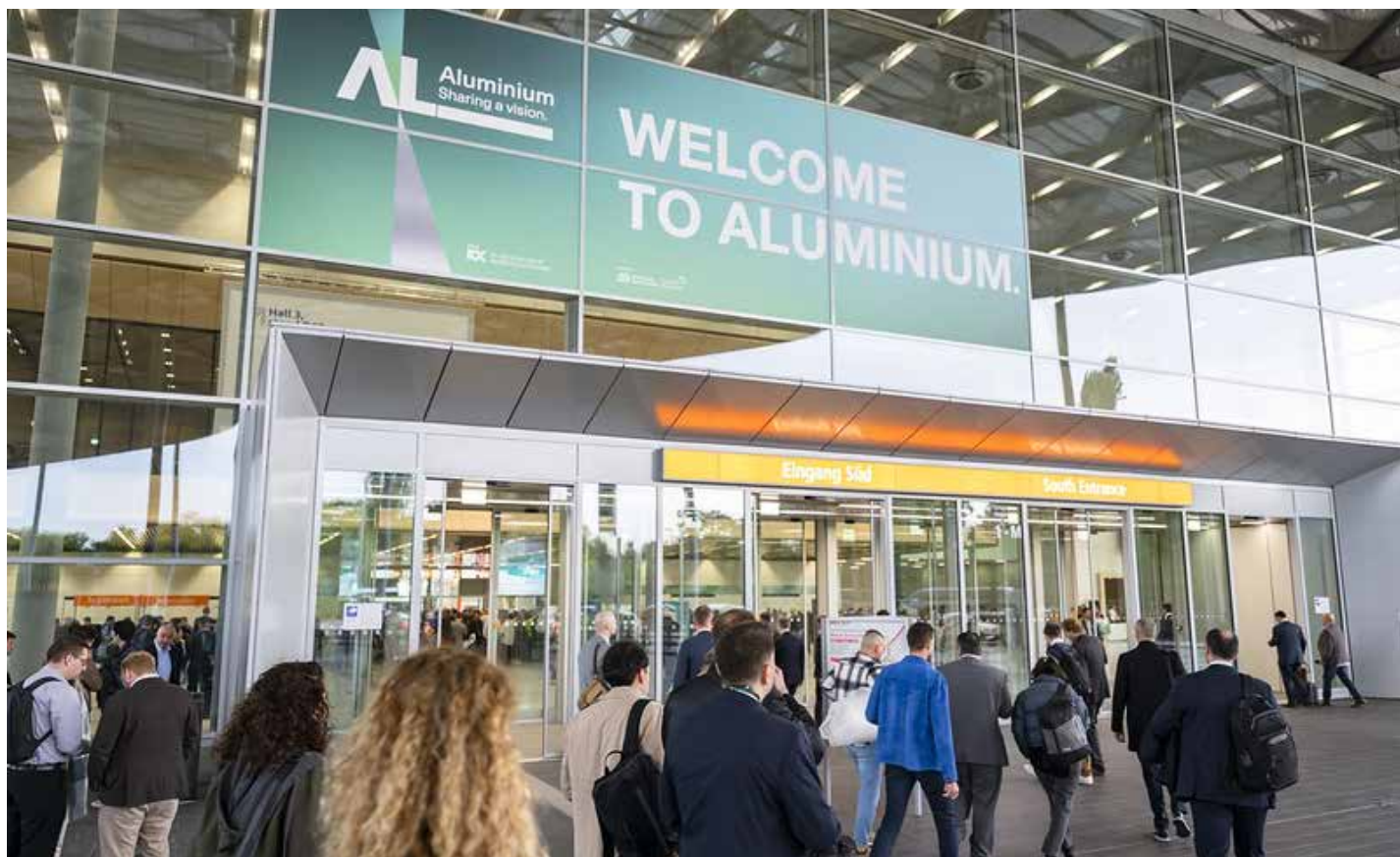


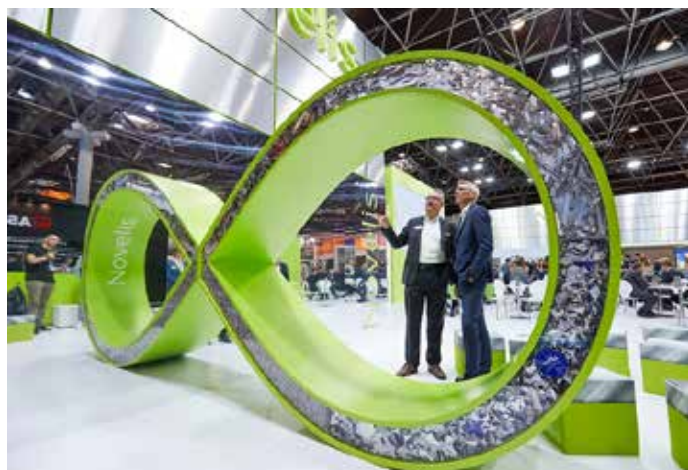
ATIEUNO MAGAZINE 4.0



Atieuno's Experience at Aluminium 2024, Düsseldorf

In this edition, we'd like to share our key impressions from Aluminium 2024, the leading event in the aluminium industry. Despite the challenges the aluminium industry is facing, Aluminium 2024 demonstrated the resilience and optimism of the sector. With over 20,904 visitors from 99 countries and 819 exhibitors from 50 nations, this year's trade fair was a testament to the industry's pivotal role in decarbonisation and global sustainability efforts. The event brought together industry leaders, suppliers, processors, and recyclers, reaffirming aluminium's critical place in the global industrial transformation. This year's trade fair underscored two crucial themes: Sustainability and Digitalization, both of which are pivotal for the future of aluminium manufacturing. The event highlighted how sustainable practices are driving demand across industries and how digitalization is transforming production processes, boosting efficiency, and reducing environmental impact. Moreover, the role of advanced technologies in enhancing manufacturing capabilities and meeting global environmental standards was a key focus throughout the event. For Atieuno, Aluminium 2024 was an important

