

## Our Mission

*To supply the automotive aftermarket industry with state-of-the-art equipment for our customers to rely upon, in order them to offer value-added services that guarantee customer satisfaction.*



# Our Vision

**ASSEMBLAD** has been pioneering the world of exhaust emission testing since the very beginning, evolving later on in the design and production of test lines for technical inspection of motor vehicles of any kind and size.

The “**TRIS**” concept is what makes the difference:

**Technology**

**Research**

**Innovation**

**Support**

is what **ASSEMBLAD** has always been considering the key to success in the automotive aftermarket equipment business.

.....This is Assemblad!!



# Our Strength

**Technology, Research and Innovation:** they are peculiar to **true manufacturers** such as **ASSEMBLAD**; no outsourcing, no sub-contracting, all **proprietary technology and patents**. **Support** comes alongside; we are aware of what our customers need. No matter where they are and what their business model is, we keep listening to them to supply up-to-date, productive and reliable working equipment.

That's what **ASSEMBLAD** are committed for: to ensure customers to make a business out of the equipment that they buy from us.



# Our Concept

**ASSEMBLAD** and the whole **GRUPPO ALTEA** have always been keen to stay close to their customers and support them at their very best.

The test line business requires continuous updates and development. Enterprises and professionals in the automotive aftermarket industry need to be ensured on the return of the investment in equipment that they are going to make. Long-lasting, upgradable and expandable equipment and quick, reliable and efficient service. That's what **ASSEMBLAD** is up to; our structure and experience allow us to make the "TRIS" operating anywhere in the world.

**T**echnology, **R**esearch, **I**nnovation and **S**upport to keep up with technological development and the evolving scenario of technical inspections in the world.

# 1974 - today: over 4 decades of success

1974

ASSEMBLAD was established by the two owners/founders, Mr. Giancarlo Ghezzi and Mr. Silvio Mughini, who, after years of experience with large Corporations, decided to put up a electronic development and manufacturing company supplying oem customers in different industries like electro-medical, railway and naval industry.

1988

ASSEMBLAD made a U-turn by entering directly the automotive aftermarket industry with own quality equipment of original design. The first partial flow opacimeter OPA-189 was then designed and manufactured by ASSEMBLAD. A few years later the first infrared gas analyser, the Infragas-291, was also developed. Both the opacimeter and the gas analyser were qualified for statutory vehicle inspections and approved by the Italian Ministry of Transportation.

2003

More models and evolutions followed, through the years, when two major new projects started: the OPA-KING smoke bench and the INFRA-QUEEN infra-red gas bench. That was a milestone: a complete new generation of measuring benches of unique compactness, ideal both for internal use and for oem supply as ASSEMBLAD is currently doing.

2010

Another milestone for ASSEMBLAD, was the acquisition by GRUPPO ALTEA, an industrial group of companies all operating in the automotive aftermarket industry. The synergy generated by the acquisition permitted an additional range of equipment of own make, like brake testers and head light testers, to be added to the company catalog thus making ASSEMBLAD now capable of providing the industry with whatever test equipment required for vehicle inspection: all 100% designed and manufactured in house, obviously.

TODAY

Test line equipment from Italy to the whole world: this is what ASSEMBLAD is today.

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# Know-How

## **ASSEMBLAD and GRUPPO ALTEA: a true garage equipment manufacturer.**

### Technical department:

- ▶ Metrological instrumentation research and development using updated electronics and optics technologies.
- ▶ Test bench development using modern computer-assisted design procedures.
- ▶ Software development using last generation development and testing tools.

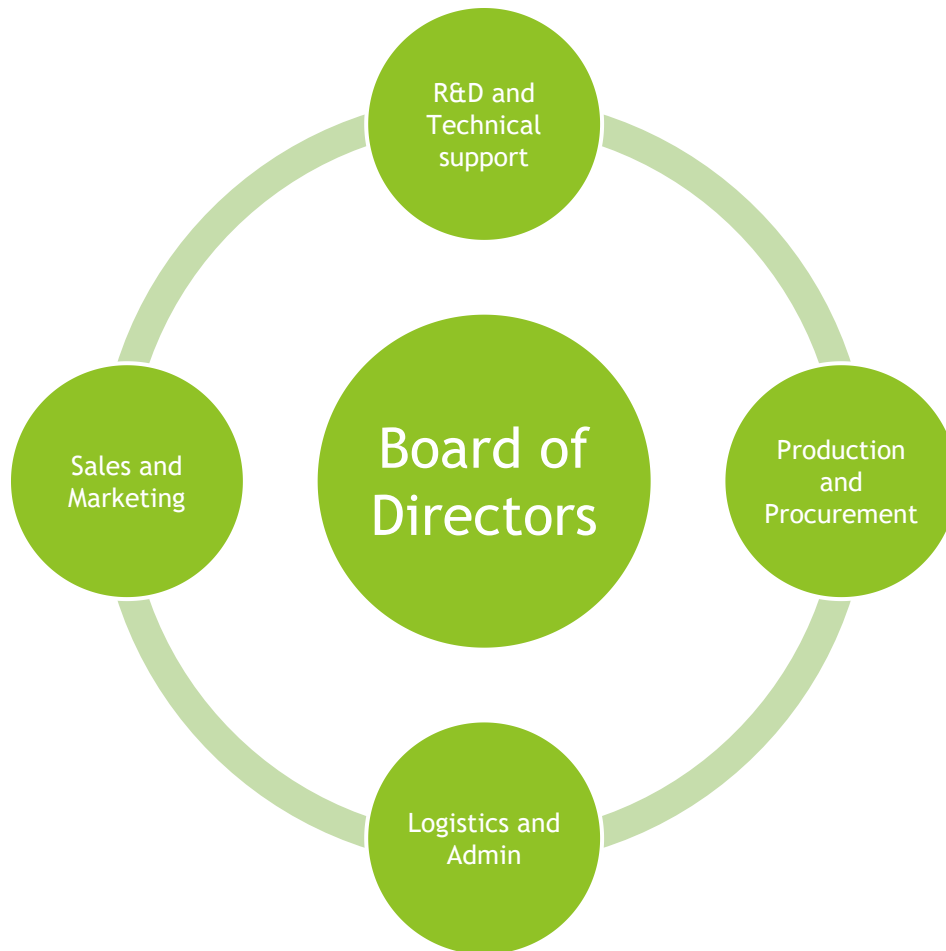
### Production department:

