



**meccanocar**

PREFERRED BY PROFESSIONALS

# COMPANYPROFILE

2024





# COMPANY PROFILE

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# COMPANY PROFILE

WE DISTRIBUTE TECHNOLOGICALLY ADVANCED, INNOVATIVE, SAFE AND EFFICIENT TOOLS MADE TO IMPROVE THE QUALITY OF WORK OF PROFESSIONALS IN THE AUTOMOTIVE, TRADES, INDUSTRIAL AND NAUTICAL SECTORS.

PRODUCT QUALITY AND ATTENTION TO SERVICE:  
Meccanocar's response to market challenges.



**meccanocar**

PROFESSIONAL TOOLS AND SUPPLIES FOR THE AUTOMOTIVE AND NAUTICAL INDUSTRIES  
AND THE TRADES

## **Continuous development and uninterrupted innovation.**

The Meccanocar Italia company was founded in 2014.

We are building on the almost forty-year history of Meccanocar Srl made up of competence, staff professionalism and high standards of service guaranteed by a widespread and highly professional sales network.

The Meccanocar brand is known and established nationally and internationally. In Europe the company is present in Italy with its headquarters in Capannoli (Pisa) and with a branch in France, and through a network of exclusive distributors in various European countries.

The Meccanocar group recorded a turnover of over 40 million euros in 2023, a result achieved thanks to the constant work of a solid organisation composed of approximately 180 employees and over 200 sales agents.

The attention to the product is a genuine passion, cultivated and enhanced through the continuous research and through the development of innovative solutions that can respond to the evolution of the market over time, ensuring a catalogue characterised by a comprehensive range of items to meet all the needs of our reference markets.



## **Supporting customers to step up the competitiveness of their work.**

We aim to be a partner for our customers able to actively contribute to improving their performance, through the pursuit of excellence in the services offered, in innovation and in the range and quality of the product offering, while ensuring respect for people and the environment.

