




Company Profile



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BEYOND STEEL WIRE

More than thirty years of activity and a steady expansion in the metal wire processing industry.

The entrepreneurial journey of ViDiMa began in 1990 and has grown through technical competence, production capability and a forward-looking industrial vision.

Over time, the company has become a trusted partner for Italian and international clients, offering reliable, flexible and sustainable tailor-made solutions. Its business model combines technological innovation, qualified consultancy and a concrete understanding of the application needs of the many sectors it serves.

Today, ViDiMa operates with a structured organization, advanced technologies and a work culture that values people and long-term relationships across the entire supply chain. Every product is the result of a rigorously controlled technical process and of a specific mindset: providing practical answers to complex requirements while generating value for

customers and stakeholders. The company promotes a conscious approach to manufacturing, integrating sustainability into production processes, resource management and its overall way of doing business. With determination and vision, ViDiMa looks ahead to future challenges with the ambition to grow, innovate and build results that stand the test of time.

We believe in an industry where expertise goes hand in hand with responsibility an industry capable of innovating without losing its grounding in real world needs. Every solution we design is the outcome of genuine listening, a shared vision and daily commitment that enhances people and the quality of results.

Michela Genazzini
CEO ViDiMa



WIRE SOLUTION MAKER

Since 1990, ViDiMa has specialized in metal wire processing, working alongside Italian and international companies to develop technical solutions that are sustainable both in production and in cost.

With a team of skilled engineers and technicians, carefully selected raw materials and continuous investment in innovation, ViDiMa provides qualified, flexible consultancy able to adapt to the needs of a wide range of application sectors.



Vision

To become Europe's leading reference in metal wire transformation by combining artisanal flexibility with industrial-grade quality and strength.

We aim to redefine industry standards by creating bespoke technical solutions that anticipate market needs and elevate human expertise, technology and sustainability as drivers of meaningful change.

Mission

We transform metal wire into tailor-made technical solutions, integrating consultancy, design and flexible production to support industrial processes.

We do this by rigorously selecting the best raw materials, investing in Industry 4.0 technologies and in the continuous training of our team placing people's well-being and community responsibility at the center.

Every day, we commit to delivering quality, precision and reliability, building strong and sustainable relationships with clients, suppliers and the local area.

Purpose

We contribute to the development of our region by creating value through work, inclusion and the growth of people.

We believe in the strength of expertise, in a hands-on culture, and in mutual respect. This is why we invest in ongoing training, support local human resources and promote safe, inclusive and dignified work environments for everyone.

Through our daily commitment, we strive to build a useful, purpose-driven enterprise one that generates progress for the industry, for people and for the community.

NUMBERS THAT TELL A STORY OF STRENGTH, EXPERTISE AND INDUSTRIAL VISION .

Behind every number lies an entrepreneurial journey made of bold decisions, targeted investments and people who grow together with the company.

Over more than 30 years of activity, ViDiMa has built a solid and consistent path of growth reflected today in numbers that position it among the leading companies in Italy in its sector, in terms of turnover, workforce and production capacity. A standing earned through continuous investment in innovation, training and organizational development.

6.200 TONS
tons of processed metal

OVER 60
in the team

150 HOURS
of training in 2024

>10 MLN €
in turnover (2024)

9.000 SMQ
manufacturing facility

OVER 20
application sectors served

OVER 60 SPECIALISTS: OUR PEOPLE, OUR STRENGTH

ViDiMa is built on a lean yet highly structured organization where more than 60 professionals engineers, mechanics and skilled operators work together every day with clear responsibilities, effective communication and a shared vision of the goals to be achieved.

Management oversees every production stage with method and strategic insight, ensuring quality, safety and efficiency even in the most complex processes.

The team's high level of specialization stems not only from years of experience but also from a well-designed onboarding path for new resources, hands-on mentoring and systematic knowledge sharing across departments.

Production, technical office, purchasing and sales operate as one integrated system, able to respond with efficiency and flexibility to market demands.

