

Dream is an Attitude

Planning has never been as hard as in these times of COVID. So what about our dreams?

edited by Gaia Riboldi (Tecnolab)

When it comes to plans and projects, the last two years have been a test of endurance. We have been in an unprecedented state of emotional, mental, physical and operational standby. Yet it is human nature to survive, and while many have been content with merely surviving, others have gone further, even as far as dreaming.

Dreaming is an attitude, we like to think. For dreaming is not a duty or a task, but a way of being, an attitude, a way of approaching things.

It is the ability to experience and interpret the present differently from others. It means seeing opportunities and solutions even where others see only insurmountable problems.

During the pandemic, Tecnolab, like everyone, had a long period of commercial standstill and reduced its output. However, it kept its laser production service active throughout.

It took advantage of the compulsory stoppage to invest within the company, in order to be a step ahead when the time came to restart. It implemented new programmes and software in order to guarantee an even better service to its clients. One example is the new digital platform for online orders of foils and frames, which is making the process of requesting and implementing orders much easier and quicker, while also offering the facility to track the progress of orders.

It has not shied away from forging new partnerships with new European brands in the SMT market. One example is the addition of Visiconsult to its portfolio of providers. Visiconsult is a German company providing an x-ray incoming solution for checking and counting SMT components.

Another important bond of collaboration has been made with INERTEC. With its selective stand alone and inline soldering solutions, it com-

Attitude

*is the way you look at life.
It's the way you choose to see and respond to events,
situations, people, and yourself.*

*is not something that happens to you.
You choose your attitude.*

*is created by your thoughts, and you choose your thoughts.
You are the architect of your frame of mind.*

pletes TecnoLab's range for an ever more complete production line.

All the brands selected by TecnoLab are prestigious names, renowned by all for their quality. These are top range products, able to give that extra edge not only to clients, in their production, but also to TecnoLab, which represents them.

However, the company is basing its success not only on well known brands. A technical and sales team providing constant support to clients throughout the decision-making process and in the after-sale period is the icing on the cake of a dynamic and complex organization.

Flexibility, swiftness and technical expertise are the strengths of a team of highly professional and technically qualified individuals, constantly motivated by their sales manager and company owner, Matteo Cerliani. Every day, through his direct involvement in the operation of the company, Matteo offers a practical example of how, with the right preparation and well defined objectives, pre-defined results can be achieved

"We are such stuff as dreams are made on...", as someone once said... but not only.

We are also determination, purpose, expertise, the will to help and serve others... and if dreaming costs nothing... then we like to do it on a grand scale!

For... DREAMING IS OUR ATTITUDE. ■

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The complete TecnoLab staff will be present at productronica 2021 with all the solutions offered by the company