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Re SpA lands in the US, a new exciting challenge called Re USA

We are proud to announce that, as of September 1st, 2018, Re SpA Controlli Industriali will be committed in a new and exciting adventure called Re USA.

The new satellite office is now the only direct source for genuine Re products and parts in North America. This exciting new venture follows the establishment of Re Latina (San Paolo, 2006), Re China (Shanghai, 2009) and Re India (Ahmedabad, 2011) in a dedicated effort to provide all of our international customers with authentic products and local support.

After cooperating for many years with business partners in the United States, Re SpA management decided to invest in a more concrete way in a very exciting market as the US are, where the business opportunities and the growth potential in the converting market are very wide.

From now, American customers will have direct access to Re products. This approach ensures that customers can purchase real Re products at fair prices.

Roberto Galbiati, Branches Manager for Re SpA said, "During the last years the US market offered us new and important growth opportunities. We are fortunate that American customers have come to value our products, and now our direct relationships with them will allow us to provide greater professionalism and faster response times. We are eager to serve this important market in a more efficient way going forward."

Mr. Galbiati added, "We want to make all of our experience and know-how available to all American converters, as well as industries that in the past we have not considered. We are aware that it will be a tough challenge, but it will be very exciting. With the experience we gained in the past establishing our other subsidiaries, we are confident that this new venture will allow us to meet goals that some years ago seemed out of reach."

Re USA Industrial Control Corp., located in Boston MA, will be the commercial hub for the American and Canadian markets, ensuring qualified sales and post-sales service. The Boston facility, which includes a large warehouse, will be fully stocked for quick order fulfillment.

The Re product line includes industry-standard CX series pneumatic brakes, authentic brake pads, web guides, tension controls, safety chucks, core chucks and air shafts. Re is committed to helping companies increase profits by reducing waste and increasing throughput.

"With the "Genuine Products. Direct Service." motto, all of the Re SpA staff is ready to face this important and exciting challenge!" Mr. Galbiati concluded.