



maggi
TECHNOLOGY

**SIMPLIFY YOUR LIFE,
CHOOSE MAGGI**

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**ENGINEERED
FOR YOU**

INTRO

Maggi Technology develops and produces woodworking machinery since 1963. Our work is aimed to guarantee the satisfaction of craftsmen and small woodworkers who rely on us to get simple, efficient and lasting solutions, through an investment tailored on their needs.

Nowadays, with more than 40 employees and a production facility of 5000 m2, we export more than 90% of our production to 60 countries, where we cooperate with more than 500 dealers



Export:
towards 60 countries



Factory Dimension:
5000 m2



Employees:
more than 40



Dealers worldwide:
more than 450





MADE IN ITALY
TUSCANY



HISTORY

- 1963** Maggi Technology was founded, by Mr. Lionello Maggi.
- 1970** The company grows to 10 employees
- 1976** Maggi Technology continues growing and the production plant is relocated.
- 1982** The company starts with a strategy of investment in R&D.
- 1985** The production lines of feeders and radial arm saws are renewed.
- 1987** Maggi produces the first 23 spindles, semi-automatic boring machine.
- 1991** The company grows, and new shareholders join the management.
- 2009** Design and production of the new Evolution CNC boring machine.
- 2015** Adoption of the “Lean” system, to optimize the production.
- 2017** Development of the GT800 machine, the revolutionary solution for small craftsmen.



THE PEOPLE: **assistance, production, service, customers**

We are people centered

**That's why we consider human relationships,
especially those with people from other cultures or
countries, our basic asset.**



That's why we always dedicated meaningful resources to the assistance and to the aftersales service, because we believe that listening and evaluating the needs of people is the right path for a company who strives to become a reference.

That's why we built a showroom, where we welcome dealers and woodworkers who desire to know more about our activity, our products and our team, while sharing their needs, solutions and ideas.



We work with a Maggi machine

The references of our customers speak for us;
visit our website to know the experience that dealers and woodworkers worldwide
made with us.



OUR VALUES:
Humanity, Simplicity, Efficiency



Humanity

“Human history is a continuous coming true of human ideals, that’s progress.”

(F. De Sanctis)

History, tradition, perseverance, reliability, attention to people and to human relationships. Our progress is the result of a vision that puts those values in the centre. Because we, as human beings, are both at the beginning and at the end of the production process and we represent the highest value.

Simplicity

“Simplicity is the ultimate sophistication”

(Leonardo da Vinci)

It’s common to think that a simple machine is poor and not flexible. Nevertheless, real simplicity comes from a hard work which reduces complexity, eliminating the unnecessary. That’s a big effort, which gives us high value results, both for us and for our customers.

Efficiency

“Each one of us will specialize himself in its own job, producing for himself and for the others since, to reach maximum efficiency, everyone should do his job”

(Luciano De Crescenzo)

Efficiency comes as a result of a specific method and it’s a value that our company has always considered as a pillar of its identity. The efficiency of our products comes from our ability of listening to customers, because only people who live the craftsman’s workshop know the real challenges of it.

PRODUCT LINES

SEMI-AUTOMATIC BORING SYSTEMS

Efficient and long lasting machines, the ideal solution for the small artisan.



CNC

Maggi CNC boring systems are innovative solutions, literally the top of the range for the small craftsman. Those machines are designed for the woodworker who hasn't a deal of experience with numeric control machines, but want to make the leap in quality, through an investment suitable to his needs.

RADIAL ARM SAWS

Efficient and durable, useful in every woodworking workshop.



POWER FEEDERS

Essential complements for traditional machines, the "Steff" branded power feeders have made history. In 2022 Maggi Technology will launch a brand new "Steff" range.

WHAT OUR MACHINES ARE DESIGNED FOR:



PHILOSOPHY

Simple and efficient instruments, an investment suitable for you.

Engineered for you – it's more than a simple slogan, it's our philosophy. Our production is dedicated to craftsmen, small kitchen makers and woodworkers who produce customized furniture and want to be competitive. That's why we developed simple, solid, efficient machines which are produced following the Lean System process, guarantee of high quality and accessible prices.

Our customer focused approach aims to satisfy the real needs of the market, and strives towards excellence. We keep studying the evolution of the market and integrate ideas coming from various disciplines with the best existing technologies. We registered many patents and adopted the Lean production System (Toyota system) in order to minimize every waste. We also improved our quality through a strict control of our production.

All our machines are designed and built to be simple and long lasting; we put the high tech at user's service and we avoid the unnecessary, which often, makes the job harder and requires skills and high maintenance costs.





THE LEAN SYSTEM

In 2015, the need for renewing our company has brought us in touch with the Lean philosophy and system, better known as the “Toyota system”. Since then we dramatically changed our industrial plan and our company structure, in order to give effective answers to

the needs of our customers. The Lean system reduces wastes and commits every employee along the value chain to focus his attention on the quality, and on a meticulous control of the production process.

INTERNATIONAL EXPERIENCE

We work with Maggi

Maggi has an international vocation. We got used to negotiate with all the people and all the cultures. In 50 years of activity we acquired a huge experience in exporting and in providing suitable solutions for the craftsmen worldwide..



**Nowadays, we count on a sale network spread over 60 countries,
which allows us to reach carpenters
and small woodworkers everywhere.**



SALES SUPPORT AND ASSISTANCE / CONSULTING SERVICE

Our assistance and consulting service is built on the following keypoints:

- human relationship, business visits and direct knowledge of our customers
- a dedicated sales person always available: telephone, whatsapp, skype email or chat
- availability, correctness, humanity during commercial negotiations, attention to your needs
- WIN-WIN, our commercial style is oriented to find satisfying agreements for us and our clients
- Financial services and payment methods: we are experts in finding the best financing formula
- Fast and reliable deliveries

To simplify the comprehension and the usage of our machines, we worked hard to produce information, technical sheets and manuals for dealers and end customers, see below:



**Video tutorials,
available on
our Youtube
Channel**



**Manuals and
technical sheets,
downloadable
from our
website**



**A huge FAQ
section on our
website**



**Webinars and
other training
supports**



ASSISTANCE **AFTER-SALES SERVICE**

For us the pre-sales phase is as important as the after-sales one. That's the reason why our reputation of reliability as a commercial partner is also due to the high quality of our aftersales assistance.

The points of strength of our After-Sales service are the following:

- Easy and comfortable Spare parts section on our website, designed to swiftly identify the missing replacement.
- Spare-parts available for 10 years
- Direct assistance at carpenter's workshop, when necessary..
- Remote assistance through our "FREE SMART remote assistance", see below
- Video resources, manuals, downloadable materials, technical documents
- Remote training and webinars.
- Continue updates of machines and software
- A dedicated specialist always at your disposal for After-sales issue.



FREE SMART REMOTE ASSISTANCE

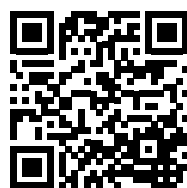
Simplify your life, set to zero delays and costs..

Maggi radically changes the world of traditional machines, putting at its dealers' disposal an advanced remote assistance APP which makes their life easier.



Thanks to the augmented reality and to the immediate translation (vocal and written) in 70 languages, we can remotely assist an operator who is working on the other side of the world in finding a real-time solution.





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