

ma.ti.ka. gazine

INFORMATION • STUDY • DEVELOPMENT • PROGRESS



**“The best things
are only achieved
with the utmost
passion.”**

(Johann Wolfgang von Goethe)



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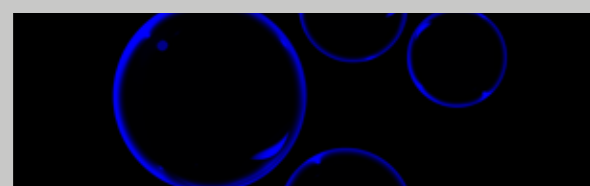
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Elisabetta Ziliotto

“There are two durable things that we can hope to leave in inheritance to our children: the roots and the wings.”

(Chinese proverb)

Editorial

High goals, deep roots

The flow of time. And the goals achieved

“We started in far 1979, at the beginning there were Vittorio and his wife Marianna...” that’s how begins the story of **Ma.ti.ka.**, acronym of the Morgese women’s names, the leading company in Production and design of customized systems for the Air handling. Discovering the real world of this company, with plant in Camposampiero (Padua) and in Cinisello Balsamo (Milan), where was established, led today by the daughter Tiziana and the son-in-law Oscar, is like travel through a world in constant evolution, in an incredible and well-deserved escalation, in which concepts such as commitment, perseverance, determination, self-discipline and passion, have shown that every daily act from the more trivial to the most demanding, has behind it an important purpose. The success of the company in these **45 YEARS** of activity, ensures that Ma.ti.ka. can give himself a warm and deserved Applause for achieving important milestones, Achieved even through difficulties, in certain historical periods. A narration that has deep roots, full of vivid memories, started with the stubbornness and ability

of Vittorio, the founder, constantly supported by Marianna, a man who saw far, from the first years in rent in a small garage, to overcome vicissitudes and challenges that led him to realize his “dream”. In 45 years, the company born in Cinisello Balsamo, has grown to cutting-edge Technologic and production which today boasts a plant of over 5000 sqm in Camposampiero and 700 sqm in Cinisello Balsamo, with offices, production, management areas logistics and product research and development laboratories, in The ability to meet demands not only from the European market; but also from other parts of the world such as Asia - USA - South America. The determining factor that led to Ma.ti.ka. to be today one of the leading companies in the sector is due to: the innovation capacity, the scientific approach, the ability to absorb different traditions and cultures and the ability to design and create concrete and functional solutions for every type of customer and partner requirement. All this, thanks to an evolutionary process by which the creativity and organization of Ma.ti.ka. were able to manifest themselves in the time.

ma.ti.ka.

made to measure air technology

“ **ma.ti.ka.**
*acronym for the names of
the women of the Morgese
household, was founded in
1979 from the happy intuition of
Vittorio and his wife Marianna,*

*who succeed in bringing their dream to life,
create a company that today is among the
most established in the industry. With the
stubbornness and ability of a man who saw
far, the progenitor started the business by
placing his production on the local market.* ”



*In this way began the first
Magazine of December 2014*



Pic: Marianna Mallia and Vittorio Morgese, 1970 – Milan

Success is a trip, not a destination

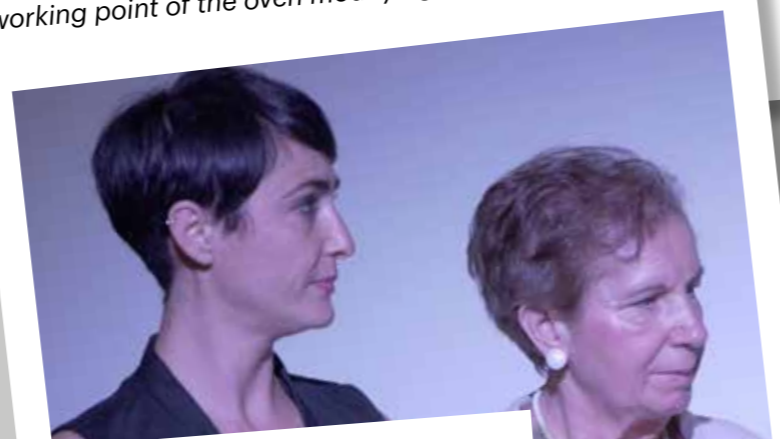
Success begins where the rhythm of the heart agrees with the genius