platform for both networking and business growth. The exhibition allowed the company to reconnect with prospects, clients and partners while engaging in professional exchanges that showcased the latest technological advancements in the industry. Sustainability is driving demand, and the event underscored the industry's unified commitment to enhancing production processes through innovation and collaboration.



Reflections on Aluminium 2024 from Atieuno Leadership

Find below the major thoughts and impressions from our leaders: Marco Bosisio, General Manager, Marcello Aiello, Marketing & Sales Director, and Pierpaolo Longhi, CFO and Account Manager. Their reflections underscore the importance of building strong partnerships, staying aligned with industry trends like digitalization and sustainability, and highlighting the value of face-to-face interactions. These insights emphasize how Aluminium 2024 was a crucial event for Atieuno to engage, innovate, and continue its leadership in aluminium manufacturing solutions.



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Marco Bosisio, General Manager of Atieuno, reflected on the event, highlighting Düsseldorf as a leading hub for the aluminium industry.

"This year reaffirmed our positioning as an innovative Solution Provider in the field of extrusion software and product finishing. Our strategic alignment with major international groups, especially regarding digitalisation and sustainability, was evident. A special thanks to our clients and partners who support the Atieuno brand globally."

Marcelo Aiello, Marketing & Sales Director, shared:

"Our goal at the fair was to strengthen relationships that have been built over more than 40 years. For the first time, we hosted a Partner Meeting, a valuable opportunity to share strategies and listen to our partners about challenges in different markets. We thank all the clients we met and look forward to seeing you in 2026."



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Pierpaolo Longhi, CFO and Account Manager, focused on the interpersonal connections made during the event.

"This year's edition of Aluminium 2024 brought interpersonal relationships back into the spotlight. Face-to-face meetings helped us finalise several business deals that were previously in discussion. Relationships remain at the core of Atieuno's approach, and we look forward to continuing our collaborations."

Aluminium 2024 provided an invaluable platform for Atieuno to engage, innovate, and strengthen its role as a leader in aluminium manufacturing solutions. See you in 2026!



Highlights from Atieuno's Global Partners Meeting in Düsseldorf

In anticipation of Aluminium 2024, we gathered our main commercial partners from across five continents for a strategic meeting in Düsseldorf. The event was marked by insightful presentations, forward-looking discussions, and the reinforcement of our shared vision for the aluminium industry.

Industry Trends and Atieuno's Positioning

Marco Bosisio kicked off the meeting by discussing the growing complexity of aluminium extrusion processes. He highlighted the critical need for seamless integration between extrusion and subsequent processing stages, positioning Atieuno as a full-service Solution Provider. Marco also emphasized the importance of flexibility, customization, data management, and sustainability in meeting the evolving demands of the market.



Macro Trends and Sustainability Alignment

Pierpaolo Longhi followed with an in-depth analysis of macro industry trends, focusing on reshoring and advancements in aluminium alloys. He addressed how companies can better align with environmental emissions requirements, particularly in the context of new regulatory demands. Pierpaolo underscored how innovation in materials and sustainability is shaping the future of the aluminium industry.



Marketing and Communication Strategy

The session then shifted to marketing, where **Marcelo Aiello** presented the transition from a product-oriented to a customer-oriented approach, offering solutions that ensure consistent support and regular upgrades. This shift positions Atieuno as a more agile and responsive partner, prepared to meet evolving client needs. He also discussed the company's rebranding as a comprehensive provider of Aluminium Manufacturing Software Solutions, spanning extrusion, planning, logistics, and quality control—perfectly aligned with the industry's growing demand for integrated and sustainable solutions.

Marcelo then handed the floor to **Lorenzo Spinosi**, our marketing consultant. Lorenzo explained how the marketing team has implemented a new, sophisticated strategy utilizing advanced B2B tools, including Account-Based Marketing (ABM) and Key Account Management (KAM) to deepen the engagement with high-value clients, ensuring a more personalized and impactful approach.

To wrap up the session, **Martina Pedretti** presented the tangible results of this revamped strategy, showcasing increased brand awareness, stronger client relationships, and measurable growth in key markets. The new approach has not only enhanced our market presence but has also driven deeper engagement and trust with clients across the globe.



Success Story – Coordinated Communication

Cagla Gokoz of Net Kimya shared a compelling success story about the power of coordinated communication between Atieuno and their team. She highlighted the impact of this partnership in the Turkish market, emphasizing how joint efforts have led to improved brand visibility and engagement.

The evening concluded with a vibrant exchange of ideas over dinner, deepening relationships and setting the stage for an exciting future of collaboration. Thank you to all our partners for your time, energy, and invaluable contributions. Together, we are driving the future of the aluminium industry!



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