

# LOOKING FORWARD

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Passo di Giau  
Veneto

## Together towards a bright future

Dear customers, As with every year-end, let us look back together on the year that is drawing to a close with a positive outlook on the one that is about to begin. 2024 was a difficult year in many respects, but 2025 will bring us many challenges and opportunities. This is why we asked Sofia Baldassin and Giacomo Costenaro, who represent the new generation that will lead our companies into the future, for their views in this special issue of our Looking Around.

### Let's look at the positive aspects of 2024. What comes to your mind?

**Giacomo:** In this time of transformation and global challenges, I cannot help but think of the trust and support of our customers, without whom 2024 would have been a much more complex year. To them goes our sincere gratitude.

**Sofia:** Even in the machine business, it was not an easy year. But it was the loyalty of our customers that motivated us every day to do our best and maintain the special bond with each of them.

### In this process of continuous improvement, what goals and values guide us and will guide us in 2025?

**Sofia:** The values of our company in 2024 will remain a firm leader also in 2025.

I am referring to: integrity, transparency, information sharing, respect and social/environmental responsibility.

**Giacomo:** In this process, sustainability plays a key role. We are aware that our impact on the environment is a shared responsibility, and we are dedicated to making our offer more and more sustainable. From choosing eco-friendly materials to reducing emissions, every decision is driven by the desire to contribute to a better future.

**Sofia:** However, when we talk about sustainability, we do not only mean environmental protection, but the company also has a continuous focus on health and well-being in the workplace. This is why we promote a healthy and inclusive environment, where each person feels valued and able to contribute to the creation of company value. We have therefore decided to voluntarily certify ourselves in terms of gender equality.

### Speaking directly to our customers, what would you like to tell them?

**Giacomo:** Your opinion is crucial for us. We are very keen to listen to you and collect all your feedback, as we always want to maintain an open and collaborative dialogue. Only together can we identify areas where we can further improve and

work towards common goals. Our vision is to create an ecosystem in which our services and products are not only innovative, but also effective and sustainable.

**Sofia:** The message we want to convey to our customers is that we strongly believe in this all-round sustainability project. We have set ourselves a big goal, there is no doubt about it, but we are ready to face new challenges, to ensure a better future for us and future generations. We believe that change starts with each one of us, our sense of responsibility and our willingness to make a difference. We are happy to have published our second ESG report that makes our journey towards environmental, social and governance sustainability accessible to all.

### What will be new for our clients in 2025?

**Giacomo:** We are excited to announce that we are actively working on developing new services and products. Our mission is to offer solutions that not only meet expectations but exceed them.

**Sofia:** We present some of these projects in this special issue of Looking Around that we have renamed Looking Forward. Because we look forward with great enthusiasm and optimism to the new year, which promises to be an important year for us and our customers.

Thank you all for being part of this adventure and we wish you Happy Holidays!



**SOFIA BALDASSIN**  
ADMINISTRATION DEPARTMENT

**GIACOMO COSTENARO**  
PLANT MANAGER

## Coming soon: the service revolution

In a time of economic uncertainty and rapid change, we firmly believe that the key to meeting future challenges lies in providing the highest quality customer service. Our goal has always been to build strong and lasting relationships with our customers, working closely together to understand and meet their unique needs.

A customer-centric model that is not only based on product development expertise, but also on a deep understanding of what customers actually want, when and how they want it.

This is why our entire team is working hard to give our customers a near future of

INNOVATION and EXCELLENT SERVICE.

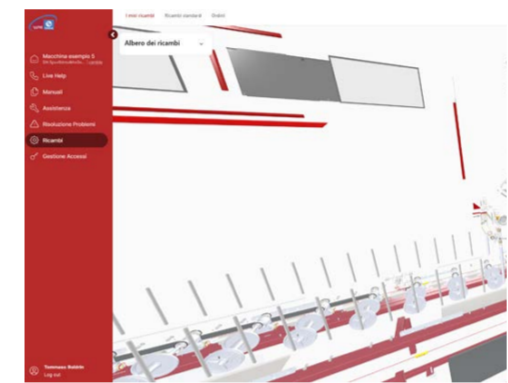
Some time ago, in an article for 'Looking Around', I had already written:

*'At TAKA-WPR, customer service is not a department but the whole company.'*

Customers don't expect you to be perfect. They expect you to fix things when they go wrong and to do that you need the whole team, this is true, however, any company that wants to put customers first... has to be willing to think long term and we after years of service-oriented work now want to give something more with the help of new technologies. The new year will see the arrival of a new tool that will facilitate our desire to communicate

with the customer and thus help them in the management of their machine pool and support them in improving their production processes.

