

For almost 40 years, ATRA S.r.l. has been engaged in the research and development of innovative solutions for industrial production and, in particular, in the development of dosing, preparation and dispensing systems for resins, impregnation, bonding and gaskets application.

In recent years, there have been three key factors for the development of our company:

- 1) A close collaboration with internationally renowned partners that have allowed us to offer our customers cutting-edge and reliable solutions;
- 2) A complete service of research, turnkey design, assistance, pre and post sales consultancy available to our customers;
- 3) The possibility for customers to carry out processes in our laboratories (eg experimentation with new resins, tests of new products, production of small batches, etc.), an option that is valuable to them from a technical and organizational point of view;

For these reasons, the management considers it necessary:

- Consider customer satisfaction as a primary factor for organizational choices;
- Structuring the organizational processes in order to make them reliable and effective;
- Improve the staff awareness so that they feel an integral part of a team, aimed at pursuing business success and professional growth;
- Collaborate with suppliers and business partners for the purpose of common development;
- Develop new products and accessories, with important investments in R&D;
- Improve corporate mindfulness about the assets/ROI ratio;

The measurable objectives of these intentions and the strategies for achieving them are contained in the annual Goal Plan.

Pordenone, 01.09.2025

*Vladimiro Lenardi*