

## BESENZONI, THE RENEWED COMPANY STRATEGY

*Besenzoni Spa, a company which has been operating for over fifty years in the Italian nautical sector and has developed considerable expertise in the design, production and management of accessories for yachts, is implementing its renewed corporate strategy to deal with the new emergency situation caused by the spread of Covid19.*

Besenzoni re-opens and puts safety first. In line with the most recent government guidelines and in full compliance with the new regulations to prevent the spread of Covid19, the Sarnico-based company will **re-open all its operations and business activities.**

Thanks to the creativity of all of our employees, even before social distancing became mandatory everywhere, Besenzoni had already planned how to reorganise its work activities, where possible, and put into practice the organisational model of **smart working in our sales, design and after-sales service departments.**

*In the company, health is a priority as well as respecting the new safety measures.*

Our **Logistics, Purchasing, Production planning departments** were also completely reorganised in the days immediately after the announcement of social distancing measures and **are fully operational.**

*"All our departments are now operational - says **CEO Giorgio Besenzoni** - and in this period of quarantine we have been able to maintain close contacts with the entire sales network and with our customer support network throughout the country and around the world".*

We have also focused our attention on **production** activities, **which have been completely** transformed by modifying both the layout of individual work stations and of the production line as a whole, making it more flexible and guaranteeing the health and safety of all our staff.

All our **departments have already been sanitised** and **each employee has been provided with adequate protective equipment as well as** information about its use. The rules governing personal safety will also be strictly adhered to by our couriers, suppliers and all those who visit the company.

*"Our company has drawn on all the experience it has gained over the years in order to evolve and to be able to comply with the new requirements, taking advantage of modern technology and the resourcefulness of our young employees in order to satisfy customers and above all to ensure that we can all start work again in safety", concludes Giorgio Besenzoni.*