

The Artoni truck I've always dreamed of? "in 2093... it'll be a spacecraft"

There were prizes for the winners of the Drawing Competition organized to mark the 80th anniversary of the establishment of Artoni Trasporti. The drawings will be turned into the 2014 calendar and a book.

REGGIO EMILIA, 14 November 2013 - The history and future of a great enterprise can be told with a drawing and this was proved by the first Drawing Competition organized by Artoni Trasporti to mark the 80th anniversary of its establishment.

The winner was Matteo, aged 12, who was awarded a latest generation tablet. But a prize went to all the participants, because everybody had won. Matteo cleverly linked Artoni's origins, the red truck dated 1933, to the present day and the new global visions of freight forwarding and logistics. Then he dreamed, and this was the spirit of the competition. He dreamed of 2093 and the truck turned into a spacecraft able to consign goods to aliens as well. "From Earth to Outer Space.. a dream that's been going on for 160 years and one that's worth thinking about," commented Anna Maria Artoni, Managing Director of Artoni Trasporti. "The new generations, with their imagination and creativity, must inspire us each day in our endeavour to come up with ideas and pioneering solutions that will allow us to constantly improve the quality of our work. We are really satisfied about the large number of participants in the Drawing Competition, which was reserved to those of our employees' children aged 6 to 14 years and was organized to underscore our company's eightieth anniversary and its ability to look to the future."

Drawings were sent by all the Artoni branches and you realise just how imaginative children are by merely leafing through them. For a child, a truck can turn into a submarine, a ladybird, a mole or even Santa Claus's sleigh.

"Our history can be a lesson for all of us, grown-ups and kids alike," remarked Luigi Artoni, Chairman of Artoni Trasporti. "Our history will carry us far. Towards a future in which efficiency, productivity, safety and innovation will always open up new directions towards which our culture of customer service can develop. The culture that has guided us this far and that encourages thousands of enterprises to choose us each day. Artoni has grown thanks to the work and enthusiasm of a great many people. We need this same commitment to build our future.. our next 80 years." Voted by all the employees and selected by a jury, the drawings will become the basic images for the 2014 Artoni calendar and will also be made into a book. In addition, they will be published on-line in our website www.artoni.com and on YouTube at this address <http://www.youtube.com/user/ArtoniTV>

Artoni - Our history

At the end of the 19th century, the men of the Artoni family were already driving along the roads of the province of Reggio Emilia, transporting goods, building materials and stones from the river Po that arrived by rail. Artoni Trasporti was established in 1933, in Guastalla (Re) and is now one of the major Italian enterprises in the Freight Forwarding and Integrated Logistics sector. Now, in 2013, the customers number some 13,000 enterprises. 7 million shipments are performed each year thanks to a network of 70 operation centres scattered throughout Italy plus international relations which, in 2012, led to a turnover that exceeded 220 million euro. Artoni provides a vast range of domestic and international freight transport services, and plans logistic and supply chain management solutions. For further details: www.artoni.com

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