

THE EDITORIAL.



Marketing Director
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The global crisis background doesn't need further comments, prefiguring a nebulous 2009, and we all need to find our own way to adapt ourselves, and face the new challenges.

Everyone of us, according to his or her role. IFI must feed its business now, and in the meantime prepare the ground for the future. This means to go on investing in innovation (as it was done during these last 50 years) in products, communication, commercial strategies, training, and everything that could improve business.

Distributors are the face and the hands of IFI around the world. They must be serious and qualified, and above all, aware of the leadership they represent, which is an advantage as much as a responsibility. This is the moment to remember the battles won together, many of which under the sign of innovation.

We have been working very hard to provide you with everything you need to face a market that in spite of being difficult and demanding, is also huge and vital. The IFI NEWSLETTER is our latest communication support. In this company magazine, we will delve every month into a long list of products and tools to support your activity.

For example, let us remind you about the importance of the completely renewed Showroom, where you can find our latest products as the LUX proposal, and the 4 Seasons display cases. In the Showroom, visitors can walk along as if they were in a museum, and clearly read for every product the outstanding technical information, as well as the inspiring philosophy, the concept, and the advantages.

The Showroom is divided into two areas, one dedicated to Platinum + Tonda; the other to the Factotum furnishing proposals and display cases, to stress the difference between the two philosophies. Seats and tables are distributed over the whole surface, as well as exhibited in dedicated niches.

The Showroom is at your complete disposal. You can take there your clients, and ask for the support of IFI qualified staff such as architects or technicians. Furthermore, by projecting a multimedia DVD on a wall you will have more chances to win your negotiation!

The NEWS section contains information really worth reading, and in some cases taking note of. It's our way to keep in direct contact with you, updating you in real time about news, products, closer examinations, initiatives, and to put under the spotlight the best references. Thanks to the News, we will also remind you about the promotions, and try to give you ideas and arguments to use during your daily sales activity.

As I said before, it's people that makes the real difference – People with their motivation, competence, tenacity, and determination in fighting even the smallest commercial fight.

Your task is to express our potential, grasping the wheel of our powerful race car, and consider this crisis as an opportunity to increase our leadership in the market.

Have a nice reading!

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