Almost half a century on the top, with a life-long dream (came true) and a timeless vocation for excellence: the celebration for the 45th anniversary of Ma.ti.ka., a company founded in 1979 as a specialist in the production of air movement systems that, from its locations in the north of the Boot, has been able to bring to the world the banner of Italian quality. Ma.ti.ka. was one of the first Italian companies to manufacture products dedicated to professional ventilation, with the first success for the realisation of a test bench built according to UNIEN5801 standard, thus defining a unique measurement method of its kind, combining practical solutions with theoretical and study ones, offering R&D technicians solutions and innovative application solutions. Over the years, the offer has been enriched hand in hand with the company's mission: a strong **innovation** push and **research** that has led to patented products, a constant focus on the **customer satisfaction**, a production flexibility that is very difficult to match while developing a high-tech

level of process. Doing business nowadays is challenging, requires and imposes sacrifices, but it is also enriching and stimulating because it creates new relationships, cultivates them and directs them. Much has changed in the recent years in the world of production: today working means **reinventing** oneself and it is known that managers need new maps and new challenges to lead the company along the road to **quality**. In a world sensible to economic success, the **creativity** of Ma.ti.ka. in the recent decades has been characterised by a surprising dynamism, innovation and pursuit of perfection such as the latest Airtek3.0 fan-wheel patent. All the goals that have ensured that today the company can - among the excellences in the world of air movement systems - Ma.ti.ka.'s **patents** and solutions have long been chosen by the leading companies in the world of professional ovens, household appliances, ventilation air extraction and treatment, air conditioning and heating and will continue to be a source of inspiration for the global market for new developments.



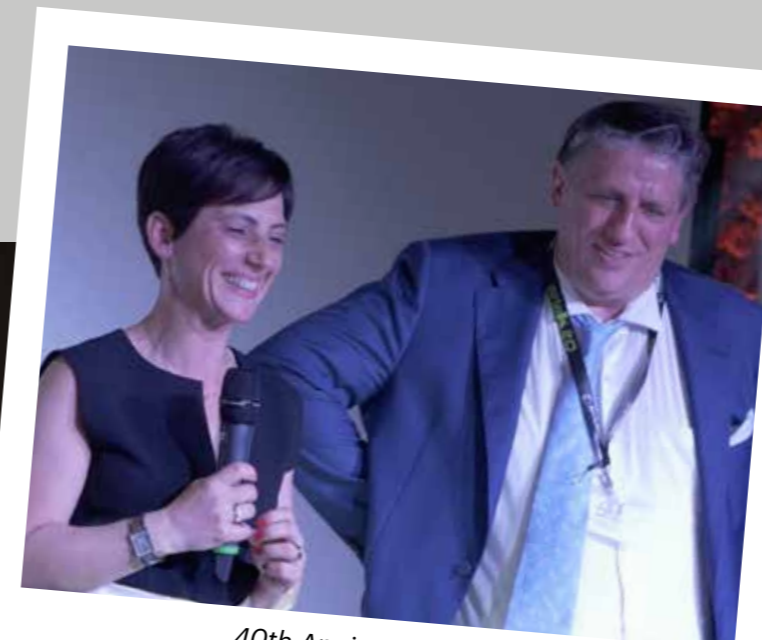
GeomAIR is the software in cloud designed by Ma.ti.ka. which determine the working point of the oven modifying its most important parameters



Ma.ti.ka., Lazise (VR)



40th Anniversary of Ma.ti.ka., Lazise (VR)



40th Anniversary of Ma.ti.ka., Lazise (VR)



Testing Machine in compliance with ISO 5801 Norm



40th Anniversary of Ma.ti.ka., Lazise (VR)

The interview with Tiziana and Oscar



What defines the true success of an enterprise like Ma.ti.ka.? We asked Tiziana Morgese, who with her husband Oscar Martini is at the helm of the company, which today celebrates 45 years in business.

45 years have passed and we have come a long way since those days when we took our first steps in that far-off 1979 in Cinisello Balsamo. If today we can celebrate this anniversary, much credit is due to all men, women, present and past collaborators who have made their important contribution, bringing the image of this company to customers located in various parts of the world, and who have established with them a positive relationship of trust and satisfaction, thanks a philosophy of excellence and quality in every product and service offered. Products and services offered.

Let's talk about the goals achieved this past year

Among the objectives achieved this year we can certainly include the design of the new assembly line called VP4 dedicated to the production of fans from the Airtek 2.0 line, one of the products market-oriented and strategic planning in the near future. The security data project that has laid the foundations for the digital transformation path that allows the approach to new MES (Manufacturing Execution System)- software and investments in Industry 4.0.