**Meccanocar is a company of which we'd want to be customers, first of all.**





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# COMPANY VALUES

## INTEGRITY

FOCUS ON CUSTOMERS AND THEIR PROFESSIONAL NEEDS

PASSION FOR THE PRODUCT AND CONTINUOUS SEARCH FOR QUALITY

TEAMWORK AND DEVELOPMENT OF HUMAN RESOURCES

**THE "MECCANOCAR STYLE" THAT GUIDES ALL OUR CHOICES**

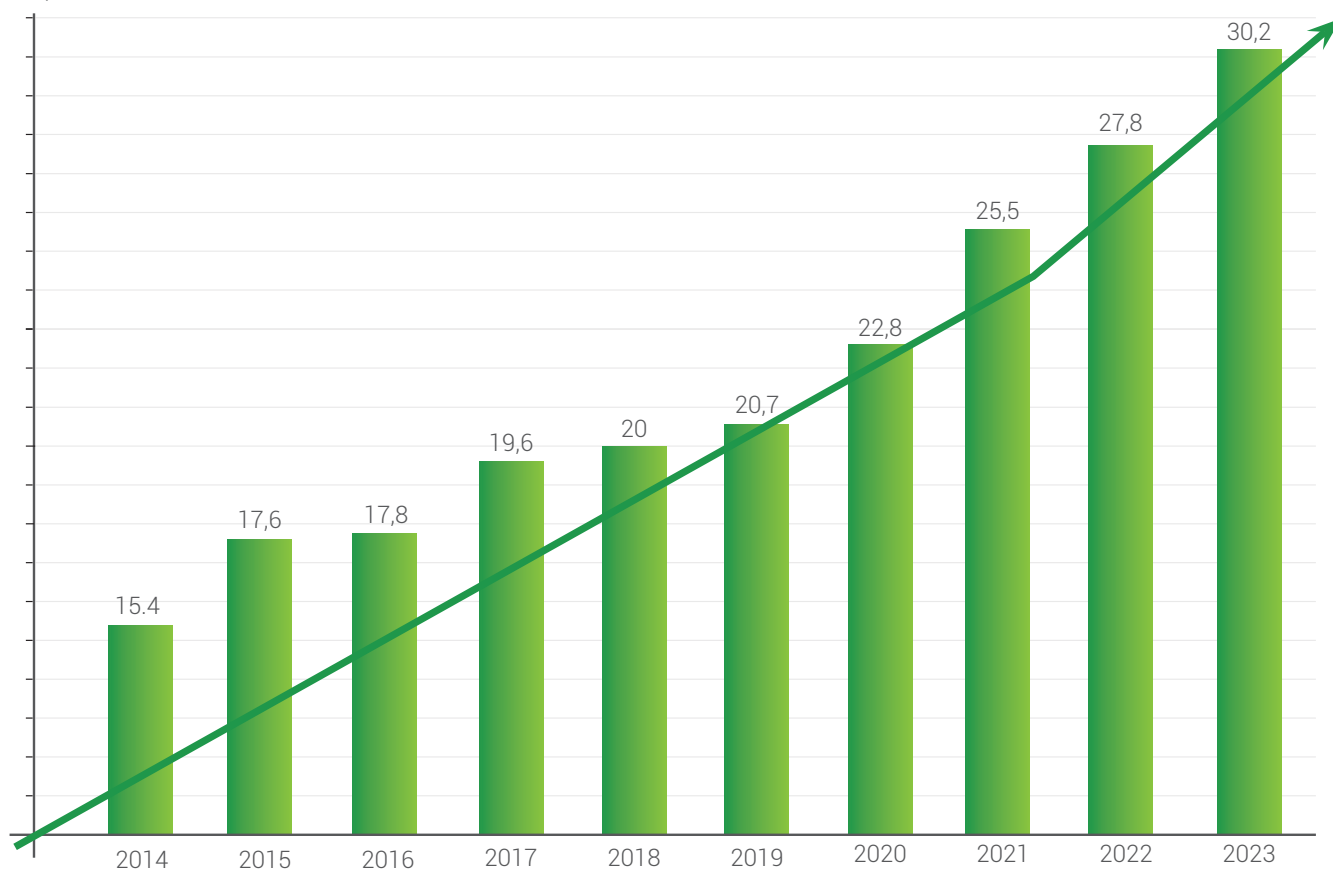


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## MECCANOCAR ITALY IN NUMBERS

Located in Capannoli, near Pisa, Meccanocar Italia has around 80 employees as well as having a sales force of over 200 agents who guarantee coverage throughout the national territory.

