



MP-HT
METAL FRAME SWEEPERS



CHAPTER ONE

Our history

MP-HT history is characterized by the exciting entrepreneurial spirit and ability of artisan production that distinguished the Venetian area in the early Eighties.

At times, we look at that time with nostalgia, but the difficult times that followed, only pushed us to bring out the courage and the determination needed to become what we are today.

AN ENTHUSIASTIC ATMOSPHERE WHERE TO GROW

The fast developing economy had brought prosperity in our territory.

The conditions for free initiative were created of local entrepreneurs, who increased their desire to do and express themselves.

The rapid growth of the Venetian company demanded technical and operational skills in continuous development and improvement. The companies were gyms of training, of the “shops” in which they were formed highly skilled technicians who dealt with the I work with the spirit of real artisans.





ARTISAN TECHNICIANS

The diffusion of small and medium enterprises on the territory, it allowed entrepreneurs to come into contact with different production companies, experiences that were useful both as example of entrepreneurial spirit, both for discover different processes and types of production that could be imported in the context of the own business.

This tendency towards the diffusion of knowledge and to the mutual contagion, it contributed over time to the concentration of specific know-how in certain areas.

The area where MP-HT was built - and where it is still located - it was distinguished, then as today, in the light engineering.

We participated in a great widespread knowledge that made the territory fertile and allowed us to grow as technicians-craftsmen of great competence.





BUSINESS NETWORK

An important aspect of the Venetian enterprise was the network between different companies that made itself possible. An intense network of relationships developed which made it possible to carry on working relationships highly integrated between customers and suppliers.

A fortunate situation that made it possible to learn the value of work organization between several companies even before within the own business, which then lived under the leadership of “Paron”, of his foresight and resourcefulness no less than its irregularities.

THE MECHANICAL WORKSHOP

The small and medium-sized enterprise in Veneto was a forge of craftsmen. The small size of our company has always allowed us to operate in a non-serialized way, as meticulous workshop masters who always act by keeping the general design and function well known overall of what they put their hand on, leaving its own unmistakable mark.





Innovators

Unlike large industries forced to respect rigid organizational schemes, ours the company enjoyed such flexibility as to allow us to experiment. With great enthusiasm we discovered new things and we implemented new solutions.

The time and the environment in which we grew up as entrepreneurs-artisans have forged ours approach to work, made of passion and desire for learn new things.

For us, innovation was never an end in itself same. Innovating means quarry “having a long view” and understand what was needed, putting oneself in the he clothes of those who used what we built.

Fly high with your mind and hold your feet for earth, looking at the reality of things. Reality which, changing, suggests new directions a who knows how to watch.



*Specialized
technicians*

The lower financial availability compared to the large ones industries did not make it possible for us to extend the offer of products and services.

So we were pushed to specialize in doing targeted and sharpening things ingenuity to find innovative and non-innovative solutions to be so crushed by those who had the possibilities economic disproportionate compared to ours.





It is a well known principle, even if it often does not come taken into consideration: it can be obtained a great deal of pressure while concentrating little force in a single point, while it would disperse distributing it over a wider surface.

And so we began, right from the start, to try to know deeply our field and develop a know-how of absolute importance in the field of sweeping machines.



CHAPTER TWO

A big change

Resilience is a material's capacity to resist against impact without breaking.

During a period of crisis, we discovered this to be a characteristic not only of our metal frame sweepers, but also of our own character.

RUDE AWAKENING

Good stories always seem to need an ending... Or at least the ones where everything looks easy and good fortune appears to come knocking: making the right choices comes naturally, and every step is one in the right direction.

Then, suddenly, all our certainties seem to come crashing down... Technological development brought great changes to the world and its markets, triggering the globalisation process which led to a drastic rise in competition.

These significant changes were then amplified by the great global recession of 2008, which had a strong impact on our business, leading us to enter a deep period of crisis.



BECOMING AWARE

Adopting a purely defensive and conservative attitude, continuing to do what we had always done up until then, trying our best to limit the damage, seemed like the only thing to do.

Taking refuge under our shell, waiting for better times to come. In hindsight, however, this would have been much like sticking our head in the sand.