2024 was an important year for Ma.ti.ka. in the field of trade fair participation

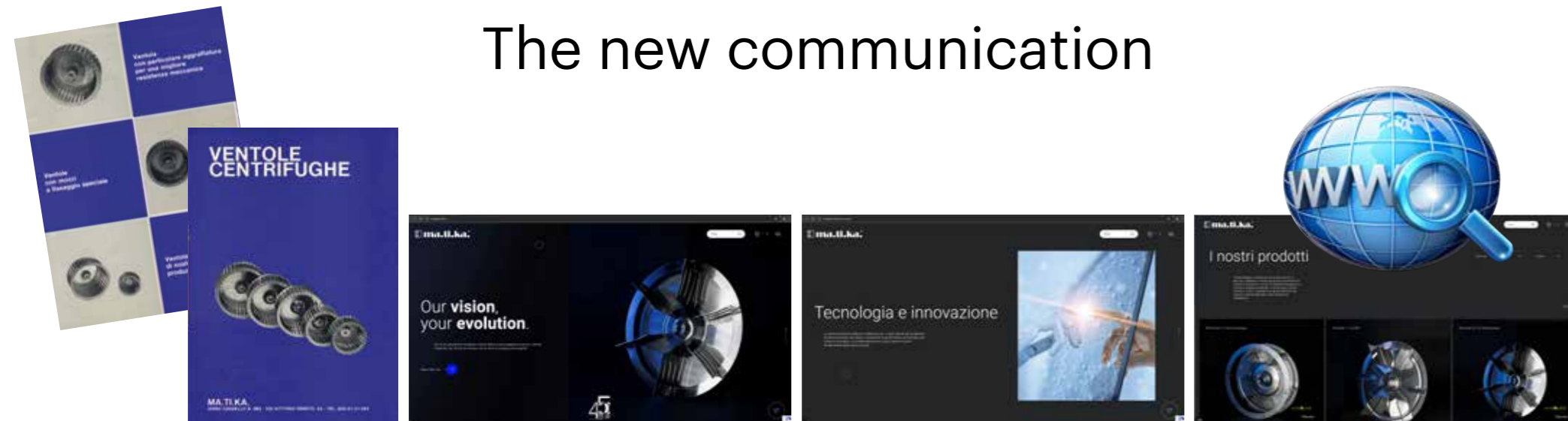
This year saw a mix of participations which confirmed Ma.ti.ka.'s vocation to expand towards increasingly competitive markets. The attention of the company turned in particular to the Orient, dedicating numerous trips to China, Japan and Singapore, countries that host the most prestigious trade fairs of the Ho.Re.Ca. sector to Eastern markets. This allowed Ma.ti.ka. to further expand its international presence, consolidating relations with local partners. At the same time, the company maintained its participation in Europe and South America. For example, it exhibited at MCE, one of the leading international trade fairs in the HVAC sector, and participated in international trade fairs as a co-exhibitor with its distributor in Turkey and reseller in Brazil, strengthening collaborations with strategic partners on a global level.

“And there is nothing more beautiful than the instant before the journey, the instant when the horizon of tomorrow comes to visit us and to tell us its promises.”

(Milan Kundera)

