

HISTORY

FITRE's activity began in 1943, with the manufacturing of telecommunication equipment for power and railroad Companies. Around 1955 the manufacture of electromechanical components was added, including telephone type relays and luminous push-button switches. The activity also expanded to industrial automation still largely based, at that time, on electromechanical components. Since 1960 the increase in the range of products takes also advantage of the cooperation with important international manufacturers, whose products have been distributed by FITRE on the Italian market.

TODAY

FITRE combines extensively manufacturing with nationwide marketing and distribution of imported exclusive products.

PRODUCTS

TELECOMMUNICATIONS

A full line of products from medium-sized PABXs and key telephone systems, to standard and industrial telephone sets, surge protection devices and accessories for telephone networks.

INDUSTRIAL SIGNALLING & AUTOMATION

Communications systems for industrial and hazardous areas, computer controlled voice messaging systems, explosive gas detection and measuring devices, automated systems with programmable microprocessor modules.

ELECTRICAL AND ELECTRONIC COMPONENTS

Broad range of relays, switches, electronic subassemblies and others.

STRONG COMMITMENT TO CUSTOMER

The key idea which has inspired FITRE for more than half a century and explains its growth and soundness is this:

*"HELP CUSTOMERS SOLVE THEIR PROBLEMS
IN THE BEST POSSIBLE WAY!"*

This continues to be the keystone of FITRE's steadily growing business and is the one factor which more than any other helped FITRE build its fund of experience, creating capabilities that mean fulfilled objectives.

ISO 9001 CERTIFIED QUALITY SYSTEM

The fact itself that a Company is active on the market for more than 50 years proves a constant attention to Quality.

FITRE moreover decided to get its Quality System certified by an independent Body.

So FITRE Quality System is currently certified by DNV, a world-known Certification Body, in conformity with ISO 9001:2000.



SALES ORGANIZATION

Thousands of satisfied customers have learned over the years to count on FITRE for their electronic and telecommunications needs. To give the best possible service, the FITRE domestic sales organization has three market-oriented Divisions.

OFFICE COMMUNICATIONS AND TELEPHONE PRODUCTS DIVISION

serving:
public and private telephone companies;
telephone installers;
most important end users;
dealers.

INDUSTRIAL SYSTEMS DIVISION

serving:
heavy industries;
steel mills, refineries, chemical plants;
power and railways companies;
companies using an independent telecommunications network;
shipyards, army, navy and air forces.

COMPONENTS AND PRODUCTS FOR INDUSTRY DIVISION

serving:
all important original equipment manufacturers of
telecommunication and electronic equipment;
automotive accessories manufacturers;
local distributors for smaller customers.

TERRITORIAL COVERAGE

These are three completely independent sales and service organizations covering all of Italy with personnel based in Milan, Rome and Venice and agents in other large cities.

FACILITIES

Covered surface of 7,500 square metres (80,000 square feet)
in main Milan building.
Branch offices in Rome and Venice.

EMPLOYEES AND SALES

Number of employees: 100
Sales: 15,000,000 Euro

BANK REFERENCES

Intesa San Paolo;
Unicredit Banca;
CARIPARMA;
Banca Popolare di Milano.



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