- Support and technical assistance aided by virtual reality and artificial intelligence
- Management of the WPR machines (regular maintenance, extraordinary maintenance, spare parts)
- Documentation (manuals, wiring diagrams)
- Interactive "work instructions"
- Tutorials
- Guided troubleshooting
- Video tutorials of the TAKA-WPR Academy



All these are topics we are investing in and will see realised during 2025 with the goal of being at the customer's side and supporting them in a timely manner.

We firmly believe that investing in customer care not only builds customer satisfaction, but turns every interaction into a mutual opportunity for growth and innovation.



**MIRKO BASSAN**  
FACTORY MANAGER WPR

## Profilia Spa: present and future

With over 40 years of experience aimed at the constant search for quality, Profilia is the largest service centre for window and door manufacturers in Italy.

A highly successful company, the most important and organised reference for the distribution of Aluplast PVC window systems and Winkhaus hardware. Specialising in customised profile lamination, Profilia is based in Mirabella Eclano, in the province of Avellino, and boasts customers throughout Italy.

We asked James Cobuccio, CEO of Profilia, to tell us about his company and in particular the partnership with TAKA-WPR.

"Profilia is the working history of my family. Over the years we have expanded to become a joint stock company. We operate in two areas: complementary systems and profiles for PVC windows and doors, and locking systems, hardware and accessories. We have more than 50 employees, including white-collar, blue-collar and freelancers, at our side, strengthened by a bond founded on family values.

### How long ago did the partnership between TAKA-WPR and Profilia begin?

"About 15 years ago we started the first WPR profile lamination line, to which we have now added 3 more: their state-of-the-art features guarantee productivity and flexibility. Two for single length processing, two dedicated to mass production as well as two foil slitters. We use TAKA's primers and adhesives: top quality products that perfectly link our activities every day."

### What do TAKA-WPR and Profilia have in common?

"The passion for work, the desire to invest, the continuous search for product quality. Moreover, nothing is possible without two investments: in addition to the technological one, with constant innovation, the care and attention to relationships, both between the people in the company and with our customers and partners, is fundamental."

### Is there a uniqueness of your company that you would like to highlight?

"The ability to respond to any customisation request, thanks to state-of-the-art technology. In addition to full lamination

of the profiles (3D) on request, even with three gaskets, we are the only ones to create unlimited finishes. We realise any surface finish by making the windows unique, exclusive, equal only to the customer's wishes, even guaranteeing the lamination of the caps to ensure colour continuity and absolute customisation.

### We are at the close of the year and have dedicated this issue to the need to look ahead. What is Profilia's vision that allows it to look to the future with optimism?

"We rely above all on our strengths, which include: the high quality of our products, our ability to adapt to customer requirements, the infinite choice of foil colours and the speed of delivery. However, we do not lose sight of innovation. Among other investments, we plan to purchase even more advanced machinery for our lamination lines. You will be the first to know, friends of TAKA-WPR..."



**JAMES COBUCCIO**  
CEO PROFILIA

## When training means quality: how qualified operators influence the final product

The wrapping industry is a highly competitive sector, where process efficiency and the quality of the finished product are decisive factors for success. In this context, operator training plays a crucial role. The Taka-WPR Academy is dedicated to training industry professionals, with the aim of transferring know-how and skills to optimise production processes and guarantee excellent results. Over 90% of bonding errors result from incorrect adhesive application. This staggering figure underlines how crucial careful management of adhesive and sealant application processes is. Improperly managed processes lead to defective products, waste and delayed deliveries. In order to guarantee the

quality of finished products, a strict quality control system must be implemented that includes not only monitoring of process parameters, but also continuous training of operators. This is the only way to prevent errors and ensure compliance with product requirements.

Through analysis and feedback, the Academy can identify areas where processes can be optimised, e.g. in terms of time, cost and quality. The trainings can introduce new methodologies and technologies to improve process efficiency by defining clear and concise standard operating procedures, ensuring that all activities are carried out in a uniform and consistent manner.

Technical trainings enable operators to make the best use of the tools and

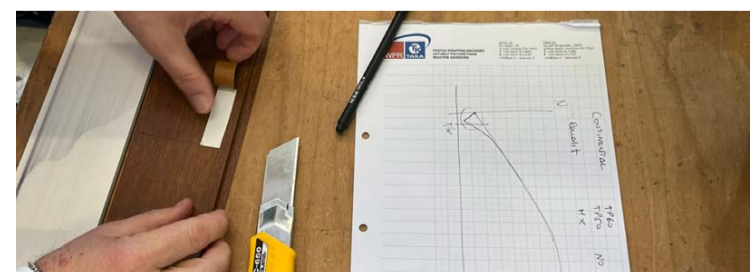
equipment available, reducing errors and increasing productivity. Our Academy can prepare operators to cope with change and new challenges, fostering greater efficiency and process control, promoting a customer-oriented culture, and teaching operators to understand customer needs and provide high quality service.