*Transforming
fear into
movement*

We got moving. The search for change had always been part of our DNA.

It was the curiosity, the desire to invent, the passion we had always invested in our work.

We acknowledged the circumstances and dealt with the difficult situation as if it were a great new challenge, with enthusiasm and a spirit of initiative.







Challenging ourselves

The concrete choices we made describe the path we undertook better than anything else. Rather than take advantage of the low cost of foreign production, we decided to stay put in our own territory, albeit downsizing, continuing to use the suppliers we knew we could trust.

There being few of us left, we became freer, and more courageous. We sought new collaborators to find new stimuli and motivations that could help us evolve as people.



*Opening to
discussion*

We realised that what we were most afraid of, was standing still. We wanted to view the market as an ocean filled with new opportunities: one step at a time, putting our fears aside, we sought a dialogue, stopping to listen before all else.

And as such we nurtured one of our most important characteristics: our focus on people's needs, the new demands of a changing society.





Family

Family was our primary resource during the crisis. Being surrounded by people you can trust is important.

But even more important is having people you believe in, to whom you want to add value and give space to move. This is how each of our qualities found the impetus and space necessary to emerge.

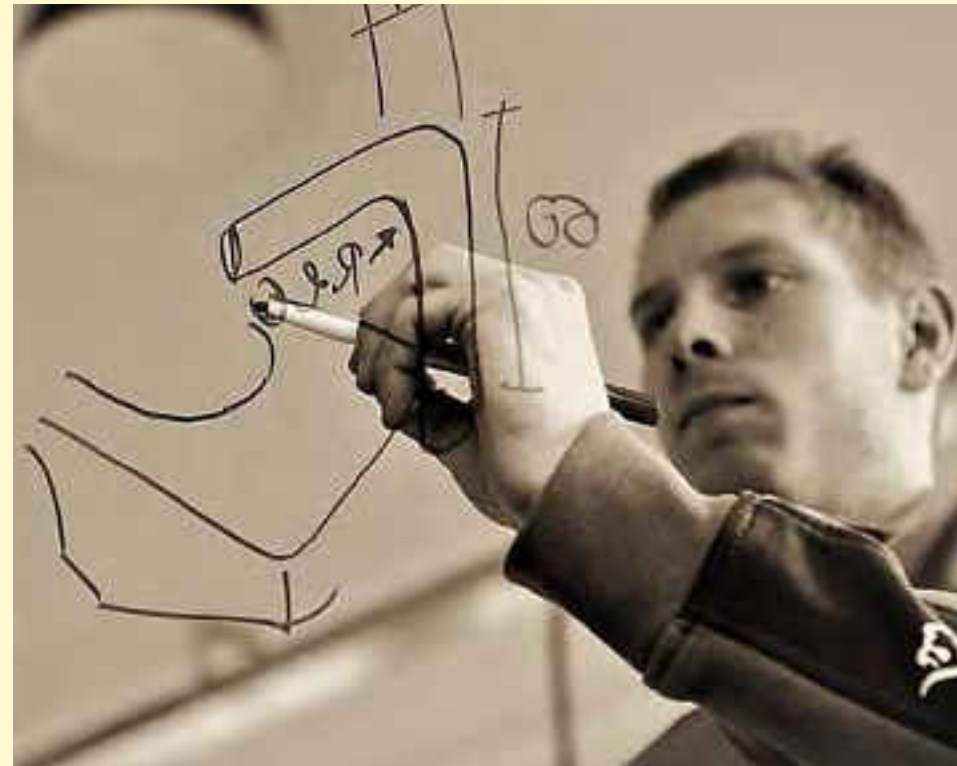
We personally took to the field in the various contexts of design and development, of business relations and administrative organisation, taking responsibility to learn from our mistakes, to build the reality and certainties we mutually sought, together.

