

◆ Roberto Montaruli
(General Manager)

■ Why a newsletter?

Starting from this year, we would like to launch a series of initiatives in order to be closer to our customers, both directly and through our partners, by providing helpful tips from our experts and offering a new set of services to better satisfy their needs. A newsletter is a part of these initiatives. This may not seem like an innovative idea, although it's much more important to us that it will work according to our expectations. We believe that this tool can become an **interactive network** between **Stilmas** and the **marketplace**, and not just a simple "communication bulletin". This first issue will be very helpful to receive lots of feedback so that we can adapt future newsletters according to the needs of the customer. Any contribution is welcome.

■ How was Stilmas in 2014 and what about the impact of the crisis?

We work a lot with our people on **awareness**, which is always important in order to move together in the same direction. Supported by our 3-year Company Programs, we succeeded in contributing to

the growth of the company, **improving efficacy** and **involving people**. In the last 8 years, our turnover has more than doubled, we have increased our presence worldwide and we have obtained long-term contracts with some of the most important players in the marketplace. Even during the toughest economical times, the company has substantially invested in new facilities, tools, equipment and training so that we will always be ready to accept new challenges. I would like to point out that the **passion of our people has been a key-factor in our success**, in addition to the importance of the **contribution of our commercial partners**. We still think that the best is yet to come.

■ What we can say about the outlook for 2015 and new horizons?

We will continue to grow and our ambitions will grow as well. Customers will be our main driver even more than in the past. We will continue to develop our activities via a **Company Program** that will be deployed during the **next 3 years**, the details of which will be shared in the next weeks. I can anticipate that we will be focused on **2 "I"**: **Integration** and **Innovation**, both of which are oriented to serve



our customers better and faster.

Integration, first: with our sister companies **Olsa** and **DOC**, market needs can be covered thanks to our **complementary skills**. This is the first year of full integration between our companies.

We also want to be **Innovative** because customer needs are always evolving, and we want to have a **competitive advantage** in this area.

I really like the message in a greeting card received from one of our sister commercial partners during the last holiday season: "Think outside the box, dare to be different". If there are no royalties to pay, I would adopt this as the key message of our Company Program. This is exactly **what we have to do**, and it is exactly **how we have to be**.

Updates

◆ Tatiana Orekhova
(Area Sales Manager)

Stilmas approach in providing the customer with the instruments for proper calculation and optimization of TCO

The constant pressure on reducing maintenance cost, energy consumption, operating costs will continue to increase in upcoming years. Understanding the total cost of a water treatment installation over its whole life time becomes increasingly important as budgets of our customers are getting tighter and long-term planning is required.

The **Total Cost of Ownership (TCO)** calculator tool from Stilmas allows our clients, both current and potential, to compare the complete costs of alternative water treatment equipments and/or technologies. This enables the stakeholders to make well-considered decisions for the long term on sustainability and costs.

Quite often, during technical-commercial meetings with customer, I use the STILMAS TCO calculator, which gives to our interlocutors a quick comparison on various equipment possibilities by filling in specific data on maintenance costs, energy consumption, some general data, but especially TCO value in 5 or 10 year-time: the potential savings are impressive when you take into account the TCO of your equipment.

Go to the tool and see for yourself.



Tool.pdf

Events

Duphat

8-10 March 2015

Dubai International Convention and Exhibition Centre, Dubai.

Booth: B 05, Italian Pavilion

<http://duphat.ae/>

Interphex

21-23 April 2015

Javits Center, New York City

Booth: 2065

<http://www.interphex.com/>

TIHE

14-16 April 2015

Tashkent, Uzbekistan

<http://www.ite-uzbekistan.uz/vis/tihe/eng/index.php>

