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A family firm created in 1921, specializing in graphic arts and industrial printing.

Today it is a leader in the field of document management and also a big player in the postal market. Having evolved to reflect market requirements over the years it is now able to manage the processing and storage of business communications procedures, direct mailing and the dematerialisation of communications (e-substitution) for its clients.

Web site: www.roggeroetortia.it

What are your main activities abroad?

In about 2005 our company was transformed from a local company, which realised 80% of its sales in the province of Turin, into a small European conglomerate, thanks to the creation of a software company and the acquisition of a small company in Paris and a web company.

Today the company realises just 10% of its sales in Turin and the surrounding province. With our "Posta Pronta" service, the only one of its kind in the world, we operate in Italy, Spain, France, Belgium, the Netherlands, Germany, Austria, Switzerland and the United States, where we have established technological partnerships. We are also in negotiations with clients in Israel and Japan, and very interested in expanding in Eastern Europe.

What are the main benefits of your activities abroad?

Being able to solve problems outside our own country may be very gratifying. To give an example, numerous multinational groups that have their bases in France, the Netherlands and Germany communicate on a daily basis with clients all over Europe, to whom they have to send a considerable quantity of documents: a very interesting challenge. In spite of the technological age we are living in, paper continues to play an important role where communications and marketing are concerned, maintaining a strong impact on the client.

And what are the main difficulties that you have encountered on foreign markets?

Language is a critical factor, particularly when interfacing with Eastern Europe or German speaking countries.

It is simpler to interface with English, French and Spanish speaking countries. What is more, operating in a foreign country means dedicating time, resources and air miles to cultivate and develop contacts in time: a considerable investment that is essential from a commercial and marketing perspective. From a local perspective, I must underline the inadequacy of Turin airport, which is a serious obstacle to mobility.