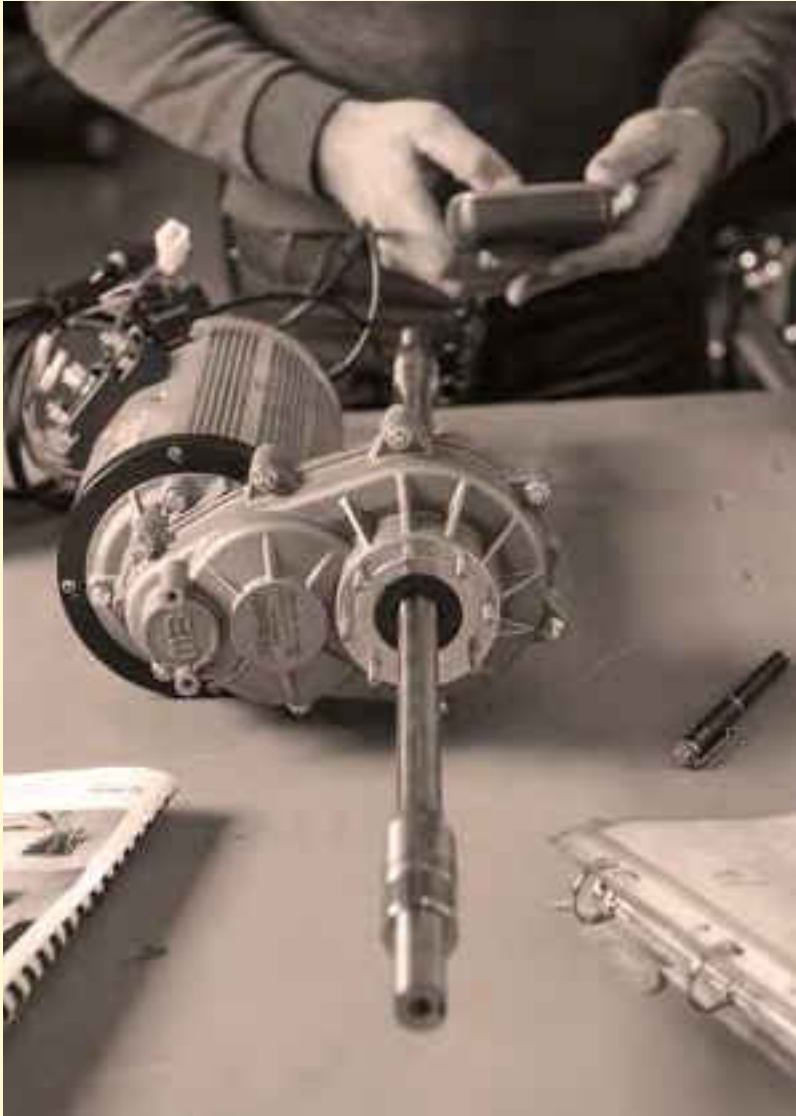


The spirit of leaders

The market and society were rapidly changing, and so too were the companies and working conditions: work environments were getting cleaner.

Latest market trends were pushing to expand the range of industrial cleaning products with industrial floor scrubbers: the future seemed to be hinged on these products.





It was in this context that we found the foresight and courage to think against the tide, choosing to focus on sweepers alone.

This allowed us to invest all our energy in acquiring in-depth, complete knowledge of our sector, and gave us more time to dedicate to ongoing research and design.





*Believing
in change*

Reality constantly evolves: being aware of playing a part in this process means believing in change.

Answers were starting to trickle through from the market, indicating that we were on the right track. Our clients believed in our work: being a reliable company, capable of forming relationships based on honesty and which aimed for the high quality of a select number of products, had made us a firm point of reference in our sector at a time of otherwise general uncertainty.



CHAPTER THREE

Confirmation of our values

The first tangible result of the change that took place in our company was the development of Max Wind, a revolutionary sweeper designed for cleaning towns and historical city centres.

