

Brazilian Leader in Electric Showers Shows Its Wares at Big 5 Show

Contributed by Geovana Pagel
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One of the main Brazilian makers of electric material and household appliances, Lorenzetti, is seeking direct contact with importers and distributors in the Middle East. Between November 23 and 27, the company is going to present its line of metals, in Dubai, at the Big 5 Show 2008, the main building fair in the region.

"We have decided to bet on participation in the fair in Dubai due to the great growth of the market and to the constant appearance of opportunities, as we are traveling to a region that is rich and with incredible cultural diversity, with buyers from several parts of the world," stated Renato Nakatsubo, export manager at Lorenzetti.

The company, which is the national leader in the production of electric showers, has been exporting to around 40 countries for over 50 years, mainly Latin America, and now plans to include the Arab countries in its export basket.

This will be the first Lorenzetti participation in a fair in the Emirates. "Dubai is now a bridge to many markets. But our intention is to export more directly. We want to know exactly to what country our product will be sold, that is why we are seeking direct contact with importers.

"The idea is to make prior contact with the market in general to filter these contacts and then part to more focused and direct negotiation, with the possibility of visiting the countries that demonstrate greater interest in negotiating," pointed out the executive.

According to him, the Arab market and its consumer habits are already known by the company through studies, research and due to prior contacts with the region. "We know, for example, that there is demand for showers, but not with the Brazilian qualification. Other products like water purifiers and, mainly, gas water heaters may find space in the region," believes Nakatsubo.

"The idea is always to prospect new markets and produce new products, within a company policy to make products that generate volume. So, if we identify the need to develop and make a product complying with the specific needs of the region, this would be viable if the production volume is interesting enough for the company," he explained.

On October 23, Lorenzetti celebrated its 85th anniversary. The company's history began in the 1920s, when Brazil received many immigrants who adventurously traveled to South America seeking better opportunities. It was exactly at that time that the Lorenzo and Eugênio Lorenzetti brothers came from Italy to proceed with the work started by their father, Alessandro Lorenzetti.

In the beginning, the company operated in the area of precision screws and counted on few employees and four automatic lathes. Starting in the 1930s, the company also operated in the sectors of drawn shapes, maintenance, manufacture and assembly of industrial machines. Under the license of an Italian company, the organization started to produce porcelain for low-tension electrical material.

During the 1930's, Lorenzetti developed and manufactured porcelain disk insulators and fittings for power transmission lines and innovated by manufacturing for the first time in South America a resin know as "Bakelite," used for home and industrial installations. In the same period, it manufactured three-phase electric engines.

In the 1940s, due to gasoline shortages, Lorenzetti developed coal-based devices for making engines work. At the same time, the company also started the production of high-pressure and floating hydraulic pumps for deep wells.

The beginning of the production of automatic electric showers was a milestone in Lorenzetti's history, and they became the company's main product from the 1950's on. In the following years the line was expanded with the production of taps and electric heaters. In the early 1960's, the company expanded its area of operation, manufacturing new household appliances and high-tension materials.

During the 1970s, Lorenzetti launched its first plastic shower. With advanced technology, during the 1970s and 1980s the company developed extra-high tension products, up to 800 KV, which are installed in the largest substations in the country, like Itaipu, Xingó, Tucuruí and Furnas.

In the early 1990s, Lorenzetti launched the first electric showers with incorporated pressurizers: Jet Master and Jet Turbo. At the end of the 1990s, the company launched gas heaters, seeking new sources of energy.

Nowadays Lorenzetti offers a large range of products in the area of bathroom metals, as well as several models of gas heaters that complete the use of cold showers. With a broad distribution network throughout Brazil, the company operates in the retail and wholesale market, and has sales branches and representatives. Since 1998, the Lorenzetti group has been NBR-ISO 9001 certified.

Located in São Paulo, in southeastern Brazil, the company employs 2,500 people and counts on three independent production units: household appliances, bathroom metals and high-tension products.

Service

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