Turnover  
min / €



**30.000**

Catalogue items

Over  
**18.000**

Active customers

**30.2M**

Turnover

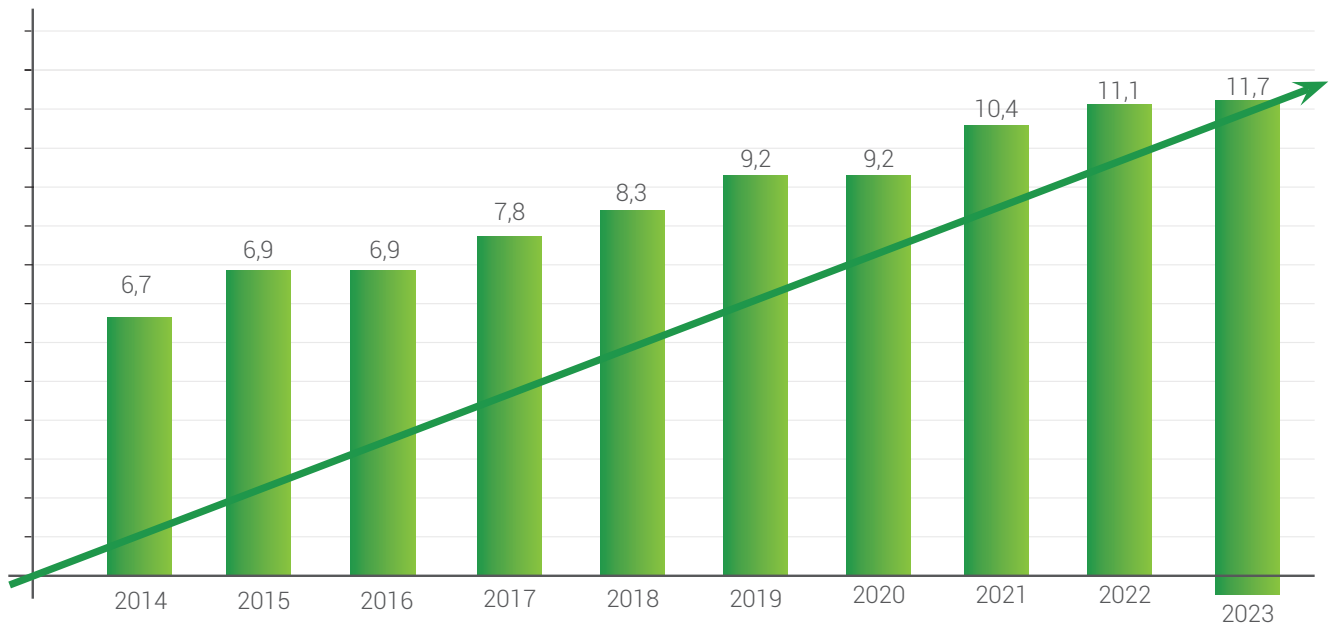


# MECCANOCAR FRANCE IN NUMBERS

**Meccanocar France S.a.s. was founded with the aim of exporting the Italian operating methodology to other countries.**

Located in Saint Laurent du Var, just outside Nice, Meccanocar France can count on a sales force of over 80 people managed by a Sales Director, 2 Area Managers and 7 Sales Manager. After a first phase devoted to organising and recruiting management, staff and sales force, the company moved on to the operational phase, meeting the appreciation of the French market from the very beginning. The success of this effort is proven by the constant growth in turnover and the increasing number of new customers.

Turnover  
min / €



30.000

Catalogue items

Over  
9.000

Active customers

11.7M

Turnover

## **Meccanocar France SAS**

Z.I. Secteur D13 - 191 Allée des Agriculteurs

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## FOREIGN MARKETS

### Our markets in the world

By taking the path of internationalisation with the opening of Meccanocar France, we have fostered corporate growth at a global level by spreading our brand in other countries.

Today we are present in several European countries also through exclusive agreements in some major markets such as Greece, Spain and Portugal.

It is a difficult and demanding challenge that has already yielded excellent results both in terms of turnover and new customers. We aim to increase our commitment in the international arena in the forthcoming years.



## COMMERCIAL NETWORK

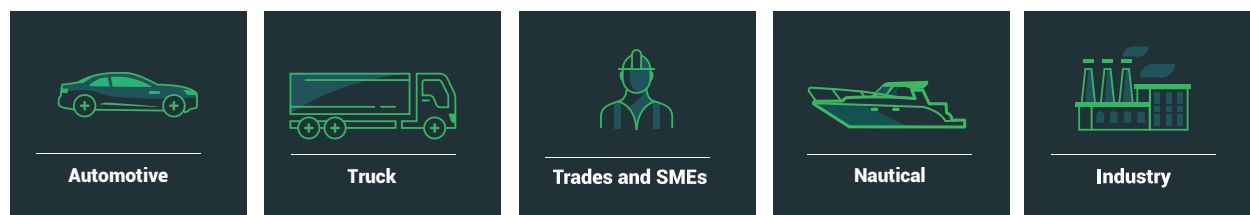
**We believe that active collaboration between the company and agents is imperative.**

Meccanocar's agents are an integral part of the added value that makes our customers appreciate the company in an increasingly complex and fragmented market.

We put the utmost care into our policy for the selection, training and management of the sales force with the aim of making our presence throughout the territory increasingly widespread.

Our agents are sales professionals who deal with the market through essential values such as integrity, reliability and a meticulous organisation that allows them to effectively manage communication between the company and customers, and to simplify and facilitate the needs of customers in a personalised manner.

