

# THE POWER OF IDEAS

by Chiara Marseglia - photo by Adelio Lattuada Srl

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The first ten years passed more slowly and the memories are still fresh because “in those days achievements could be savored more fully”: the first design, the first customers, the first trade show. Instead, the next two decades are marked by speed: changes, developments, revolutions... in-house and outside, in the world’s markets. “I remember quite well how Adelio would leave in the morning with his box of tools and in the evening sit down at the drafting table to design his first machine. He was the star-

**A dream becomes reality: Adelio Lattuada is a global success, but its story begins with a man of determination and humility. And a (great) family, close-knit and inspired**



ting point, and has always been the driving force of the company". These are the words of **Silvana Preatoni**, wife, vice president and 'right-hand' of Adelio Lattuada, founder of the eponymous company with headquarters in Carbonate (Como) which has been producing flat glass processing machines for more than 35 years.

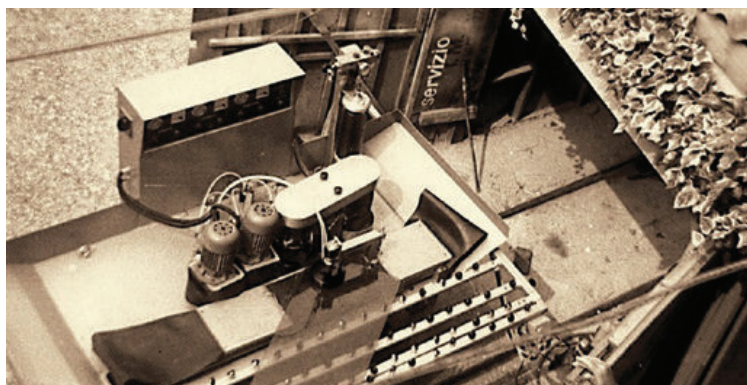
This is a story of pure passion, commitment and sacrifice. But it is also the success story of a company that is truly a family, where everyone has a leading role: father, mother, two children, employees and independent contractors. The ability to be forward-thinking and have a shared vision are key to making progress in a scenario -- Italy's glass manufacturing sector -- with a strong international matrix.

## In the beginning

"I was a technician for an industry firm - explains **Adelio** - but I always wanted to go out on my own. My first invoice - handwritten - dates back to March 20, 1978...". Three years later, two customers buy a

corner grinding machine designed by Adelio - the **Delta** - based solely on his designs. The idea takes shape and Lattuada starts building machines. The first in his father's garage. The second in a courtyard offered by the parish priest: a little-big victory also shared by **Bell**, the faithful four-legged friend who was for years the company mascot. Delta 1 is only the beginning because "I understood we should (and could) expand on our skills. I began to think about other machines. And then came the first edger, the variable angle edger, the beveller, the double-edger...".

Today the product line is vast: electronic or computerized straight-line edging machines; a complete line of double-edge grinding machines, straight-line bevelling machines, combined straight-line grinding/bevelling machines, automatic machines for processing rounded and straight corners, and vertical washing machines. Lattuada machines (more than 2,000 around the world) are in operation in more than 90 different countries; more



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than 90 percent of customers return to purchase the Lattuada brand again. And the vast after-market technical assistance network completes the circle whose aim is unlimited total quality.

### Difficulties and the turning point

“I have not forgotten - confesses Adelio - the discovery at Düsseldorf, the year after having built the Delta, that a major competitor had copied the machine and brought it to the show; that was a tough moment. I was not able to participate in the show because I had not yet built up the financial wherewithal to buy in...”. A disappointment that was, however, soon balanced out. The change occurs in **1985**. The company expands, relocates its headquarters, and Lattuada participates for the first time in a trade show with its own machine, but not yet its own stand. It is only a question of time. From the early ‘90s it begins to

participate in the leading industry trade shows (Vitrum and Glasstec in the lead) and little-by-little over the years increases its presence to include all the top industry exhibitions (currently the company participates in about ten fairs around the world each year).

### The present

Today Lattuada is synonymous with its motto: “Evolution of Glass Working”. Even the milestone of 35 years was proudly shared with the entire company and stands for stability. “It has always been my second home”, admits **daughter Michela**. “Not just a job, but a labor of love that has fascinated me since I was a child”, observes **son Nicola**. Which only confirms that, with the entrance of the second generation, continuity is ensured through added value: recognition of who made all of this possible.