

Innovative materials and techniques for tailor-made stands

Ferrini Srl is a leading brand on an international scale for the supply of turnkey exhibition stands

The Ferrini have been a family of carpenters for three generations. A family that, by knowing how to capture the changing demands of the market, has carved out a niche of excellence reaching the present day with the name of Ferrini Srl, a leading international company dealing in the supply of all types of exhibition space for fairs and beyond. In the two production units of Ponsacco, in the province of Pisa, the company team designs and creates tailor-made furnishings for businesses, exhibition structures for fairs and events. Production consists of 2 departments,

carpentry and steel structures, and thanks to the versatility of their know-how, Ferrini Srl is now the ideal partner for the implementation of all requests coming from its diverse clientele, from Italy and overseas. The growing appraisal it receives at an international level (32% of sales) has led the company to take the path of internationalisation. The period is more than positive. "From 2017 to this day, the trend has been growing - highlights owner Franco Ferrini - as confirmed by the closing of the previous year with +7%. 2020 began positively, thanks to the acquisition of new clients. Although



FRANCO FERRINI

we had to stop production during the lockdown imposed due to the pandemic, we took advantage of this time to update our channels of communication and study new ways of working while maintaining our intention for the near future of opening two new branches, in order to be even closer to our international clients, one in Germany and one in the United Kingdom". When asked about the reasons behind this international success despite there being no shortage of competitors, Ferrini is categorical: "We work continuously on the search for new materials and construction techniques, while being able to rely, together with a highly trained team, on two covered warehouses belonging to the company, for a total of over 3.000 square metres. The fundamental ingredient is still listening to the customer: we know very well that we must not only offer a product but a complete service that goes from the design phase through to the assembly of the stands and beyond". ■



A STAND CREATED BY FERRINI