The group's sales network relies on over 200 agents in Italy and over 80 sales employees in France in the company's five lines:



**Automotive:** car and motorcycle dealers, workshops and body shops.

**Truck Trucks/Heavy-duty Vehicles:** truck dealers, haulier fleets, work shops and body shops for trucks, equipment for earth-moving, quarries and mines, boating.

**Trades and SMEs Trades/Metalworking/Electricity:** trades and small and medium-sized enterprises, with particular attention to the metalworking (blacksmiths and metalworkers), windows and doors, electrical installers, heating and plumbing sectors.

**Nautical:** aimed at small/medium shipyards, garages and marine engine repair and maintenance workshops.

**Industry:** medium and large-sized manufacturing companies with complex and vertical structures.



**Selection,  
training and  
management of  
the sales network**





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## PRODUCT RANGE

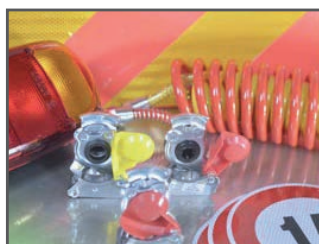
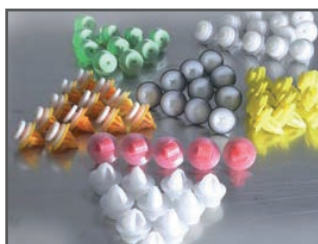
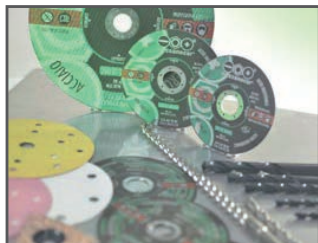
**Quality at the forefront**

### **Products designed according to user needs**

The Meccanocar product range is created and constantly renewed by applying the following approach: understanding customer needs in terms of technological progress and changes taking place in their market, research and development of new solutions and products, measurement of performance, validation and inclusion in the catalogue.

Meccanocar tools and products are recognised and appreciated in the market because they are made to improve the work of the professionals for whom we design them and because they are selected and tested by a staff of technicians among the most skilled in the sector.

We focus our efforts on innovation to generate superior products that are perceived by people and customers as distinctive.



## OUR PRODUCT RANGE

Chemical products  
Metal hardware and screws  
Electrical parts  
Cutting, drilling and abrasives  
Generic and specific fixing  
Consumables  
Car, cargo and civil air conditioning  
Manual gear  
Electric and pneumatic tools  
Workshop furnishing and van outfitting

Accident prevention articles  
Fastening elements  
Truck  
Tire service  
Welding  
Truck spare parts  
Nautical maintenance and processing  
Clothing  
Advertising items





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car.com



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**WE ADD VALUE TO OUR PRODUCTS  
WITH SERVICE AND SUPPORT**



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## LOGISTICS

**Short turnaround times and detailed information on the order management process.**

A company like Meccanocar cannot ignore an integrated vision of logistics. Goods storage needs, handling procedures, increasingly efficient management of warehouse flows, technologies for the control and management of orders and supplies, partnerships in the shipping sector and everything that contributes to optimised logistics processes have always been the subject of study and constant improvement, pursued with the **aim of ensuring ever shorter delivery times and providing customers with increasingly timely and accurate information about the management of their supply**. At the same time, the growth in the business volumes and in the number of products in the catalogue has led over the years to a steady increase in storage space, reaching the over 6,000 m<sup>2</sup> of the current warehouses.

One of the highlights of Meccanocar's logistics is the outgoing material control system; very few companies use a barcode with 4 additional digits compared to the required standard. This feature has the advantage of minimising the risk of error (0.01%) in the material selection phase.

### Warehouses in Italy

- 1 3.600 m<sup>2</sup> warehouse for the storage of "groupage" goods
- 1 2.500 m<sup>2</sup> warehouse for the storage of bulky loads





# CUSTOMER CARE

**Customer at the forefront**

Meccanocar Customer Care is driven by the desire to be a company that is increasingly customer-oriented. Our relationship with customers has always been the primary element of our commercial offering and that is why we are directing our efforts to meet the growing need for interaction and information of our customers.