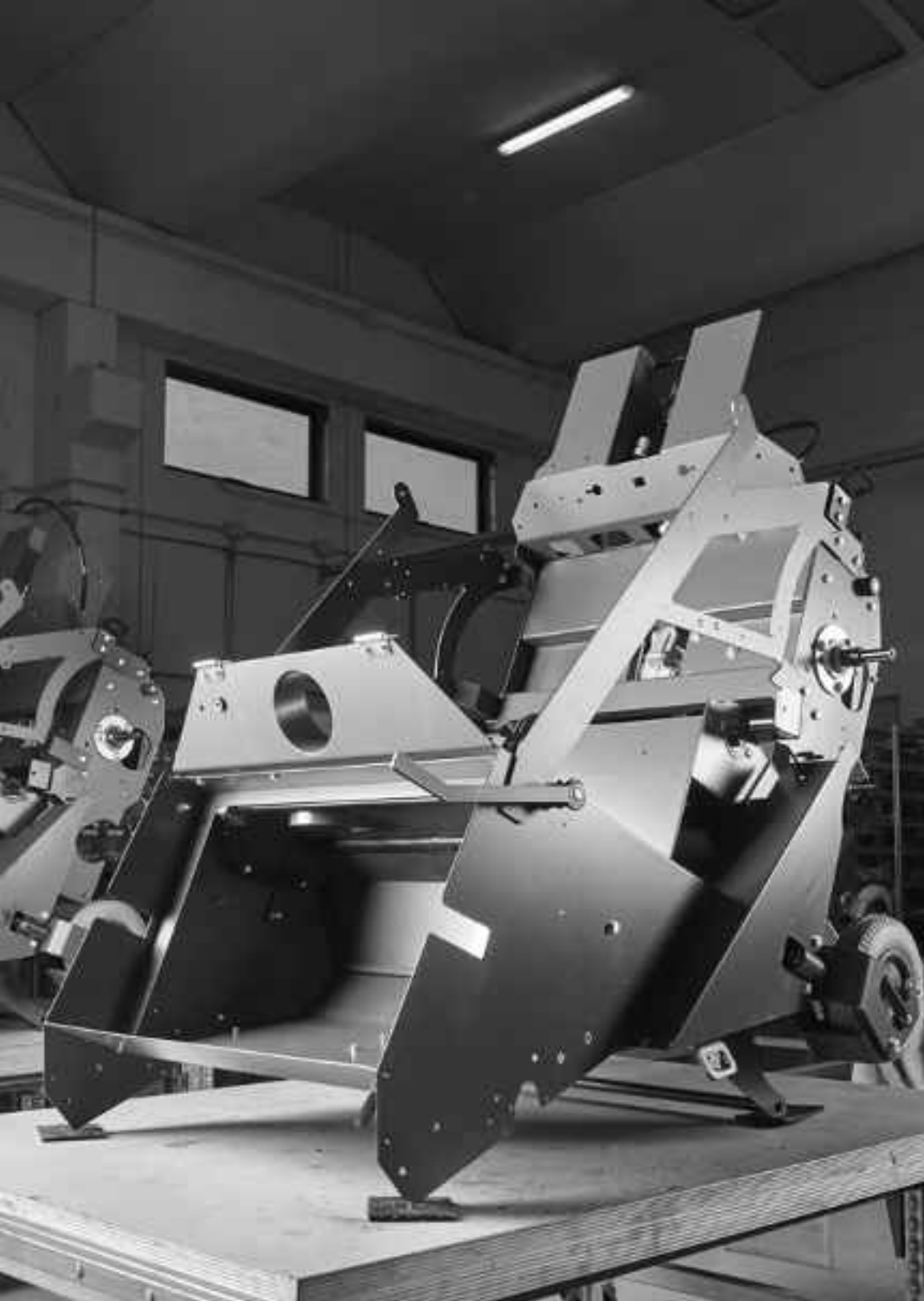
We therefore added an urban line of sweepers to the existing industrial line, a new context in which to challenge ourselves, through which we were able to express our desire to discover new things and develop innovative solutions.

LISTENING

The decision to create a machine for urban use was the result of our ability to listen to the market and provide answers to needs that were yet to be heard.

There were no sweepers of this size, completely electric, capable of cleaning urban centres in such an agile, efficient way.





We deployed all of our experience in the manufacture of sweepers, intended however for completely different spaces, in which it was the very concept of cleaning that changed.

It was effectively about responding not only to the need for practical order (keeping environments clean and tidy), but also distinctly aesthetic needs: cleaning the spaces of an historical city centre means giving prestige to its image, and above all its history.