Continuous training, updates on key topics such as sustainability, technical innovation and artificial intelligence applied to manufacturing form the cultural foundation on which ViDiMa is building its future.



ORGANIZATIONAL CHART



THE VIDIMA METHOD: ARTISANAL PRECISION, INDUSTRIAL EFFICIENCY

Every project is a challenge we approach with method, experience and technical vision. The ViDiMa Method is the result of more than 30 years in metal wire processing and is built on a structured six-step consultancy approach.

What truly sets us apart is our ability to deliver highly customised solutions from tailored moulds and machinery to functional prototypes developed in rapid timeframes. Our flexible production model and in house logistics service further ensure consistency, quality and efficiency at every stage.

We don't just supply products: we create long-lasting, tailor-made technical solutions to integrate seamlessly into the customer's processes, meeting high standards of quality, safety, and sustainability.

01

NEEDS ANALYSIS

Everything starts with listening. We thoroughly analyse the client's requirements, gather the necessary technical data and assess project feasibility. The ViDiMa technical department leads this phase with expertise, laying the foundation for a solid, bespoke solution.

02

ADVANCED TECHNICAL DESIGN

We shape the idea. Using advanced design software, we develop the most effective solution and refine every technical detail. When required, we customise moulds and machinery internally to meet the customer's objectives with precision.

03

FUNCTIONAL PROTOTYPING

Before production, we test. We develop functional prototypes to validate design decisions, optimise the process and ensure full consistency between project and final outcome. This allows us to intervene quickly and improve every aspect of the solution.

04

FLEXIBLE AND SCALABLE PRODUCTION

We move into production with agile workflows capable of adapting rapidly to both small batches and large-volume orders. Each stage is monitored to maintain high standards of quality, efficiency and operational continuity.

05

CUSTOM PACKAGING

We also design packaging in-house to protect every product with the utmost care. Our solutions ensure order, safety and traceability, optimising downstream logistics.

06

DELIVERY AND AFTER-SALES SUPPORT

Our work does not end with delivery. We guarantee punctuality, full traceability and ongoing technical support. Every project is monitored over time to ensure durability, performance and alignment with the customer's evolving needs.

TAILOR-MADE SOLUTIONS BY VIDIMA

Welded Mesh Panels

Specializing in custom production, ViDiMa manufactures welded mesh panels up to 2.5 meters wide and 6 meters long. A broad range of configurations and materials allows us to meet complex application requirements with construction precision, reliability and consistent production.

Derivatives from Frames & Structures

Planters, pot holders, brackets and hooks for display systems are just some of the applications developed from shaped frames. Carefully crafted design combined with structural solidity makes these products suitable for technical, display and decorative uses.

