



Partnership of equals

With strong technology partners who take a solution-oriented approach, even the most demanding projects can be mastered. We spoke with Maurizio Catino, Senior Director Global Sales & Services at Interroll, about the industry expertise of neutral technology suppliers and the role played by the customer in the innovation process.

Mr. Catino, what is the strategy behind Interroll's international industry sales?

Our strategy for industry sales is simple: It revolves around systematically making the potential solutions and benefits provided by our modular technology platforms available to our customers, who are system integrators and machine builders, working with different industries. As such, we pay particular attention not only to our traditional core markets, but also to the tire and automotive industries, the fashion sector and parcel and express services. Quality, efficiency, flexibility and global product availability are crucial success factors – and are precisely what we provide.

And what role does partnering with customers play?

The mutual sharing of expertise is important not only in the solutions-oriented project business; it is also part of our company's innovation process. For example, we regularly and intensively discuss the market requirements that we observe in sales with our customers and users worldwide, as well as with our product developers in the global competence centers and with the engineers in our central innovation and development center. Incidentally, this involves not only the enhancement of existing solutions, but also the development of entirely new products. In our company, the market acts as an innovation compass, so to speak. In this way, we ensure that our technical innovations don't become an end in themselves, but keep generating additional value for our customers.

What expertise does industry sales offer your customers?

We offer our partners extensive solutions expertise that is based on our specific industry expertise, which is extremely helpful in the planning, implementation and operating phase of a project. This promotes a partnership of equals, allowing challenges to be mastered much more easily.

But aren't all these internationally focused industries?

That's why collaborating with a solutions-oriented technology partner with global operations is

particularly attractive for system integrators working on international projects. Those who have to deal with ever-changing suppliers on-site face risks. Collaboration with a neutral technology supplier like Interroll provides huge advantages, as we are able to consistently ensure top-quality service worldwide regarding the particular challenges of the respective market.