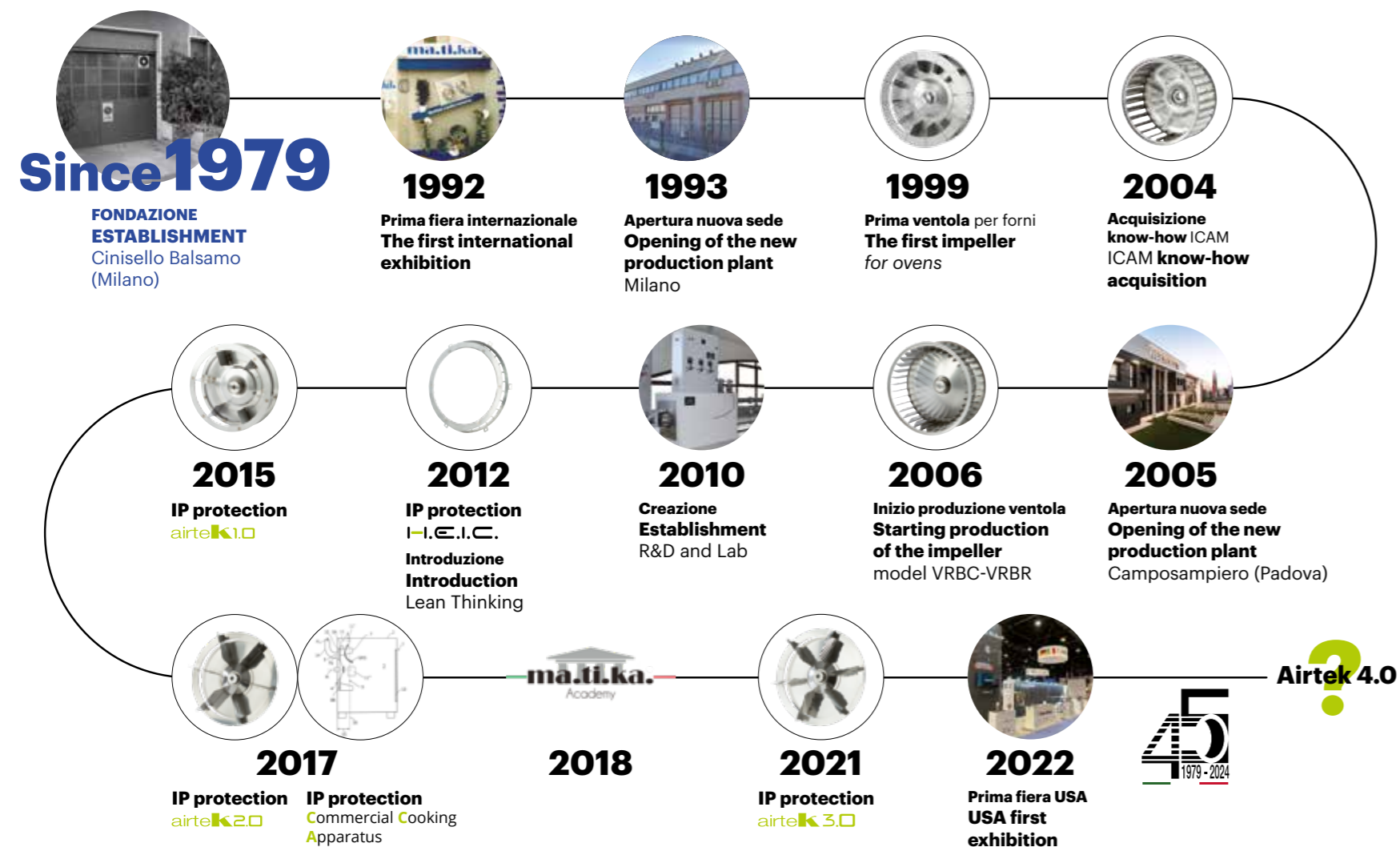
Every step forward is a success history

The new communication



Every company has a story to tell, but few can boast a narrative as rich and exciting as that of Ma.ti.ka., which celebrates its **45th anniversary of activity** this year. This important milestone is not only a moment of pride for the company, but also a symbol of solidity, credibility and dedication to business partners and employees. Everything starts with listening to those who actually use the product; in fact the success is based on the ability to understand, interpret and anticipate market needs. An attitude that has led Ma.ti.ka. to lead the evolution process that has affected the sector in recent decades. The numbers speak of more than 20 products in the catalogue. A long history of commitment and dedication which has made the company a trusted partner and an undisputed protagonist of a sector, that of air movement, which is constantly evolving.

Without these qualities it is difficult to endure at the highest level. A company with 65 employees that exports more than 65% of its production abroad, with a production and commercial plant in Cinisello Balsamo (Milan) and one in Camposampiero (Padua), which has become over the years the Headquarters with more than 5000 square metres divided into the areas of logistics, offices, production mainly in 4.0 and a dedicated area for the creation of ideas: the laboratory of research and development. All this with a view to total respect for the environment, because Ma.ti.ka. has always been at the forefront of the challenge to sustainability and in transition 5.0. **Ma.ti.ka.** is working towards the environmental certification **ISO 14001** and **ISO 9001** business process certification that will soon be achieved.



“When your goals are in line with your essence, magic happens.”

(Leslye Pario)

The company's well-defined objectives are the result of careful analysis from various points of view (in terms of strategic business, production factors with cobot or so-called co-robot technologies, market trends, business plan, etc.). Among the objectives achieved over the past year, we can include the project of the new **assembly line called VP4**, fully certified 4.0, and dedicated entirely to the production of the fans of the Airtek 2.0 line, one of the products identified as driving the Company's market-oriented and strategic planning in the near future. Of course, the **security data** project could not be omitted, which, realised in accordance with regulatory requirements for information systems, allows Ma.ti.ka. to benefit from information and retrieve it safely, but above all laid the foundations for the digital transformation path that has allowed it to approach new MES-Manufacturing Execution System- software systems in continuity with Lean production. The semi-finished product areas were also affected by major investments with the addition of two new CNC lathes also connected in 4.0, allowing the company to satisfy its customers also with 'accompanying' products of custom-made special components. As far as the purely aesthetic and image side, has been completed

the facade of the company in Camposampiero (Padua), that colours and design well represents the current stylistic mood of Ma.ti.ka.. With this in mind, the internal marketing area developed the Brand personality. A new verbal and visual identity that identifies with the archetype of the 'sovereign' able to express through communication, the leadership personality of Ma.ti.ka. with a new Tone of Voice, distinguishing itself on the market industry as a solid, reliable and competent reality, well represented by the **stylistic mood** of the **new website**.



