



## **Intech Automazione announces an upgrade in product offering**

Starting from February 1, 2017, the company - a strong player on the industrial automation market for over 25 years - will take a new path, extending its offer to a series of new trading fields

- *6 new product sectors*
- *Over 30 new product families*
- *Renewed and articulate offering, aimed to satisfy all the needs of the manufacturing sector and of the industrial world in general*

**Como, January 13, 2017** – Intech Automazione, Italy-based trading company for industrial automation products founded in 1989, announced a strengthening of its commercial offer, effective as of next February.

During the months following the strategic scale-up, the company's business will increasingly expand in order to include new sectors, such as Energy and Robotics. The focus will still remain on the activities in which Intech Automazione has built expertise and credibility, i.e. the marketing of electronic, hydraulic and pneumatic products and components for industrial automation, which will remain the core business for the whole of 2017.

The decision to expand the product range arises from the aspiration to strengthen the role of commercial *hub* for the industrial world and to fully satisfy the international stakeholders' demand, more and more motley and oriented on new categories of tools, instruments and devices.

Over the past few years, Intech Automazione's activities have been progressively focused on the foreign markets, in particular Asia, Middle East and Latin America. As emphasized by Paolo Pirota, Intech CEO and Managing Director, "In 2016, the business volume in extra-EU countries has contributed over 50% to our annual sales, thus motivating our strategic decision to extend our product portfolio and our commercial network to a series of new and extremely dynamic sectors which are constantly growing, in extra-European regions but not just there."

For further information, please contact [info@intechsrl.com](mailto:info@intechsrl.com) or visit Intech Automazione corporate website: [www.intechsrl.com](http://www.intechsrl.com).

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