxurious hotels, highest houses, palaces and boulevards of Arabia are resplendent in Peters' elegant protective coat. "Beauty, safety and quality speak for our products," says Dr Falletti who joined the Peters team at productronica in Munich a few weeks ago to conduct sales talks.

The subsidiary is a strong player within the Peters Group. The first Peters Electronic Protection Day in Milan organised in spring 2019 caused a stir in the industry. "The lively exchange of ideas, experiences and information has caused the curve to continue its steep upward trend," reports the Direttore Tecnico Commerciale in Rivoli. As soon as the pandemic is over - Stefano is convinced of this - there will be a second edition of the Peters Electronic Protection Day. At trade fairs such as "Luce" in Veneto, Peters Italia presents the new technologies - including the latest Elpemer® solder resists.

THE PETERS GROUP

... based in Kempen, Germany, is an independent family-owned company and the only full-range supplier of coating materials in the world.

As market leader in high-tech coatings for the manufacture and protection of assemblies and electronic components, Peters supplies its products for a use in automotive electronics, aerospace engineering, industrial electronics, medical technology, LED applications or other industrial applications.

For more than 50 years, our highly specialised research and development team has been working closely with our customers to develop innovative, trend-setting and practical solutions.

With international sales offices and around 65 agencies abroad, we are the competent local partner in over 90 countries serving more than 4000 customers.

Having particularly fond memories of the beginnings, CEO Ralf Schwartz could write a book on the cordiality and cultivated comportamento he encountered. An example - with a bit of a smile - is the story about having to sign each of the 50 pages of the comprehensive contract between Peters and Italia with his full name "Ralf Helmut Schwartz", handwritten and most legibly like a first-year learner under the watchful eye of the auditor. With the benefit that the ink is still shining today and the contract is lived. Tutto bene, Dottore Falletti!

#PetersItalia



Got Peters Italia off the ground: Peters' CEO Ralf Schwartz.

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