- ▶ In-house manufacturing of electronic components and assemblies with automated testing facility.
- ▶ In-house manufacturing of roller and plate benches using CAD-assisted fabrication and testing processes.

### Logistics, Admin and Services:

- ▶ Full ISO 9001-certified processes for utmost quality insurance.

# Our Team



# Our Facilities



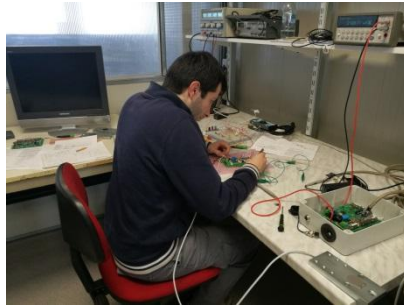
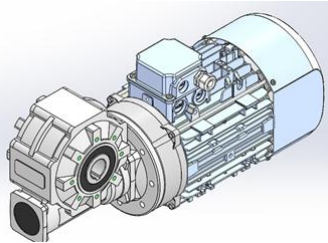
ASSEMBLAD is organized in two main facilities, one in Florence and another one in Catania, with the former being dedicated to emission analysers and electronics and the latter to test benches and metal fabrication.

- ▶ The Catania facility takes also care of software development and corporate business management
- ▶ The Florence facility is on its way to acquire larger spaces in order to be equipped also with show and training areas for our business partners.

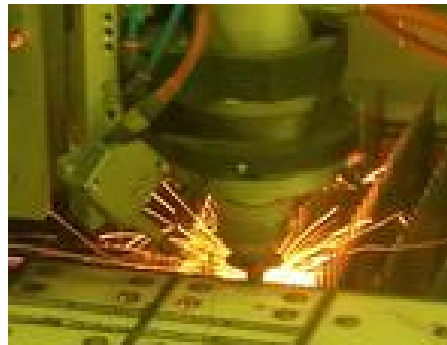


# Our Departments

## R & D

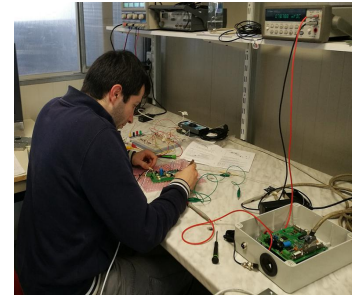
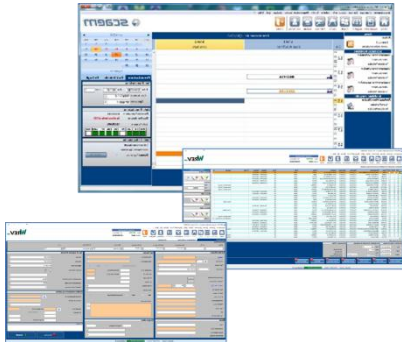


## PRODUCTION

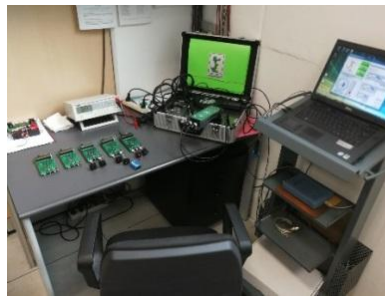


# Our Departments

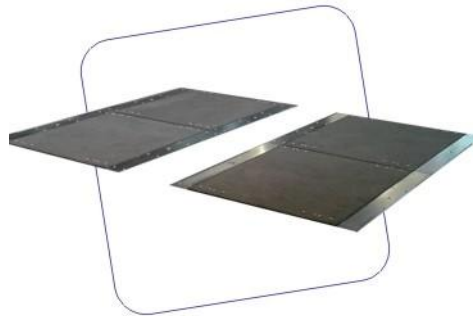
## LOGISTICS AND ADMIN



## SALES AND MARKETING



# Our Products



## Our Business Partners

*The ASSEMBLAD network is a network of business partners who share our commitment for quality and support to customers.*

*We don't want our partners to buy our products; we want them to proudly sell our solutions to their customers.*

*Our business partners are given the possibility to acquire full knowledge of our products and how to sell, use and maintain them through marketing, sales and technical training and on-site coaching.*

*Our business partners' success is the source of our success.*

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