



Arianna and Davide Chiarini, Ceo and Vice-President of Nex Line

# Human dimension and versatility in the world of semi-finished aluminium products

30  
years

Nex Line is a virtuous example of a company managed with the heart as well as a customer-oriented service

**A**s sister and brother who grew up in a company founded by their father. Apparently a story like many others, but one that is seasoned with a gentle passion for quality and a stubborn will to make a company prosper, where there is a positive, forward-looking atmosphere. And these days that is no small thing. For Arianna and Davide Chiarini, respectively Ceo and vice-president of Nex Line, the aim is to provide a particularly flexible service while working in an environment with a serene working approach. "Already during the management of my father, who has now passed away",

says Arianna Chiarini, "we were committed to ensuring that employees worked in an organisation where the quality of working life was high. Those who have a personal or family problem know they can talk to us, we want them to feel protected". Concrete actions in terms of welfare, that's what we would call them for large companies. Whereas here, immersed in the fabric of Lombardy's

small and medium-sized industries in one of its most industrious provinces, Brescia, we breathe the air of the family business, where decisions are still taken wisely, focused not only on the product to be sold, but also on the working climate. "Perhaps this is why", continues the Ceo, "many work with us after so many years, some even since the company was founded in 1993".

Thirty full years that were celebrated in June with a big party, where customers, suppliers and employees were welcomed. The celebration marked the pride for the new and recent headquarters, larger and more functional, and the memory of the founder, Fiorenzo Chiarini: the thirtieth anniversary coincided, not by chance, with his birthday. Nex Line is specialised in two production sectors: the world of road signs, billboards, shop signs, and the world of contract machining of semi-finished aluminium products. "Our referents for road signs and shop signs are marketing agencies and small artisans who have to disentangle themselves from the many compulsory certifications", explains Arianna Chiarini. "We help them navigate through the bureaucratic issues and supply signs with En 12899:2007 product certification issued by Rina, for work that is absolutely in line with directives".

Our products are not only dedicated to outdoor traffic, but also include a range of indoor signs used by large-scale distributors,

## WINNING BALANCE BETWEEN ITALY AND ABROAD

Precision, flexibility and the ability to adapt production for the small customer as well as for the large company, which needs to supply branches located all over the world.

These elements have enabled Nex Line to grow steadily over the years in terms of turnover and customer base, managing to reach beyond the borders some time ago.

The year 2022 came to a close with more than €7.5 million in turnover for a company with 24 employees that has grown steadily over the years. Approximately 700 tonnes of aluminium profiles are processed per year, half of which are sold in Italy and half abroad.

which are designed with LED lighting systems and are particularly versatile in their use. The idea is to make them functional for quick and easy interchangeability of the advertising message.

Nex Line's specialisation in semi-finished aluminium products for third parties, the second type of offer, also finds an outlet outside of Switzerland. "We reach Switzerland, where we have had a large customer for many years, but also the rest of Europe", says Davide Chiarini, "Once we even managed a large order of aluminium profiles for the development of the Tema port in Accra, Ghana, in the heart of Africa". The secret, if you can call it so, is the ability to cope even with orders for very few pieces, with remarkable logistical and production flexibility. "In the case of semi-finished aluminium products, we work only and exclusively on the customer's technical drawing, satisfying the requirements: a great strength together with a warehouse that is always well stocked", they explain at Nex Line. The warehouse also acts as a hub for customers who do not have space to keep their goods on site. ■

Employees at the company's 30<sup>th</sup> anniversary celebration