




MANCONI
Affettatrici per Tradizione



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WHY BUY MANCONI?

Here are some effective arguments, in our opinion, to motivate consumers to buy Manconi:

- The electric protection allows to clean slicers with water jets;
- The sharpener is incorporated. It is sufficient to rotate it from its "rest position", without dismantling it, to sharpen the blade. Furthermore, the blade cover is completely shut and preserves the wheels from the dirt;
- The wheels are diamonded in order to render the blade edge homogeneous and to guarantee an always efficient blade, even after numerous sharpenings.
- Our slicers last longer. The average life of a Manconi slicer is around 15 years;
- The low rotation speed (200 rpm) reduces the wastes of the product;
- All angles are rounded to allow an accurate and safe cleaning, which makes it easier to reach the whole surface and avoids the risk of nested dirt; it is also possible to dismantle only the meat plate (without the remnant holder), making the operation less straining;
- We are the first company on the market to launch the new *fancy pattern decorations*, able to furnish consumers' shops.

FANCY PATTERN NEWS

In addition to plain painted slicers, Manconi has created a product line with particular *fancy pattern decorations*, able to reproduce aesthetically



materials as, for example, wood, marble, and carbon. This production is accomplished with a special anti-scratch painting and is provided with the suitability for food contact pass certificate. Consumers can now combine harmoniously food equipment with their furniture, creating a pattern on the base of their personal tastes, or choosing between those realized until now.

CONSUMER FLYER

Always careful to meet customers' needs, Manconi launched an advertising flyer dedicated to Lombardy's consumers. The leaflet has been sent to the following categories present on the Lombard territory: Mass Retailing Groups / Grocer's shops / Butchers / Gastronomies / Rotisseries / Delicatessens. This action forms part of the broader Customer Care project, whose goal is to improve our performances and to honor the commitment taken with our retailers, providing the end-users with a fertile ground of knowledge of the company's products, and therefore assisting our customers in the selling process. This operation has been a marketing test and shall be repeated in other countries and/or Italian regions, if the redemption should justify the investment.

You can download the flyer in Italian from the e-mail.



For further information please visit our website

www.manconi.com