Sweepers for people

Max Wind works among people strolling through the streets, or tourists who wish to admire historical city centres in all their glory.

In this context, the operator becomes a recognisable and esteemed figure by way of their work: respect for the environment has become a pivotal theme.

Through the development of the urban line, our people-oriented approach was met with important stimuli through which our company's identity was consolidated.





MAX WIND



*Healthy
contamination*

This experience brought to our attention several important aspects also regarding the design of the industrial line.

The practical needs of those who use our sweepers, and those who benefit from their work, are today the centre around which our innovations rotate, never an end in themselves but rather always geared towards improving work conditions, respect for the environment and people.

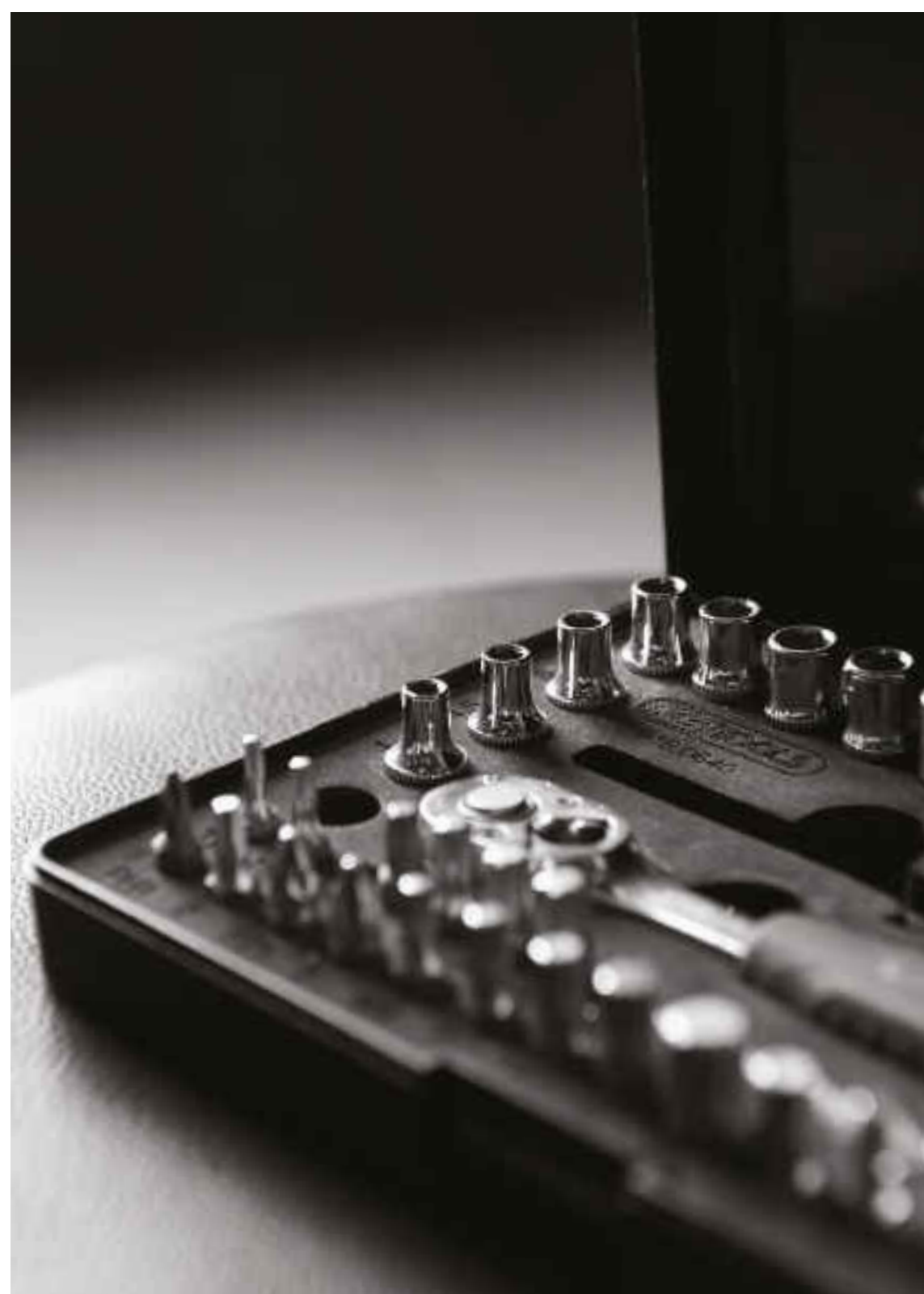
It is our belief that even industrial environments should be viewed with the same attention, insofar as part of our daily lives.



