

Panguaneta plywood: driving a possible future

A strong connection to its surroundings and community is a vital force for Panguaneta. Quality, research, customer service and responsible industrial management are the values behind a leading manufacturer in the caravan sector, and an example of Made in Italy excellence.

Words Antonio Mazzucchelli



Panguaneta isn't just the name of an Italian company, it's also synonymous with poplar plywood products. Located in Sabbioneta, a city that has been declared a UNESCO World Heritage Site, Panguaneta's roots go way back, having been founded 55 years ago. Nowadays, it is guided by Mauro, Nicoletta, Miriam and Fulvia, the descendants of **Giuliano Azzi** and **Antonio Tenca**, who in 1960 gave life to this wonderful industrial experience, establishing an unbreakable bond with the cultivation of poplar, which in these parts constitutes both a raw material and landscape heritage. Panguaneta was the name of a town along the river Po, and its fields, often flooded by the river's waters, were once home to lush poplar forests.

"Our roots are very important to us," says **Miriam Tenca**, Quality System Manager of Panguaneta. "Sabbioneta isn't just the location of our production site, it's the community in which we have grown and developed, even beyond the logic of profits. We continue to invest to increase the poplar plantations in this area, in order to create opportunities for growth for the entire community, and create value for those who own these lands. Over 80% of the raw material we use comes from riverside areas on the banks of the River Po." The shortage of wood as a raw material worldwide, and the consequent increase in market prices mainly due to protectionist policies on species at risk of extinction by over-cutting, are two aspects of the same problem, which Panguaneta has solved concretely and sustainably: making use of 100% Made in

Italy raw materials. Panguaneta continues to grow, simultaneously improving its environmental performance and impact on the planet. Indeed, cultivating poplars isn't just a boost to the local economy, it also contributes to a global ecological balance, landscape conservation, and the economic sustainability of industrial products. Poplars serve as a bulwark against flooding, helping to break down carbon dioxide concentrations in the atmosphere, are an active factor in the process of phytoremediation, and are a 100% renewable crop. The poplars used by Panguaneta, which in part are cultivated on farm estates that are directly owned, are a local product cultivated following the principles of biodiversity, thereby ensuring a respect and protection of the natural environment. An environmental sustainability that is recognized all around, including at the highest institutional levels.

On March 8, Nicoletta Azzi, representing the company, has been awarded by the President of the Italian Republic, Sergio Mattarella, for the initiative "Donne per la Terra" [Women of the Earth]. Pure poplar plywood or poplar in combination with other materials allow for an infinite range of solutions for formats that keep pace with the latest trends in paper production and laminate coatings, industrial applications, and the specific needs of large retailers. "We make use exclusively of cloned poplars specifically selected to respond to precise specifications," explains **Mauro Azzi** – "The I-214 is an Italian clone that has been modified and developed prevalently for certain indu-



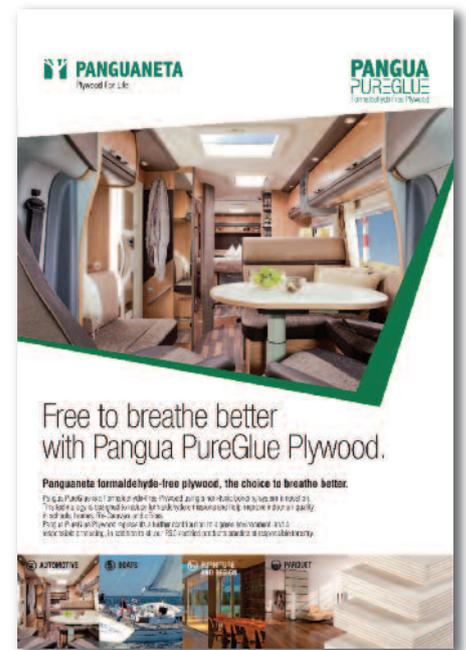
stries, among which are the caravan sector. Although it has the same resistance characteristics and highly performing mechanical properties of other clones, the I-214 provides high quality and extraordinary lightness, thanks to a very low density that helps contain the final weight of the vehicle."

'Industrial' plywood is the prime product in Panguaneta's product range for the motorhome and caravan sector. For over 40 years, Panguaneta has been an undisputed leader in this market segment, thanks to its constant growth in terms of innovation, research and development. Quality control over the entire supply chain is one of the company's strengths, and it all starts right from the selection of raw materials. Quality is guaranteed in every single production process, giving life to finished product that has no defects, is ready to be coated and assembled onto the most modern recreational vehicles all over the world. Partnerships with industry leading wood finishing specialists and ongoing contacts with the most prestigious European and international manufacturers have led Panguaneta to develop a type of plywood that allows for coatings with materials that are increasingly thinner, more delicate and refined.

"The key to our success is to contribute and significantly improve the performances of our customers," states **the Commercial Director Giorgio Morini**. "We've developed technical partnerships, sharing our expertise and experiences to innovate and implement targets that are increasingly ambitious. With this approach, we've consolidated since more than forty years relation-

ships with the leading manufacturers from around the world. These relationships are based on reciprocal trust in terms of people, who are at the heart of any company, and the performance, reliability and duration of our products over time. Our goal is to create value for our partners, by investing in technology and know-how, guaranteeing production quality, efficient service and attention to processing costs. We allow our customers to improve their own performance in terms of efficiency, prompt deliveries, reliability and productivity."

Regarding sustainability, Panguaneta has a great deal to be proud of. The energy system that powers its production lines includes an advanced steam generator, designed specifically to enhance Panguaneta's processing cycle. Biomass produced from in-house processes is a totally renewable "0 km" energy source. Combustion processes are managed electronically to ensure maximum yield and minimum atmospheric emissions. Environmental attention is also very high in the choice of adhesives. **Pangua PureGlue Plywood** uses an innovative non-toxic bonding system, where technology allows for a reduction in formaldehyde emissions and improves air quality inside recreational vehicles. Developed in partnership with Solenis LLC, a multinational chemical company, and produced with Soyad™ adhesive technology, this adhesive makes use of resins and soybean meal, providing very high bonding properties, but is not subject to moisture. Projected into the future, and with a great deal of respect for its past, Panguaneta preserves its historic and industrial heritage,



acting responsibly in its relations all-around, from its surrounding community to its customers, suppliers and employees. An in-depth knowledge of its production sector, total traceability, the use of advanced technologies, concrete environmental sustainability - involving every aspect of the industrial process in a virtuous and dynamic cycle; these are the strengths of an Italian company that operates in the global market with a great sense of awareness. A company that competes in order to significantly improve the performances of its customers.