Giulia Menin

Special Exhibition gallery



Pic: Interclima Show 1995, Paris

1. Looks matter...

2. The protagonists of trade fairs are companies that, through a stand, display their products or services, promoting them to the visitors.

2024 was a year of great significance for Ma.ti.ka. in the field of trade fair participation, marked by both **established events** and **new opportunities**. The company's attention was particularly focused on the **East**, dedicating numerous trips to unexplored territories such as China, Japan and Singapore, countries where the most prestigious Ho.Re. Ca. trade fairs in Asia take place. This has allowed Ma.ti.ka. to expand its international presence, consolidating relations with local partners and accessing new markets. In parallel, the company maintained its traditional participation in key events in **Europe** and **South America**. As usual, it exhibited at **MCE**, one of the main international trade fairs in the HVAC sector, and participated as co-exhibitor at the Nova Guç stand at **Ibaktech**, Turkey, and PS Combustao stand at **FIPAN**, Brazil, strengthening collaborations with strategic partners at global level. This mix of participations confirmed Ma.ti.ka.'s international vocation, underlining its commitment to innovation and expansion in increasingly competitive markets.

Il Sole 24 Ore - Economic Journal
Monday 11th March 2024 - N.70

Il Sole **24 ORE**



MA.TI.KA. Our vision, your evolution.
Leader in air movement

Il Sole **24 ORE**

A leading manufacturer of fans for the HVAC+R and HORECA sectors, **Ma.ti.ka.** focuses on saving energy and reducing environmental impact. At MCE it presents the results obtained by its R&D department: the evolution of the Airtek Efficiency fan line optimises performance with energy savings that make the whole environment efficient.

Ma.ti.ka.'s R&D department applies research to a complete system, analysing data through laboratory tests, developing efficient products in the ventilation world to provide custom-made solutions. With innovation and research, it designs fans and air movement systems, offering high-tech products to an evolving market that is increasingly focused on energy saving. MCE is an opportunity for Ma.ti.ka. to discuss future trends, with the aim of offering market players products capable of reconciling innovation and respect for the environment.

- www.matikasrl.it - MCE, Hall 9 stand G01/H02



Expocomfort Show 2004, Milan



Expocomfort Show, 1996 Milan



Expocomfort Show, 1994 Milan



Expocomfort Show 2006, Milan



IBA Show, 2015 Munich



HOST Show, 2017 Milan



HOST Show, 2023 Milan



MCE Show, 2024 Milan



1979, first plant in
Cinisello Balsamo (Milan)



**“Continuity gives
us roots;
change gives us
the branches,
leaving us the will
to extend them
and make them
grow until they
reach
new heights.”**

(Pauline R. Kezer)

ma.ti.ka.® celebrates 45 years of evolution, progress and passion

Professionalism and technical skills transferred from generation to generation represent value for the future and continuity for a company, as the history of Ma.ti.ka shows. The company mission that has led to the well-deserved success in these 45 years of business has mainly been based on corporate strategies that put customers at the centre of all activities and this has required a constant commitment to maintaining high standards in terms of quality, innovation and customer satisfaction. The most important decisions, especially those that have had substantial long-term effects, involving the various company functions, have taken shape at Ma.ti.ka., also thanks to the first trade fairs back in 1992. The succession of important historical moments linked to trade fairs in the sector have earned the company important recognitions such as the Smart Label 2015 - awarded at HOST Milan as an

innovative new product by Ma.ti.ka. - which celebrated at an international level of the company's capabilities and value; the succession of innovative ideas have enabled Ma.ti.ka. to introduce **patented** products to the international market, evidence of a growing and strong technological know-how. The determining factor that led to these prestigious prizes awarded at the trade fair is due to the capacity for innovation, the scientific approach and the ability to devise and create concrete and functional solutions. All this thanks to an evolutionary process by which the creativity and organisation of Ma.ti.ka. have been able and succeeded in manifesting themselves. The years of participation in various trade fairs in the sector have been a mirror of what Ma.ti.ka.'s mission is today. Ma.ti.ka., also thanks to its Team, has perfected its growth and relations with its business partners.



MA.TI.KA.
COSTRUZIONE
VENTOLE INDUSTRIALI
A SEMPLICE E DOPPIA
ASPIRAZIONE
TEL. 02 / 61.21.563



Pic at the top left:
2005, final plant in
Camposampiero (Padua)

Pic on the top right:
1993, final plant in
Cinisello Balsamo (Milan)

Therefore, if we stop to look at the past, the experiences, the steps taken and the successes achieved, we can optimistically turn to the future, knowing that Ma.ti.ka. holds many trump cards, starting with the ability to accept every new challenge encountered, to get to know and competition, always setting new goals and not being afraid to think big.



