

Ninety years: a starting point



Ravioli Spa has been transforming the needs of its own customers into innovative achievements

Almost a century of prosperous business for a celebrated company from Milano, proud to represent high-quality made in Italy technology. A company, which in these 90 years has obtained several awards, including, more recently, the “Premio Milano Produttiva” by the Chamber of Commerce of Milano. In addition, it was listed in the book “Aziende Storiche di Milano” (Historic Companies of Milan), edited by the Cultural Circle “Filologico Milanese”, under the patronage of the Chamber of Commerce of Milano and Expo Milano 2015, and has earned one of the top places in the rankings compiled by the Observatory on quality creditworthiness of Smes by Standard and Poor’s. This is the feather in the cap for Ravioli Spa that, in the years of its foundation, began with the production of contactors and electrical equipment for industrial use, followed by diversifying and expanding in the 50s its activities with limit switches and control panels, focusing on the construction sector and thus contributing - after the war - to the reconstruction of our country. 1975 witnessed the transformation into a joint stock company and in the early 80s the development of solutions suitable for the second macro-sector, in which the company still operates today: the sector of electrical

traction, i.e. of industrial electrical vehicles. In 2010 the “Green Emotion” project based on the creation of products for wind farms and photovoltaic was launched. Today Ravioli is run with enthusiasm and foresight by President Giorgio Daidone, by his wife Nella Ravioli, his cousin Guido Ravioli and children Stefano and Elisa Daidone, the fourth generation that continues a journey between tradition and innovation, towards new challenges. “Ours is a long-standing company that has been able to withstand wars and crises thanks to the determination of those who have led the company, loyal employees and an innate passion for the job, handed down from generation to generation. Moreover, the careful perception of

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the market, its natural evolution and the ability to anticipate the needs of users, by acting proactively, along with our determination to be present in the majority of application sectors, has allowed us to diversify our offer and to make it possible to overcome different historical events and to fully satisfy diverse companies operating in the market”, notes Giorgio Daidone. Innovation has always been our company’s strong point. Innovation generated by understanding the needs and demands of customers, with whom there has always been a relationship of complete trust: “We



have had loyal customers for over 20 - 30 years” - says Stefano Daidone. “We work closely with the customers’ technical departments in order to understand their specific needs, and we do everything to achieve a customised solution. Often, when working on a project: when someone asks us “Can you create a similar product?”, we do not hesitate to accept the challenge”. Ravioli combines rapid decision-making of a family-run Sme with a typical company management structure: a four-year Work Plan accurately defines clear and realistic objectives. “We try to see the market through the eyes of the customer and we consider the company as a source of

satisfaction for everyone: customers, suppliers, co-workers,” adds Stefano Daidone. At Ravioli, quality is identified with a combination of values that lead to a high-quality product, naturally accompanied by ethical behaviour and impeccable services. “In my opinion, excellent service consists of being close to the customer when they urgently need it, to find timely solutions: this has allowed us to establish ourselves over the years and to be considered a reliable partner on whom they can always count” points out Giorgio Daidone. With this mindset, the growth of Ravioli within global markets has always been constant. 70% of turnover comes from

abroad and the company is always present at trade fairs, considered essential to establish and develop personal business contacts, because “in addition to excellent products, we are very attentive to the human side of the relationship: we favour a handshake and direct contact, in order to capture all the richness of their character” underlines the president. The company has never outsourced, but rather, it is rooted in the territory: “We believe that this sense of belonging is one of our distinctive features to be proud of. That’s why we decided that the creative and production processes are carried out entirely in-house. We start from the

study and research, and then proceed to the prototyping, industrialisation and production at the plant. Our experts are constantly motivated through training courses to respond to the changes required by current safety regulations and the changing needs of the market” explains Stefano Daidone. Ninety years have therefore been transformed into another starting point for Ravioli, which in the future will continue to work with customers to create innovation and see further internationalising of the brand. Giorgio Daidone concludes: “We believe in Italian excellence which is the envy of the world. Ravioli will never stop being a proud spokesperson”.