



A Reliable Italian Partner

www.fkv.it

COMPANY INTRODUCTION

Main Figures in Brief

| | |
|-----------------------|---------------------------------|
| Established | 1974 |
| Number of Employees | 33 |
| Location | North of Italy, 40km from Milan |
| 2014 Turnover | >10M Euro |
| Customers in database | >13.000 companies |

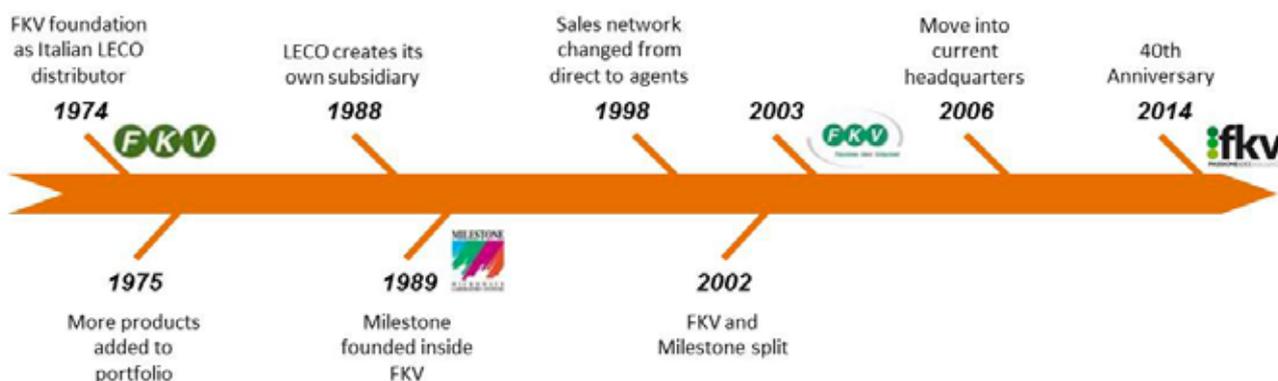
Overview

While in its 40th year from foundation by Vanni and Franco Visinoni, FKV is one of the largest distribution companies of scientific instrumentation in the Italian market, with an annual turnover of over 10M Euro and a database of more than 12.000 customers. Initially started as the Italian distributor for Leco Corporation, the company developed a diversified product portfolio during the years, building a very strong reputation as a reliable, quality-driven partner.

Our headquarter is located in Torre Boldone, 40km from Milan and conveniently in the middle of the Northern Italy, which represent 70% of the business.

Our 1.600m² facility includes fully equipped laboratories where demonstrations, method development and application support are provided daily.

History



Philosophy

The Company philosophy is simple yet clear: we better lose an order than a customer.

That's why we think and behave as a reliable and professional partner for the people we work with, either customers or suppliers.

PASSIONE IDEE SOLUZIONI

Passion for our job is the main ingredient of this philosophy, together with new ideas and the constant research for new solutions: these are the added values we want to supply to our internal and external partners.

Location

We are located in Torre Boldone, a little town close to Bergamo, only 40km from Milano.

Our 1.600m² headquarter includes two fully equipped laboratories for demonstration and method development, as well as offices, service laboratories and warehouse.

We are only minutes away from Milano-Bergamo Airport (BGY) and less than an hour from Milano Linate (LIN), thus allowing easy travelling across the entire country.