1998, first Venetian plant in Borgoricco (Padua)

Elisabetta Ziliotto



2024 Restyling makes us beautiful

The word 'restyling' means revisiting the aesthetics, making people recognise the product but perceive the newness. **Design** is combined with the idea of renewal and more than any other design activity, it is intrinsically oriented towards producing change and improvement. Its very existence is only justified in an **innovative context**. Just consider how in English the word design means 'intention', 'purpose', 'purpose', 'plan' and the verb (to design) means 'to plan'. Ma.ti.ka. with this new design intended to make its 'home' better and more welcoming for the people who work there and for those who visit it for the first time or meet it again. It was not a question of giving shape the shell but to enhance a design that combines **technology, cognitive science, human need and beauty** to tell its story.

Energy Saving and Net Zero Sustainability

800.000 pcs
since Y2025 up-today



104 MWh

111,22



75,02 t



Products

airtek



1.0
Patented



2.0
Patented



3.0
Patented

As always, Ma.ti.ka., aware of the growing importance of energy protection for the environment, is actively committed to achieving the objectives of **Energy Saving** and Net Zero Sustainability objectives as dictated by the new European regulations. Regarding Energy Saving, the company is taking steps to implement state-of-the-art technologies and optimised operational processes, including the use of energy efficient equipment, improved thermal insulation and the project to install solar panels. In parallel, Ma.ti.ka. is following the **Net Zero Sustainability**, which envisages the achievement, by the end of the century, of an important goal: that of achieving zero greenhouse gas emissions into the atmosphere. The company together with the Quality, Environment and Safety has already expressed the need to deepen its understanding of the indications received at the beginning of the year 2024 in order to outline a sustainability programme.

These objectives are pursued by Ma.ti.ka. through the continuous search for innovation, formalised in the **'AirtekEfficiency'** project, which gave rise to the Airtek product line. Thanks to the optimised mechanical and physical quality obtained through in-depth studies and rigorous test conducted by Ma.ti.ka.'s **R&D department**, the Airtek line represents a significant step forward in sustainability and energy efficiency. The most evident results have obtained thanks to the increasingly widespread use in the world of ventilated ovens of the **Airtek 2.0** fan, today recognised as the product of excellence that in this 2024 has become the guide in the market-oriented Strategic Planning of the Company. This recognition has made it possible to increase the level of competitiveness in this phase of technical switching that the market is 'now' ready to receive.

"The great secret of goals and visions is not the future they describe, but the change in the present that they generate."

(David Allen)



Tailor-made small turned parts by **ma.ti.ka.**

Ma.ti.ka.'s **turning department** is expanding. Equipped with six state-of-the-art automatic bar turning machines, this department produces **semi-finished** products not only for internal production, but also for **external sales**. In 2023, Ma.ti.ka. diversified its business, creating a new business unit with the lathe department as its core production. Products manufactured in the turning shop include turned small parts such as screws and bolts, as well as more specialised components such as atomisers, seals and extractors. The lathes are numerical control (CNC) and operate with axes from 6 to 10, machining materials with diameters ranging from 10 to 68 millimetres. The raw material used includes high quality stainless steels, including **AISI303**, **AISI304** and **AISI316**. The production of small parts represents an optimisation of the capacities of the lathe department, which is mainly employed in the production of semi-finished products for fans.





The positive balance for Ma.ti.ka. in 2024

Consolidates the American market and meets the land of the rising sun

2010 saw the start of an excursus of awards that animated and encouraged the evolution of the company which, almost unconsciously, was projected towards new challenges coming from overseas. With the award obtained in that year, almost three decades ago, for the best hot supplier, assigned by a major American food-industry brand marks the company's rise in the US market. Since then Ma.ti.ka. has been increasingly invited by major Holding companies to participate in Supplier Conference events, forging new acquaintances and enhancing synergies not only business but above all human. The company thus consolidates its made-in-Italy brand and presents itself on the market as a strategic supplier, among the most important players at a global level, especially in the food equipment sector: Ma.ti.ka. is therefore