The Meccanocar communication system is designed for multi-channel information management (web services, telephone, email, app) to give quick answers with instruments compatible with the specific needs of customers.

Those who choose Meccanocar can count on 4 basic elements:

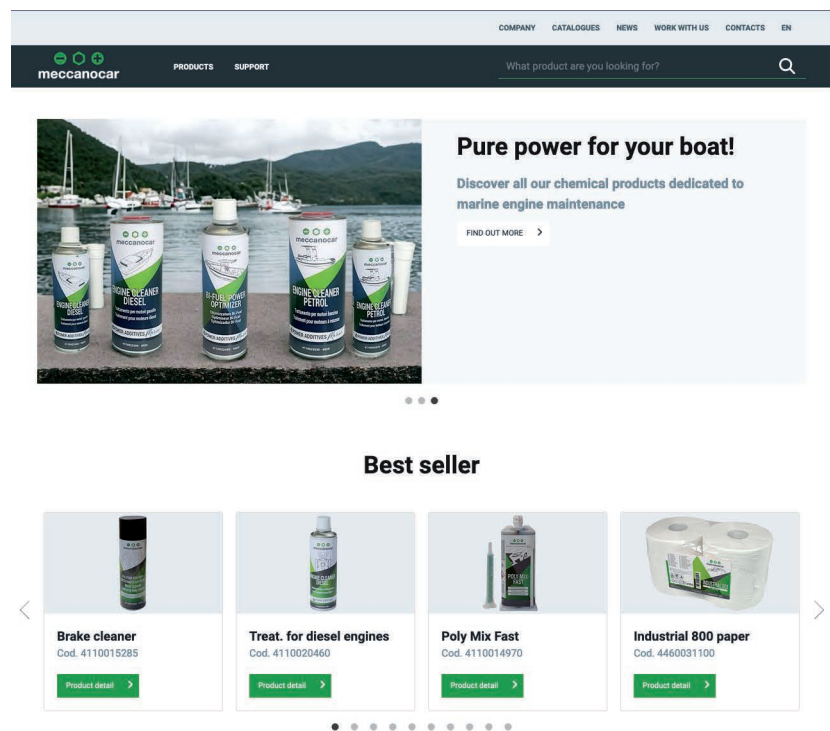
- Listening
- Quality
- Safety
- Information