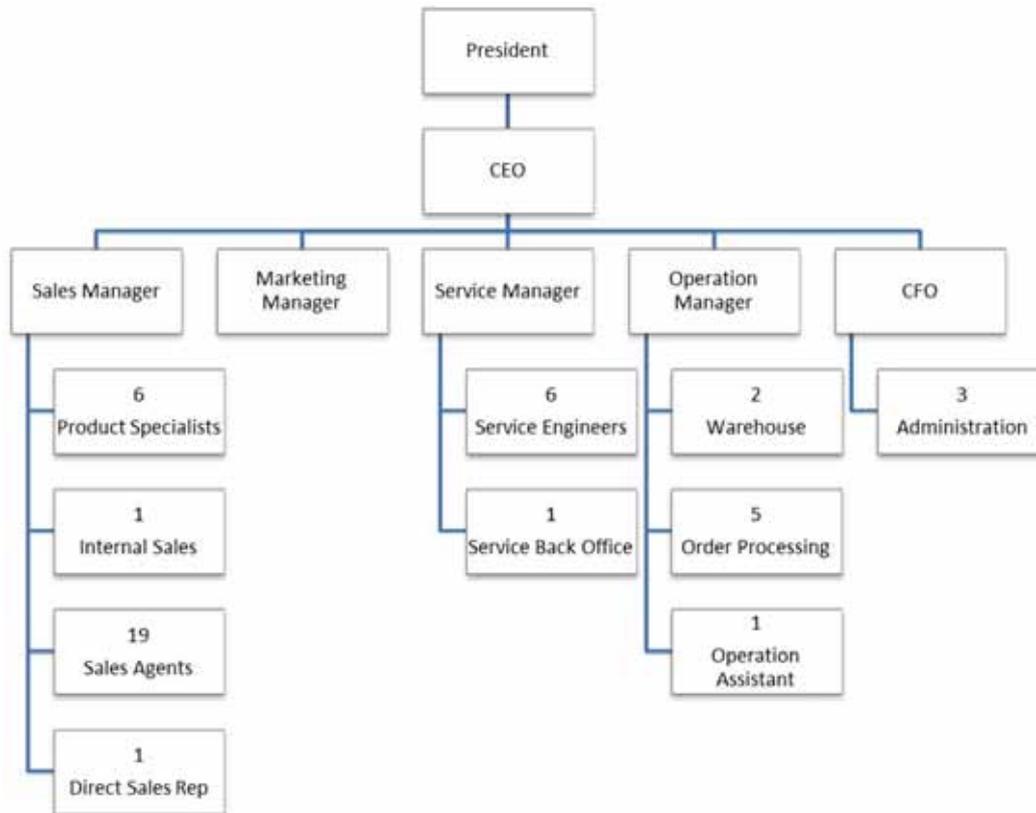


Organization Chart

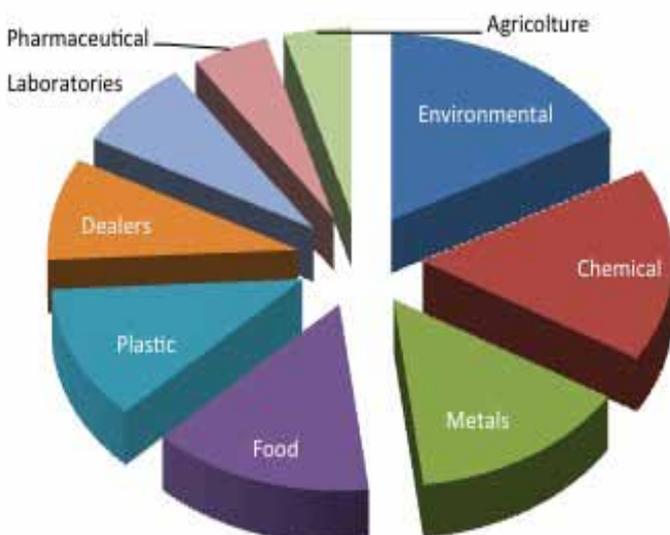
FKV is a totally private company, fully owned by Vanni Visinoni since 2002.

The company has maintained its employment level throughout the years, ranging across a size of 25-30 people. In the past four years, following the integration of a major brand in our portfolio, we've hired two people (1 Product Specialist and 1 Order Processing) to face the increasing activity.

In 2015 two more people joined our organization, raising the total to 33 employees.



Customers



We work on a customer base of over 12.000 companies across Italy, with a presence in each and every industrial sector, as shown in the graphs where only main ones are listed.