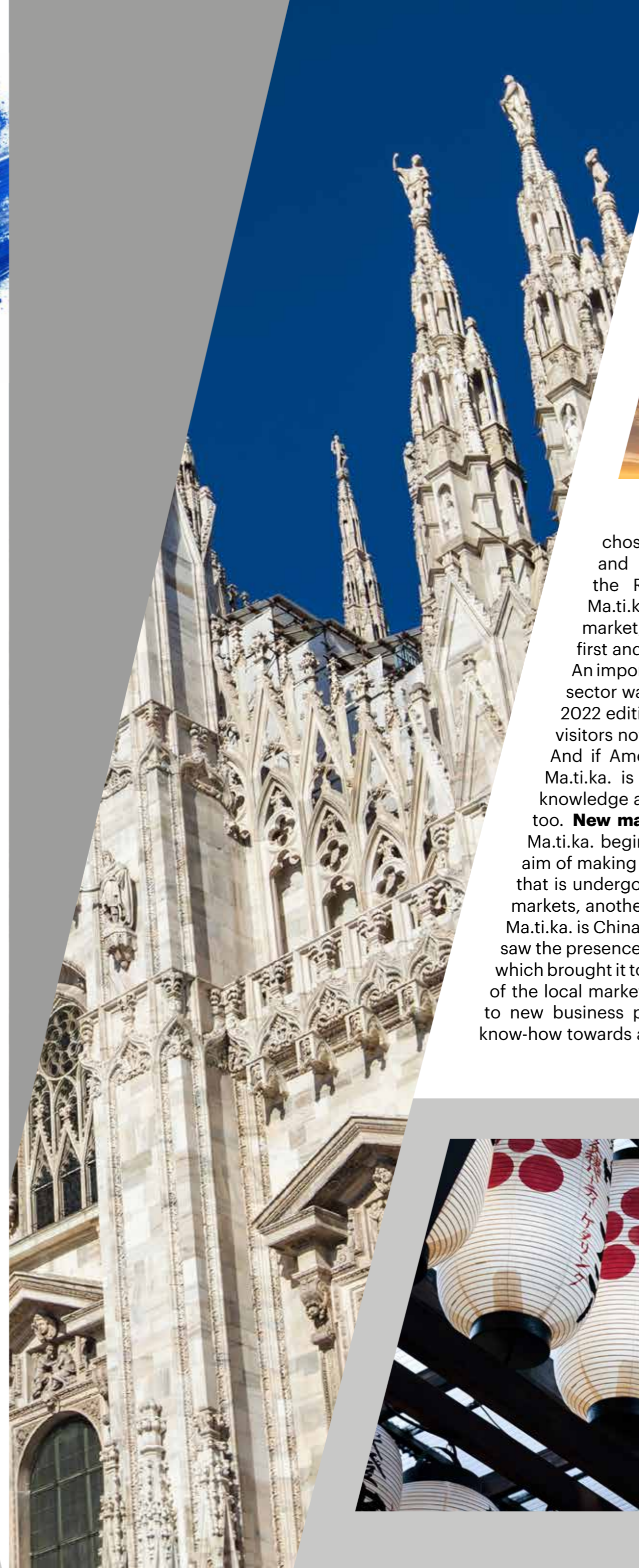


"People do not buy products and services, but relationships, stories and magic."

(Seth Godin)



chosen as the preferred supplier capable of designing and devising solutions in close connection with the R&D departments. All this while maintaining the Ma.ti.ka.'s objective of always being exposed on the world market, in a clear and resolute manner, being appreciated first and foremost for its totally made-in-Italy products. An important annual milestone in the North American exhibition sector was the participation for the first time as exhibitor at the 2022 edition of the NRA trade fair in Chicago, a true magnet for visitors not only from the US, but from all over the world. And if America is becoming more and more established, now Ma.ti.ka. is turning to the Asian market, beginning to explore knowledge and territory, to lay a solid and fruitful foundation here too. **New markets** are emerging and growing steadily. In 2023, Ma.ti.ka. begins a collaboration with the Japanese retailer with the aim of making the Ma.ti.ka. brand and its products known in a sector that is undergoing a strong innovative expansion. Speaking of Asian markets, another territory that is shaping up to be very interesting for Ma.ti.ka. is China. By investing in the in-house sales team, the year 2024 saw the presence of Ma.ti.ka. visiting trade fairs in China and Singapore, which brought it to know and study more closely the needs and dynamics of the local market, in order to understand its customs, to be proactive to new business potential, but always maintaining and protecting its know-how towards a strong and constantly growing market.