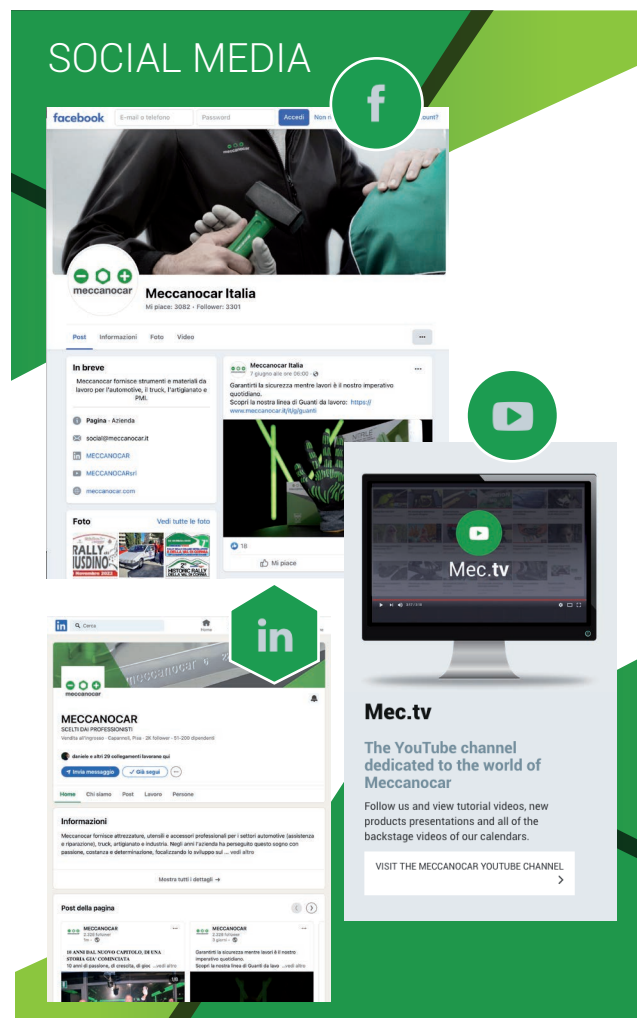
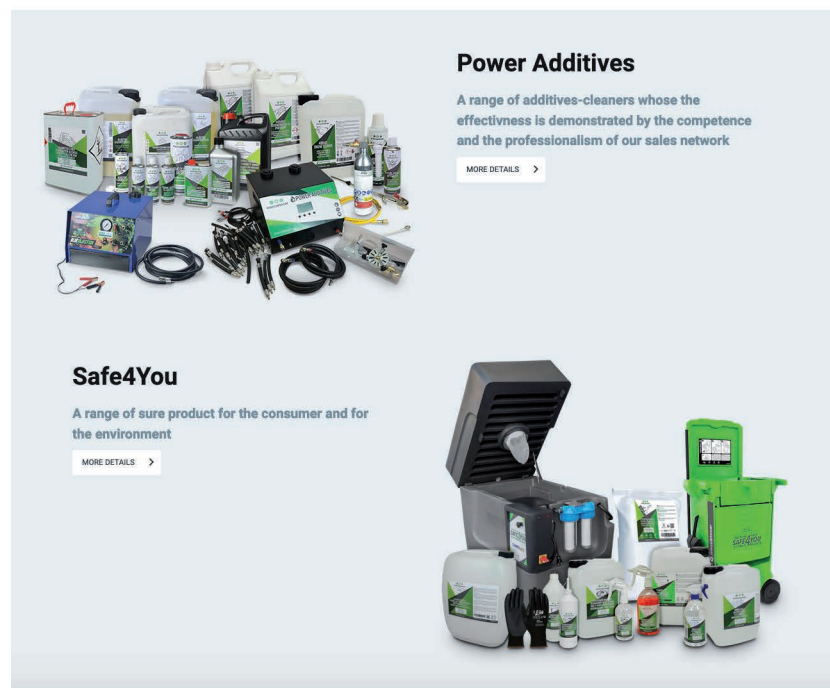
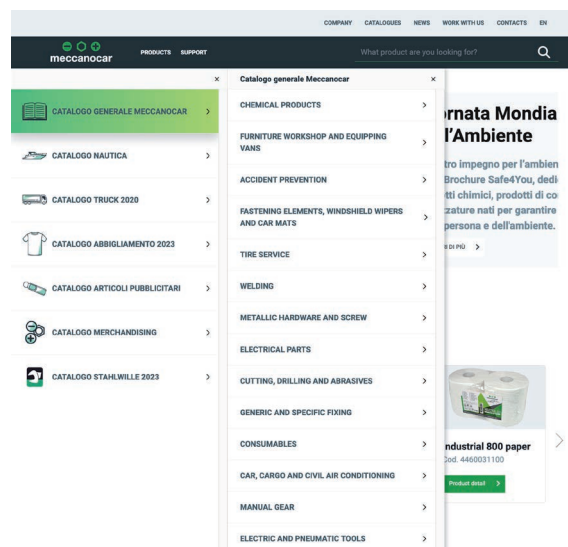
# meccanocar COMMUNICATION

We have always been committed to transparent and respectful communication to convey our values. From our advertising campaigns to sponsors and our calendars.

## COMPANY WEBSITE



## CATALOG WEB



# meccanocar COMMUNICATION

## MECCANOCAR CALENDARS



## MERCHANDISING



## ADV trade journals



## Trade fairs





Project by Meccanocar Italia s.r.l.  
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# COMPANYPROFILE



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