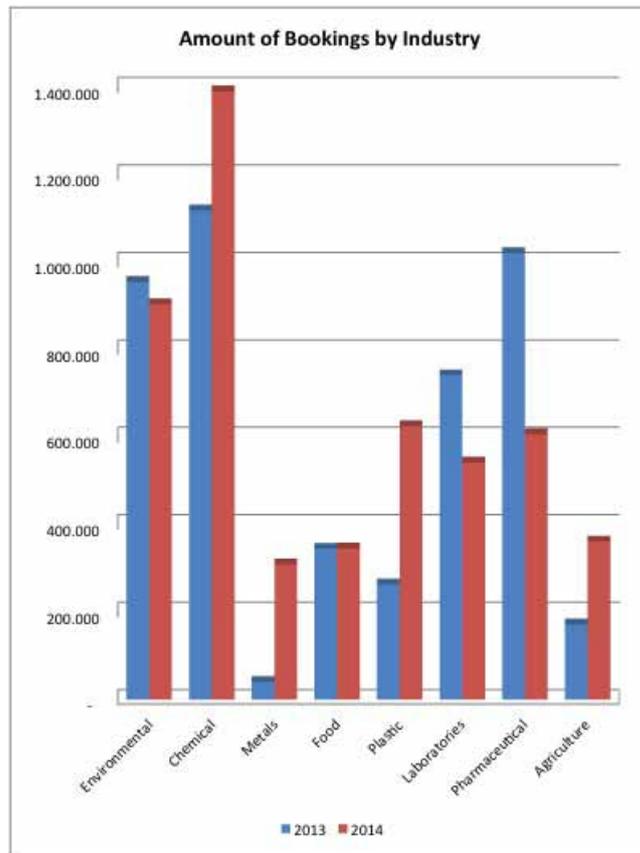
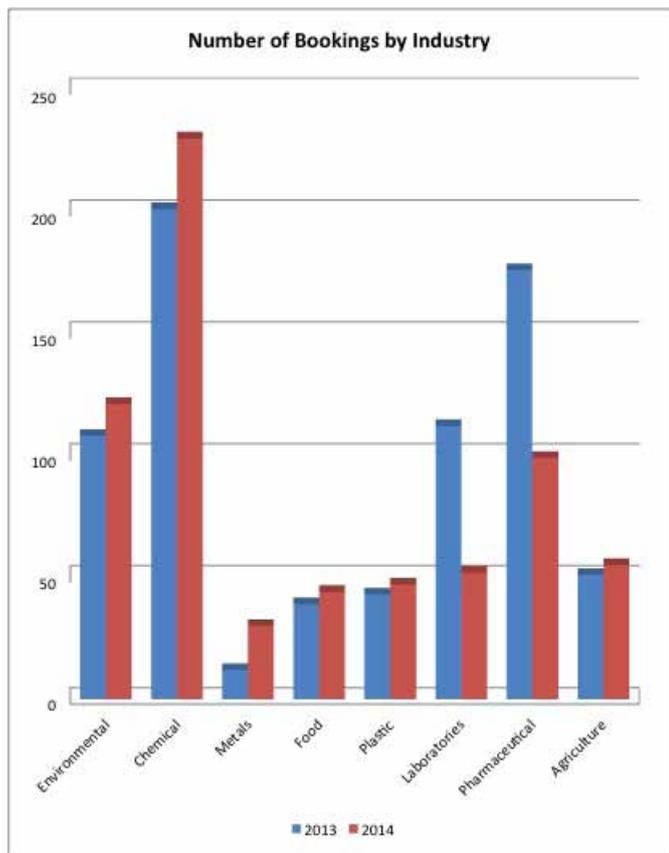
Our core business is focussed in the Environmental, Chemical, Metals, Food, Plastic, Pharma and Agriculture world.

Most of our current products are well fitting in these sectors and allow us to propose multiple solutions or complete packages for the laboratory needs.

A continuous and capillary presence incentives the constant research for new products to be rapidly and successfully introduced in our main markets by our sales network.

Our customer base includes well known Italian brands with worldwide presence, as well as small, local companies.

We are able to manage different needs: from single, small orders to complex projects involving different sites and different suppliers.



The ability to operate in different markets gives us the possibility to compensate specific-market stagnation while concentrating on more profitable scenarios.

ACTIVITIES

Sales Organization

Agents

The sales network is distributed in all Italian regions, through 19 independent agents, with 4 of them for Lombardia only, the richest and more industrialised area.

Agents are working on a non-exclusive base, often representing other products and brands (i.e. balances, lab furniture, chromatography equipment) which fits together with ours.

Agents has to monitor the territory and find new leads and opportunities, sometimes deal with the Purchase Office and follow up after installation to ensure customer satisfaction.

Product Specialists

Our 7 Product Specialists are the direct expression of FKV's approach and personality, being the repository of the know-how and the technical-application interface for the customer.

The Specialist is responsible for the technical assessment of the customer needs, including the choice of the right configuration and the related demonstration, either in our DemoLabs or at customer site.

