

PRESS RELEASE

THE NEWS IN BRIEF

The application of a QR Code on each product as an innovative formula to communicate the value of Made in Italy also in the mechanical field. The Servomech Group focuses on new technologies for an advanced approach to an increasingly computerized international audience. A new way of conveying capital gains to face a more and more technologically advanced and competitive market, in which information travels fast and knowing how to communicate it represents an added value.

A NEW QR CODE FOR SERVOMECH ALLOWS FASTER ACCESS TO PRODUCT INFORMATION

Make the product known immediately, to respond to the request for information from engineers and installers, maintenance workers and designers worldwide

With a view to increasingly advanced mechanics, computerization proves to be a valuable tool for companies operating in an international context. This is the case of **Servomech**, where the ability to innovate and be ahead of the times has been a constant feature since its establishment in 1989. An approach that makes the company a reference player in the **design and construction of acme and ball screw linear actuators, ball screw jacks, acme screw jacks, bevel gearboxes and ball screws and nuts.**

For years Servomech has been looking at new technologies with growing interest, as evidenced by the **web presence and a configurator** that makes the display of the desired products almost immediate, **generating 3D models in the most common CAD formats**, based on the expressed needs. To make information relating to the products immediately usable by all, especially in a highly critical phase such as installation and commissioning, **Servomech has placed a QR Code on each product.** By framing it, you can directly access the page of the website where the latest updated versions of the **Use and Maintenance Manuals** can be downloaded for all Servomech products. To reference on the manuals during the commissioning of a product allows you to **avoid the most common errors, fully exploit all the potential features of the product** and guarantee technicians, installers and designers a complete user experience. The QR Code on products makes the consultation of the User and Maintenance Manuals even simpler and more intuitive for **customers all around the world.** The website **www.servomech.com** and all the documentation is in fact available not only in Italian, but also in **English and German.**

Valentina Cataldo, Marketing Manager of the Servomech Group, explains Servomech offer to respond to the request for information from engineers and installers, maintenance workers and designers worldwide: ***"We operate in a market where information travels fast and knowing how to communicate it quickly and when needed represents an added value. This is why we constantly ask ourselves what we can do to be closer to our customers and their needs. The choice and application of a product required different specific competences. The industrial sector no longer asks only for products, but also for more articulated and at the same time immediate experience, which explains the benefits associated with the proposal and its application. It is not enough to produce quality and brand it with the Made in Italy label, but this is the time to communicate what really makes the difference in an extremely competitive global market. Engineers and more generally customers are increasingly sensitive to the easy retrieval of information related to the product. Today, with the simple use of a QR code and a smartphone, it is possible to have access to the information you need when you need it. By supporting the attitude of the most technologically advanced public, also by virtue of the generational turnover, we hope to produce a positive effect with a high potential for customer loyalty."***

Made in Italy is a brand with high potential worldwide and takes the form of Servomech in its most distinctive and precious characteristics: flexibility, customization, design and internal production with systematic checks and controls during all production processes. Pluses to which add a very high level of technical support, lower energy consumption thanks to high efficiency products, immediate cost reduction thanks to an efficient optimization of product and performance.



Servomech SpA was founded in 1989 and from the very beginning has followed the entire production cycle internally within its factories in Anzola dell'Emilia, in the Bologna area. Specialized in linear actuators, acme and ball screw drive, ball screw jacks, acme screw jacks, bevel gearboxes, ball screws and nuts. Appreciated in all European Union countries and industrialized countries around the world, Servomech provides to the market a wide range of high quality and performances products for the linear motion, and ensure top flexibility and care for its customers.

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