Derivatives from Mesh and Frames

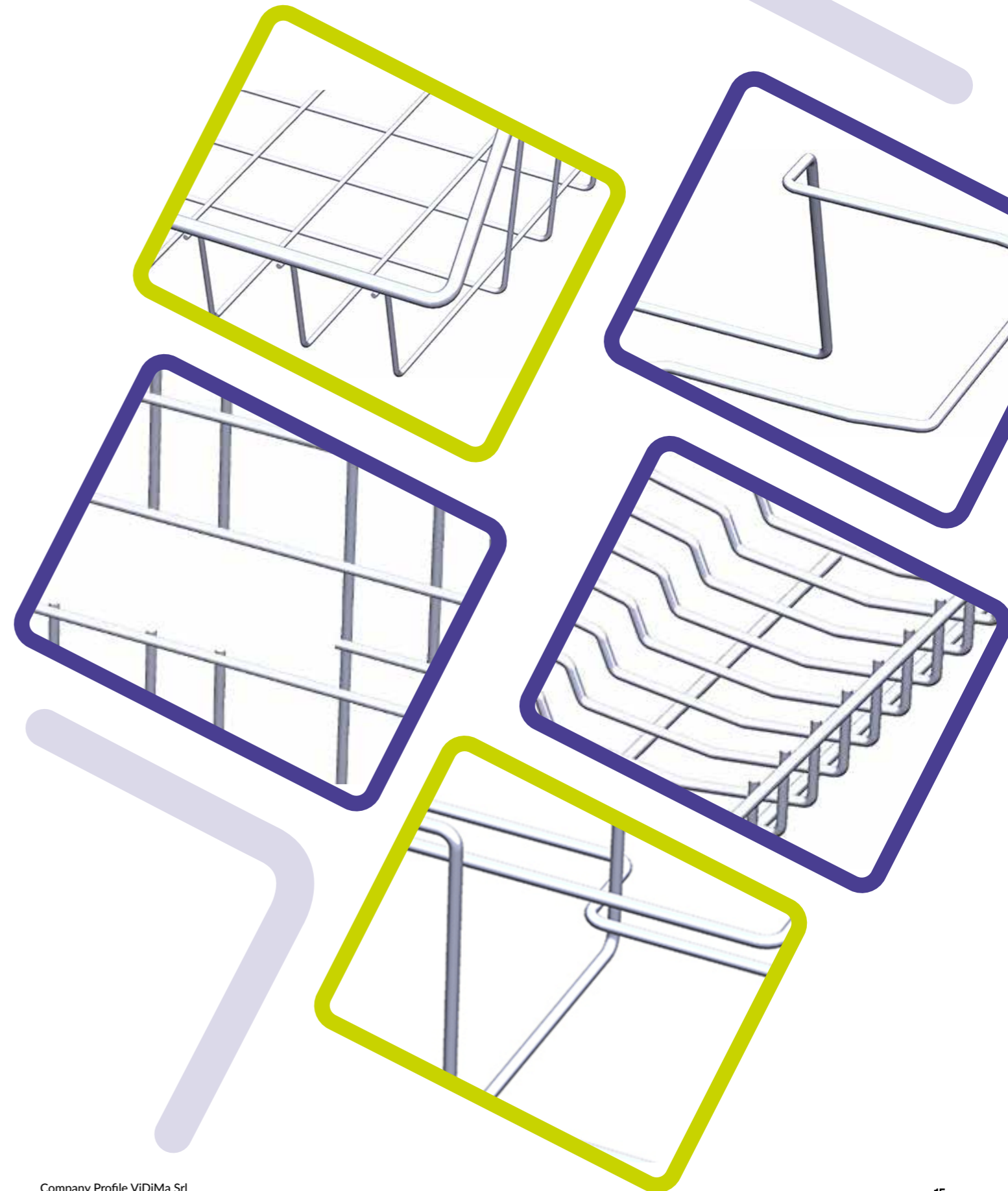
Components such as baskets, shelves and closures for animal carriers are created by structurally combining mesh and frames. Engineered for strength, functionality and adaptability, these items deliver practical, versatile solutions even for large-scale volumes.

Frames and Wire Structures

Our range of shaped wire frames is produced using next-generation bending machines and selected materials. Complex geometries, 2D and 3D solutions, welded or open ends every detail is engineered to ensure functionality, solidity and full customization.

Derivatives from Mesh Panels

Within a dedicated department, ViDiMa develops bent and stamped meshes and cages for small animals, designed to customer specifications. Controlled processes and technical know how ensure products aligned with production requirements and ready for industrial integration.



SUSTAINABILITY: OUR ESG JOURNEY

ViDiMa has embarked on a solid and structured ESG journey, integrating environmental, social and economic sustainability into its industrial strategies. Every decision from the materials selected to the production processes adopted reflects a concrete commitment to the environment, to people and to the wider community.

The company's approach translates into daily actions involving employees, facilities and supply-chain relationships: from workplace safety to continuous training, from the enhancement of human capital to the reduction of environmental impact, and the responsible selection of suppliers. All with the clear objective of generating

shared and lasting value.

ViDiMa's sustainable vision is aligned with the Sustainable Development Goals of the 2030 Agenda, which are fully integrated into its operational model. This is an evolving path, guided by innovation, awareness and the desire to contribute to a more balanced, ethical and competitive future.

For ViDiMa, being sustainable means improving every day with responsibility, building an industry that creates value both now and over time.



#WireSolutionMaker

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