

Marangoni and Rovereto, between past and future

On 18 April 1968, the plant that now houses the global research centre - in addition to the production area and headquarters of the whole group - was built.

Rovereto (Trento) - This is the story of a special anniversary that binds Marangoni to its hometown. It was here in Rovereto, in Via del Garda, exactly 50 years ago, that one of the plants that currently houses Marangoni's **global research and development centre** - in addition to its production area and the headquarters of the whole group - was built.

The bond with the city of Rovereto, which has grown stronger over the years, has led to a history of passion and success. Today, Marangoni is a group that is deeply **rooted in the local area** and with a significant global presence, and this is thanks to all those who contributed - and continue to contribute - to the company's history and who are proud to be part of **a leading international group**, which has 10 production plants in five continents and employs 1,300 people.

The Marangoni Group continuously invests in technologies in order to meet the requirements of transportation fleets all over the world. Thanks to the talented staff employed at the **R&D centre in Rovereto**, Marangoni develops precured treads, which, - as in the recent case of the RINGTREAD RTL SA, designed for the US market and winner of the Heavy Duty Trucking Top 20 Products award - have received prestigious awards, which so far had never been assigned to a product in the field of tyre retreading.

However, market demand continues to evolve: this is why Marangoni is now committed to finding solutions to create the **compounds of the future**, using cutting-edge materials and processes, some of which were unknown until a few years ago. These innovations will improve the performance of Marangoni's tyres and treads in terms of kilometres travelled and ensuring lower fuel consumption; this means creating even greener products that are consistent with the group's vision, making a transition from a linear economy to a **circular economy** and ensuring a more efficient use of our planet's resources.

The group offers not only innovative products but also **innovative services**, as the President of the Marangoni Group explains in the new corporate video "[Our planet at the centre, our commitment all around it](#)": *'Marangoni goes beyond the traditional product sales approach, supporting fleets with an efficient tyre management and maintenance service. In this way, the cost per kilometre can be reduced by taking responsibility over several product life cycles.'* Here, Vittorio Marangoni makes reference to the advantages of **Fleet Advantage**, a service that has proved highly successful

throughout Italy, as demonstrated by the recent cost per kilometre contracts signed with leading public and private passenger transport companies.

Therefore, Marangoni is a company that constantly looks to the future, which challenges itself and constantly validates its market approach, also through discussion and interacting with the **world of research, startups and universities**.

In these very few weeks, at its headquarters in Rovereto, Marangoni is hosting groups of students of the University of Trento, who are involved in the challenge launched by the company as part of the “**Innovation Olympics**”, an action learning programme created by the IXL Center in Boston, which has been adopted by some of the world’s most prestigious universities. As shown in the [video teaser](#) specifically made for this initiative, the participants will be busy until the end of May seeking innovative solutions for the **future of the retreading sector**.

In this regard, Dino Maggioni, Managing Director of the Marangoni Group, stated: *‘The field of logistics and of goods and people transport are changing rapidly in the wake of globalisation and the growth of e-commerce, at a pace accelerated by the more and more widespread use of the most innovative and pervasive technologies (the Internet of Things, Big Data, etc.). This is taking place at a time when the world can no longer afford not to use raw materials and energy responsibly and conscientiously, where the economy is becoming increasingly circular and where tyre retreading is playing an even more prominent role. Once again, in times of change, it is essential to know how to manage technological innovation.*

Rovereto, 18 April 2018

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