Giulia Menin

Arte per airteKefficiency



Award ceremony of the 5[^]CL students of Liceo Artistico Fanoli for "Arte per AirtekEfficiency" project, 30.05.2024



Ceremony of delivery of certificates to the students of Scuola Media "Don Lorenzo Milani"

Over the years, Ma.ti.ka's approach towards educational institutions has evolved significantly. In **2018** was founded the **Ma.ti.ka. Academy**, an initiative designed to develop and manage projects with schools and universities, both in **scouting** and to strengthen the brand through partnerships with prestigious institutes. Ma.ti.ka. Academy works with middle schools, high schools and universities, with whom it has developed a wide range of innovative projects. Among the latest is the **'Art for AirtekEfficiency'** project realised with the Liceo Artistico Fanoli. The students of class 5[^]CL, with their creative talent and artistic skills, highlighted the qualities of **Airtek 2.0 and 3.0 fans**, also highlighting the distinctive features worthy of an **industrial patent**. This initiative will be followed up during the 2024-2025 school year, which will emphasise the communicative aspect of Ma.ti.ka. fans in an artistic key.

Ma.ti.ka. has also been the subject of study in numerous **university theses**, involving institutes such as the Austrian **HTBL - Kapfenberg**, the **CUOA**



Beatrice Lorenzin, 5[^]CL



Aurora Fasan, 5[^]CL



Marta Sanna, 5[^]CL

Business

School and the University of Padua.

In particular, Ma.ti.ka's technical office and laboratory are areas of great interest to students wishing to devote their thesis projects to the study of **fan movement** measurements and the analysis of the resulting **airflow** dynamics, with the aim of experimenting in practice what theory teaches. The Company's openness towards the new generations is demonstrated by initiatives conducted in collaboration with **CNA Padua and Rovigo** and **Confindustria Veneto Centro**, with projects such as **'Azienda a Scuola'** and **'Scuola in Azienda'** as well as the presence at the **ExpoScuola** trade fair in Padua. For ten years, the section dedicated to Ma.ti.ka. Academy in the **Magazine** has been recounting these experiences and goals. This tenth anniversary represents a moment of reflection on Ma.ti.ka's constant commitment to communicating and enhancing its educational and training initiatives. Through these collaborations and the openness towards the academic world, Ma.ti.ka. not only promotes **innovation** and **creativity**, but also encourages the **professional growth** of young talents. The company's commitment to sharing knowledge and stimulating research helps building a bridge between education and industry, thereby strengthening the prestige of Ma.ti.ka., which has long been regarded as a point of reference for students and educational institutions. Ma.ti.ka. looks to the **future** with enthusiasm, convinced that the dialogue with the new generations is the key to **sustainable and innovative growth**.



ExpoScuola 2023 poster



Certificate of participation to "Arte per AirtekEfficiency" project



Certificate of participation to "La scuola in azienda"



Il Gazzettino, 28.06.2024

Giulia Menin

Ma.ti.ka. efforts

Not only business, also humanity



In the modern corporate landscape, commitment to community and **social responsibility** are becoming increasingly central. In the last year, **AIMS** was added to the associations supported by Ma.ti.ka.: in support of **research against multiple sclerosis**, the company purchased Christmas gifts for the Camposampiero and Cinisello Balsamo employees sold by AISM; all profits were donated to the research organisation for the treatment of the disease diagnosed in 3.600 Italians every year (source: [AISM website](#)). Also in support of AISM, the show **'Invisible Dancing'** conceived by Giorgia Giacometti and Arianna Crocetti took place at the end of May. On the stage of the Alexander Palace hotel in Abano Terme, several dance schools from the Padua area performed, interpreting multiple sclerosis in all its aspects through dance in all its aspects.

“You can have everything in life you want, if you will just help other people get what they want.”

(Zig Ziglar)



At the top left: Invisibile Danzare poster

Pic: Invisibile Danzare, 29.05.2024

Podcast



The audience filled the hall and each participant, including employees and management of Ma.ti.ka., grasped the message conveyed by the dancers who performed. Ma.ti.ka. maintains the commitments made in previous years by continuing to promote the Hurricanes **bowling** team, the annual men's **Open Tennis** tournament 'Memorial Roberto Gallo' held at the Camposampiero tennis club, the charity event **Aperishow** by organising an afternoon of fun and entertainment for Ma.ti.ka. employees, and finally the annual donations to **City of Hope**. The interviews given to Confindustria via the podcast **'Genius Loci'**, dedicated to successful entrepreneurs from the Veneto region, and to the radio programme **'StoryTime'** on Radio Canale Italia, which offers space to Italian professionals, were an important opportunity to tell the radio audience about Ma.ti.ka.'s mission and its commitment to social issues. These prestigious channels allowed the company to share its values and the significant contribution it makes to the community, further strengthening its ties with the territory and the business world. In conclusion, for Ma.ti.ka., charity is an integral part of its identity. Through concrete actions and constant commitment, the company proves that it is possible to combine **economic success** and **social responsibility**, offering a virtuous example to the entire business world.



Pic: bus for people with disabilities' transfer and assistance promoted by "Progetti del Cuore"



Our vision, your evolution.



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