

## Flexible and attractive packaging

Flexibility is a must for Omag in the manufacturing of food and pharmaceutical packaging: “made to measure” machinery for every kind of client.

“Flexibility in packaging” is the motto of Omag, the market leader in packaging for food and pharmaceutical companies. And it’s a deliberate play on words: “Because the aforementioned flexibility,” explain the new generation of associates, Davide Santi and Roberto Filippucci, “is not just about the technical characteristics of the materials manufactured, but also, much more importantly, our attitude on a human, personal and professional level”.



Maybe it’s no coincidence that Omag is located halfway between the Emilia Romagna and Marche regions of Italy – we are based in Gradara, beneath the fortress of Dante’s Paolo and Francesca, just a short walk from Rimini’s coastline – because the ability to make you feel at home, like a cherished guest for whom we’ll strive to find the perfect solution, is very similar to the welcoming attitude to tourists that has made this area of Italy the European holiday capital.

The desire to find new solutions in the world of packaging was already in the minds of our founders in the early Seventies when, in premises barely larger



than a garage, the business originated - thanks to the intuition and initiative of the two associates, Fiorino Gregori and Alfredo Bordonni, amongst others.

Today, the company boasts 80 employees, a new overall structure (implemented in 2012) of 5000 square metres and an important subsidiary in Russia, overseen personally by Fiorino Gregori. The growth and development

of this company is much more than a “typical Italian success story”: it represents the very heart of business philosophy. Omag produces high-tech packaging machinery, and combines technical ability and desire for experimentation with a keenness to fulfil the needs of each customer, to produce a unique and “tailor-made” product – and we are committed to supporting each client throughout the life cycle of our product, from its sale to its operation and maintenance.

Here, the “standard” does not exist – each client has their unique own needs and requests, and Omag is ready, as emphasised by Filippucci and Santi, “not only to

give them what they're looking for but, with the knowledge that comes with forty years' experience, to advise them on the best solutions to fit their needs".

To achieve this kind of personalised service, you must be able to rely on a highly flexible and client-oriented structure. That's why our design team is now 16 members strong: Omag is likely the only company in the industry equipped to cover all types of machinery for manufacturing flexible film, producing mainly single dose, containing powdery, granular, liquid and creamy products, to name just a few.



To obtain these results, you must be able to work well on various levels. According to Filippucci and Santi, "Our employees are not simply salespeople; with the support of our Technical Department, they are able to act as real 'consultants' in their dealings with clients, working together to plan the machinery or the course of action which best meets their current needs – which are often not immediately obvious at the first meeting. But that's what we're here for."



In this regard, special attention is paid to Research & Development, with a specialised workshop always available to clients, and to continuous training – not just technical – aimed at the growth of employees, who are true Omag "ambassadors" for each client.

This is how we ensure that our team is aware that building machinery doesn't just mean selling it – it involves being part of a complex production cycle, and becoming one of the bricks in a building which will be perfect thanks to Omag's signature service.