DISCOVERING OURSELVES

In order to grow, one must be able to see the value of transformation: changing one's mindset and attitude is the natural consequence of measuring oneself up against reality, and at the same time, knowing how to dream of doing something new that can bring about tangible benefits.

And it is precisely in the transformations we underwent that we rediscovered ourselves, by expressing those values already within and which emerged thanks to the dedication and commitment with which we faced our most difficult moments.











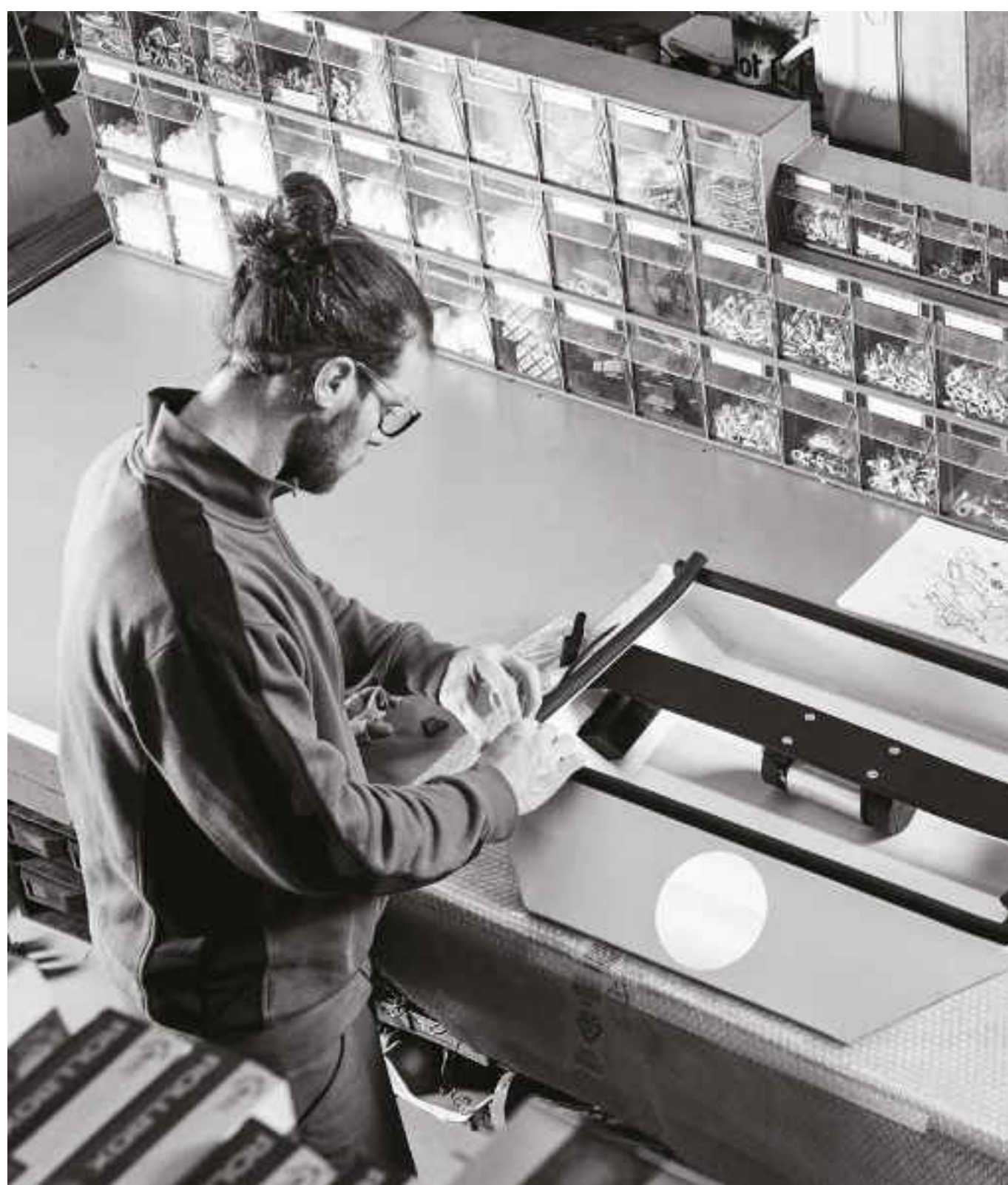


***Expert
craftsmen***

The frame is the basic structure of a machine: starting from solid foundations is essential. We chose to build it in metal because for us, sturdiness has never been a secondary option, but always a primary choice, the sure basis on which to build a reliable machine.

Reliability is not born from nothing, but rather from the technical skills enabling the construction of more or less sophisticated objects on which others can rely. We gained it over more than thirty years of experience, passing through difficult times that only made us stronger and more aware of our capabilities.

Every technician is an expert craftsman who skilfully works on a specific part of each sweeper. Each person feels they can put their name to the machine, having decidedly contributed to the team's objectives.





Passionate designers

A project is where our ideas take shape, allowing us to truly start thinking them through.

As they are materialised on paper, we start to glimpse aspects of our intuitions that we previously couldn't see. The ideas multiply and ignite our desire to innovate.

Projects always give life to new ideas, because everything we design frees our imagination.

A project is never finished. It is a process of ongoing changes and improvements, and one which inspires us.

We like designing our sweepers, tweaking the details, trying to move the pieces, changing the perspective, finding new solutions: it's an opportunity to give free rein to our inventiveness, a time to go beyond what we already know, with our gaze fixed on the future.





