



SAT Presents its Vertical Lab

Interview with SAT Srl CEO Andrea Trevisan

In this interview with ipcm®, Andrea Trevisan presents the evolution of the plant testing laboratory created at the SAT headquarters in Verona (Italy), which has proved to be an important tool for showing, virtually or in person, the process technologies offered by SAT to the world of aluminium treatments.

What are the characteristics of this laboratory and what functions does it perform?

In our Verona headquarters, we decided to create a laboratory, which we called "Vertical Lab", to gather the latest technologies developed by SAT in the field of aluminium treatment. These include a new generation curing oven, an automatic vertical brushing machine for aluminium profiles with a dust extraction system, a latest generation

application booth that is currently being completed, a Gema new generation coating management unit with dense phase pumps, and an automatic vertical warehouse for powders that interfaces with the coating plant to feed it with the right product according to the production plan.

Our firm has always strived to constantly update its technologies: this calls for a space where we can develop and experiment with new projects. First of all, the main



function of our laboratory is to create the prototypes of the systems requested by our customers and test them before their eyes, either in person or remotely. Such virtual access to our Vertical Lab has been the key to concluding many negotiations and orders even during the lockdown period and despite the current restrictions on international travel. Our customers can attend the efficiency tests performed on the system we have created for them. Another function of the Vertical Lab is to host the webinars we organise. During the last one, for example, we explained how our profile recognition system works, showing it to an audience of players of the aluminium sector who connected from seven different countries. It was a real success, all thanks

to the Vertical Lab. Finally, the laboratory enables us to show all the potential of powder coating to the new customers that are used to applying liquid paints, thus helping us to further increase our powders' market share.

Why did you choose to offer this service? What market need have you met?

It all started in 2013, when we realised that our first Cube system's compact dimensions enabled it to be installed inside our factory and used as a demonstration plant. The experience was extremely positive because our customers had the opportunity to see first-hand the technology they were about to buy, which is an unbeatable opportunity. Based on this, we decided to

create the Vertical Lab to make all our latest technologies available to customers.

In your opinion, what is the market situation during the current pandemic?

The industrial sector in which we operate is very solid and, up to now, it has not been particularly affected by this crisis. Actually, quite the opposite is true: at this time, the aluminium market, especially for architecture, is sparkling and dynamic, both thanks to the renovation incentives offered and due to a change in buying behaviours. People are more prone to investing the money saved due to the lockdown in durable goods, such as the renovation of their houses; because of the increased time spent at home, they are also focussing on making their outdoor spaces more enjoyable, for example with pergolas, awnings, folding windows, and winter gardens. Aluminium is the material of choice for such structures and we are benefiting from this. This trend is also visible in markets such as the English one, which generally tends to be less interested in home renovations.

How did SAT perform this year?

It has not been easy for us in some ways, but we cannot complain. Without that three-month production stoppage in spring, it would have been a great year. Fortunately, we were able to find creative but effective solutions to install a few plants overseas in March and April, by leveraging our on-site acquaintances and relying on local assembly teams. In Europe, in the last few weeks we have started up plants in Portugal, Poland, and Belgium. Let us see what 2021 has in store for us! ○



SAT Srl CEO Andrea Trevisan.