Internal Sales Support

The latest addition to our Sales Organization is the Internal Sales, dedicated to telephone activities such as:

- Follow up on quotations;
- Customers interviews;
- Database implementation and monitoring;
- Special promotions and discounts.

Demo Labs

Our facility is equipped with two fully-operating demonstration laboratories, where most of our product portfolio is ready to use and available for customers.

Demo labs are used by our Product Specialists for demonstrations, method development, evaluation of new technology and special applications on customers' request.



DemoLab 1 (up) is equipped for sample preparation and analysis, with state-of-the-art microwave systems and AAS.

DemoLab 2 (down) is dedicated to TOC, Elemental and Particle Size and Shape analysis.

Both laboratories are located in the main floor of our building, while additional space for heavier or bigger instrumentation (such as industrial or process equipment) is available at ground floor on a dedicated area of the warehouse.



Marketing & Events

We see ourselves as innovation-carriers, continuously striving to bring new technologies and innovative solutions into the Italian market: to do this we regularly attend all the major international exhibitions in US and Europe.

Once found, we need to bring this innovation to our customers through an initial mass communication: our database of more than 24.000 personal email addresses allows us to easily send out email communications like newsletter, invitation to events, new product introduction, etc.

Newsletters are customized by type of industry, focussing arguments per actual interest and application (environmental, steel, cement, food, etc.).

A monthly newsletter is currently sent, highlighting different contents every time, with a main product/argument followed by side ones; this setup allows us to send the same message more than once avoiding boring and repeating communication.



To bring knowledge is as important as to bring innovation, that's why we regularly organize seminars and workshops, both in-house or across Italy; our facility is equipped with a meeting room capable of hosting up to 70 people, together with a lunch-break area conveniently located beside our Demo Labs.

We also regularly attend Chem-Med (pictures down), the biggest Italian exhibition for analytical instrumentation with a 140m2 booth where the entire product portfolio is shown.

Below is a summary of the events of the past 3 years with the number of attendees:

| | | |
|------|----------------------------------|---------------|
| 2012 | 14 events in 13 different cities | 213 attendees |
| 2013 | 14 events in 12 different cities | 266 attendees |
| 2014 | 3 exhibitions | 88 leads |
| 2014 | 6 events in 6 different cities | 289 attendees |

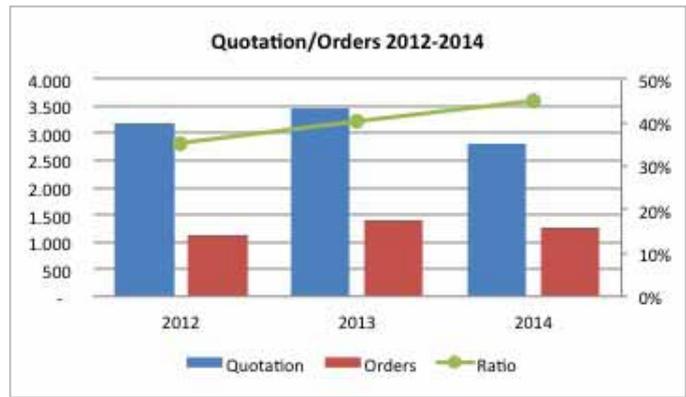


Order Processing

Our Sales & Order office is able to process a high number of quotation and orders.

Thanks to our proprietary CRM developed on top of our Database, our Sales Network can remotely request and prepare a quotation via mobile access.

The pre-configured quotation is then processed by the office and directly sent to the customer, leaving track of all the steps and developments of the lead.



Service

The quality of a company is also measured through the level of support given to its users: we know the value of an excellent service, as it can bring satisfied customers to come back for repeated purchases.

Our Service Organization is supported by a Service Back Office based in FKV and includes seven Service Engineers taking care of installation, validation (IQ/OQ/PQ), training and maintenance (both preventive and corrective) of the instruments; in addition, four external Engineers are taking care of simpler instrumentation.



We can support our customers via Service Contract, with set number and type of visits, or through on-call service.

Our Service Organization is equipped with all the necessary measuring systems and standards, in compliance with the international and local regulations, for all the checks and calibrations required.

For in-house repair, we can count on a fully equipped service lab, where all the necessary testing can be performed.

Certifications





Largo delle Industrie, 10 24020 Torre Boldone (BG) ITALY
Phone +39.035.3690211 Fax +39.035.3690399
Web www.fkv.it Email info@fkv.it