A racing team

For a team to be solid, its members must have good and functional relationships.

This ability to interrelate is like the frame holding together the various pieces, the basis on which something of value can be built, and on which to found our company.



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VITRIA

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In a racing team, everyone shares the same goal: to build a machine to the best of their ability. You're part of the team if you intend to achieve this goal, if you believe in what you do and understand the importance of others in order to know your worth.

Organising the work is a crucial time for us. Our method is aimed at reducing the complexity of the manufacturing process and focusing on flexibility, involving all company departments right from the early stages of design.



A family

A family talks to each other, argues with each other, grows together. It is the first space in which we learn to relate with others and in which our personality emerges. It is here that we first become aware of the importance of other people in fulfilling our own potential.



Family also opens our eyes up to time: to the past, to that historical flow of actions and ideas which mysteriously compose us, and to the future, someone for whom we feel responsible and nurture high hopes.

At MP-HT, family plays a central role: working with one's sons and daughters inspires us to think of their future, to make forward-looking choices.

This is the outlook and approach that we have conveyed to the entire company: looking forward and building machines that last over time.



DESIGNING THE FUTURE

Our journey hasn't been an easy one. But we faced the hard times with sincerity, looking in the mirror and asking ourselves what we wanted. And so those difficult times didn't go to waste. They became important achievements.

Ours is a story of growth, hardship and maturation – of evolution. And today, it is precisely our awareness of the past which allows us to design the future.