The Academy can, from this perspective, provide problem-solving procedures, equipping operators with analytical tools and the necessary knowledge to identify the causes of problems and find effective solutions. This results in greater autonomy and a reduction in problem-solving time, with consequent benefits in terms of cost and customer satisfaction. Investing in technical training means

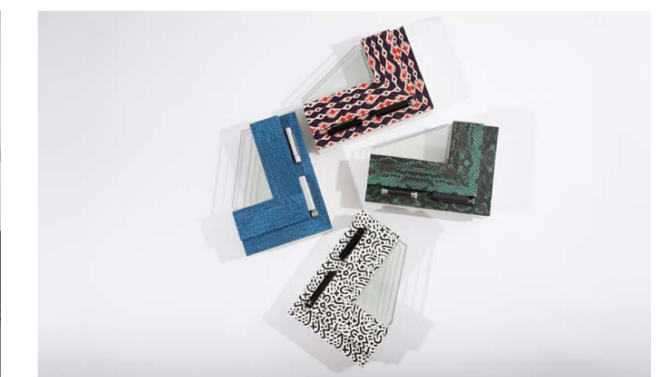
making a strategic investment that allows to meet the challenges of the present and prepare for the future, helping to improve competitiveness, productivity and customer satisfaction. In times of crisis, technical training is not a cost, but an indispensable investment to ensure a company's success.



**MAURIZIO CARRER**  
ACADEMY DIRECTOR



IF YOU WISH TO KNOW MORE ABOUT OUR ACADEMY AND OUR NEW TRAINING COURSES, PLEASE SEND A MESSAGE TO: [ACADEMY@TAKA-WPR.COM](mailto:ACADEMY@TAKA-WPR.COM)



## OUR TEAM

# Discovering innovation

The project of working for Research and Development at WPR fascinated me from the first moment, from the first job interview.

I kept thinking about it for weeks, we met several times, talked about projects, solutions, ideas and then, after visiting the Taka production sites, I accepted. Leaving an environment where I had worked for almost 27 years was not easy, but the idea of working in a company that even today invests heavily in innovation, with clear objectives and such great enthusiasm overcame my worries.

In my previous experience, I always worked in purely technical environments: production, product industrialisation, quality, but above all in Research and Development. This is the part that most excites and engages me. Sometimes you go home with a headache, but that's part of the game. That is why, in my spare time, I like to be outdoors, work in the garden and walk in our hills with my family or my dog.

Now it has only been a few weeks, but everything has turned out as it appeared to me. The desire to always offer something new to our customers, the desire to go above and beyond to satisfy the market, the spirit of trying and experimenting with solutions, are things I find every day in all the colleagues who are helping me to quickly settle in; it is part of the culture of this group.

I have learnt that our process technology is not simple and requires fundamental attention to detail. You combine chemistry, mechanics, thermodynamics, electronics, data acquisition, to which you have to add the speed of the processes, the variability of materials, attention to the environment

and energy consumption. A series of ingredients that make the work both complex and challenging. I believe that to develop solutions and solve problems in technically complex situations such as ours, you need to combine method with intuition, determination with enthusiasm. WPR has introduced new and highly innovative solutions over the years. I soon realised that there are still many ideas, both small and big ones. The list of things to look into is a long one! The first project has started, and I am looking forward to making my contribution



**LORENZO BALDO**  
R&D MANAGER, WPR



## ABOUT US

# TAKA-WPR moves in: launching our U.S. based team to be at your side

We are excited to announce the official opening of our U.S. branch, a key milestone in the company's ongoing global expansion strategy. For nearly seven years, TAKA-WPR has successfully served the U.S. market through its partnership with Wrap-Tak, which has been a trusted distributor.

This new expansion underscores the company's commitment to strengthening its presence in the United States and deepening its connection with a rapidly growing customer base.

Beginning in January, we will operate directly in the U.S., with a dedicated and skilled team to ensure smooth operations, enhanced customer support, and seamless service delivery. The U.S. branch will be led by a diverse and experienced team: Franca, our International Sales Manager, will bring her extensive expertise in managing global markets. Jeff will continue his role in customer care and business development, ensuring client needs are met and the business continues to grow. Kelly will oversee

logistics, customer service, and supply chain operations to ensure efficiency and reliability. Lastly, Edoardo, our newest team member, will serve as the Trade Lane Specialist, where his background in chemical studies and an MBA will allow him to bolster customer relationships and provide specialized technical support.

This strategic decision comes in response to the increasing demand for lamination solutions in the U.S. market. With a rapidly expanding portfolio of clients and

high interest in TAKA-WPR's innovative technology and product offerings, the need for a direct presence in the U.S. has become more apparent. By establishing a local office, TAKA-WPR is better positioned to serve our clients, respond to market needs more efficiently, and continue to deliver high-quality, tailored solutions that drive success for our partners.



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