Broad horizons

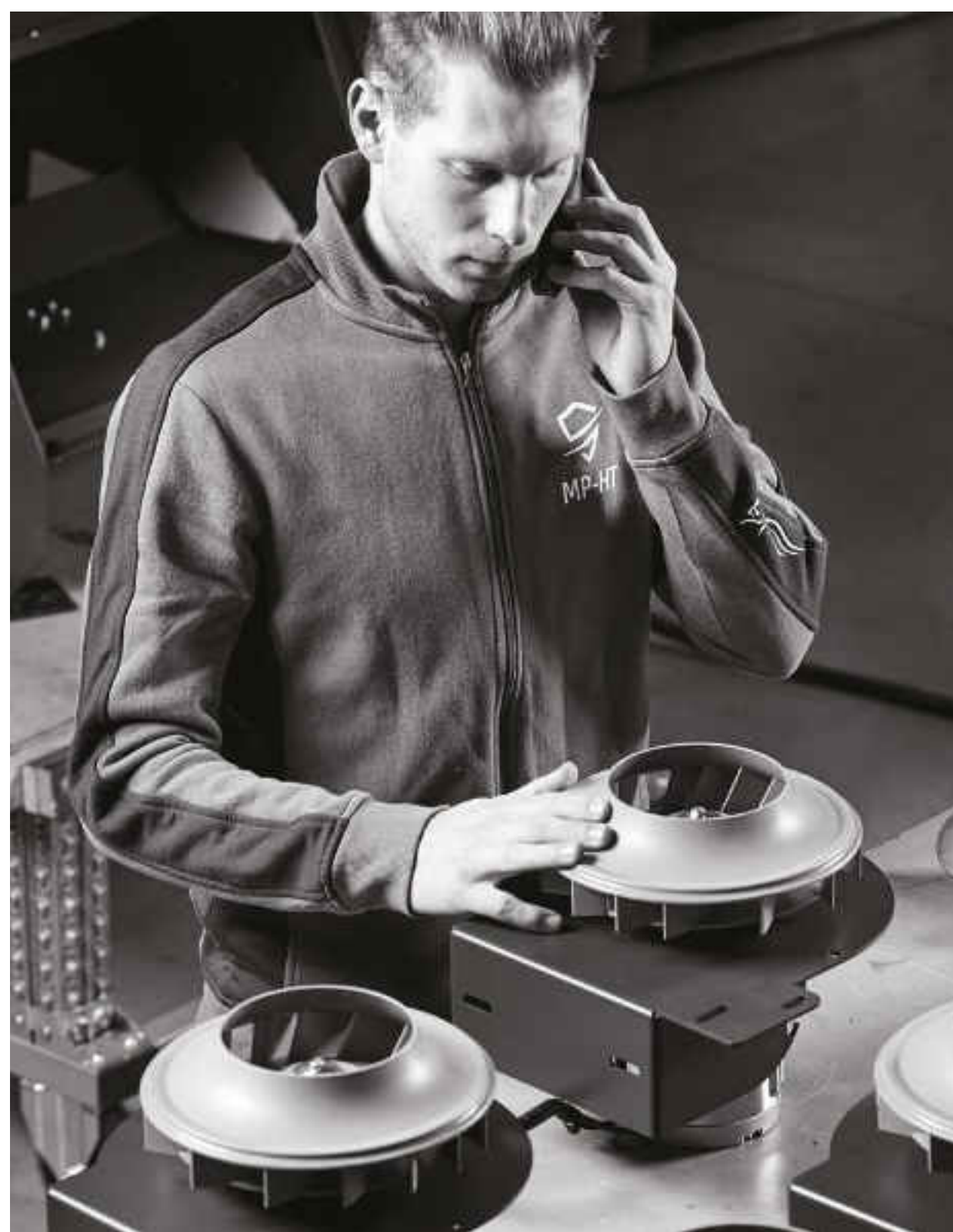
We came up against brick walls. We managed to break through, and they became doorways leading to possibilities that we could never have previously imagined. And we discovered that we were the same people as before, but also much more.

We are not just technical craftsmen, but also passionate designers with a broad vision of the ethical and social sphere of our work, from which we draw our inspiration.

In the making

We want to keep challenging ourselves to transform our fears into motion, tensions into energy, limits into new conquests through which to continue growing. We are open to discussion and ready to change again, because that's how we can do something new and meaningful for ourselves and for others.

We don't want to stop. We don't think we're done. We are continuously in the making. We don't believe in definitive projects but in continuous perfections, re-workings, constantly planning our objectives and the strategies to achieve them.





We are always looking for new collaborations, people who bring stimuli, ideas, inspirations. We reorganise our spaces to adapt them to new company needs. We invest in ongoing training for our team, we implement production lines with new computer systems.

We try new tools that we never would have considered, and bit by bit, they become a part of our work. We don't stop to ask if this is "our thing", because "our thing" is to believe in change and keep moving towards new horizons.







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