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# close up

*Platinum dedicates these pages to the men and women of our times who stand out on the economic panorama.*

*These are strong personalities who, with their charisma, speak for themselves in this communication window.*

*We wish to show them as role models. We wish to gather up the secrets that they hold. These are men and women who make a difference and who are recognized also abroad. Platinum opens its portrait gallery to the readers.*



FROM LEFT MICHELE AND RAFFAELE PICCOLO

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PAOLO CAPPA AND SASKIA

ALEXANDRA RUTSCHKOWSKI

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GIUSEPPE MAIELLO

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CESARE COSTANTINO

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TEAM A&G MULTISERVICE

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ANTONIO CAMPANILE

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# Professionalism and Italian style for the world of tobacco

*Tekna Design, European leader in the sector, offers its customers specially made innovative and modular solutions*

Reliability, precision, flexibility, design and eco-friendly production, all “101% made in Italy”. These are the characteristics that briefly describe the attention to detail and the refined company philosophy of Tekna Design, leading company in the European market in the niche concepts oriented segment, dedicated corners and professional furnishings intended for both tobacco companies and individual tobacconists. With an enviable technical background, garnered from over 30 years of experience within the tobacco sector, Tekna Design has become almost unparalleled in the sector. This is mostly thanks to the mastery of its general manager, Paolo Cappa, who has always worked with great passion and great dedication, skilfully assisted by

his carefully chosen team of architects, specialist designers and collaborators. The co-director, head of the marketing and sales sector, of German origin and with profound knowledge of the tobacco sector, with vast experience acquired at a well-known European manufacturer of accessories for tobacco shops, explains that: “The definition of ‘specialisation’, as we understand it, can be formulated as follows: to design and supply cutting-edge professional furnishing systems of excellent workmanship quality, for tobacconists and tobacco companies. We are referring to creative concepts and modular solutions, that take shape through the dialogue with the customer, and so they are sectional and extremely

flexible”. Attention to detail, innovative technological background, the style and production of a traditional Italian factory provide a brief overview of the “high quality” of Tekna Design products. However, it has also been fundamental to support all of this with the integration of a complete service, covering all aspects, from preliminary advice to customers

to overall management of project implementation, to installations carried out by highly qualified teams. The goal is to carry out projects that, in addition to being extremely functional, of

a high quality and aesthetically compatible, are at the same time environmentally friendly, using 100% recycled materials, in this case aluminium and Fsc certified wood. An activity completed by the after-sales service, that is, the disassembly and collection from the customers, also aimed at recycling. With offices located in the historic centre of Alessandria, a major city in the Piemonte region, and a production facility located elsewhere in the immediate hinterland, Tekna Design makes the most of its strategic geographic location, renowned not only for its famous wine names and white truffles but also for the very special welcome it offers to its customers who, frequently from France and Swit-



PAOLO CAPPÀ AND SASKIA ALEXANDRA RUTSCHKOWSKI

zerland, come to visit the vast showroom. With in-depth knowledge of the needs of large tobacco companies and individual tobacconists, the Alessandria-based company pays constant attention to market developments and regulations in force in the various European countries, to adapt its products in a timely manner to new emerging needs. The experience garnered in Italy, France, Switzerland, Germany and Benelux, to mention just a few countries in which Tekna Design distributes its sought-after articles, also makes it a reliable partner to turn to in order to solve uncommon problems that are not generally addressed by competitor companies. With the emergency related to the spread of the Coronavirus, for example, the company has developed a solution capable of guaranteeing a higher level of safety in the workspaces of tobacconists, businesses that have remained open to the public even during the lockdown period. The two special protective barriers, made of plexiglass and tempered glass, are delivered in kits and, depending on the type, can be applied to new or existing counters, or suspended and fastened to the ceiling. As a specialist company dedicated exclusively to furnishings and concepts solely for the world of tobacco, Tekna design holds an almost unparalleled position on the international market. ■



A LORRY BOARDING THE FERRY FOR A DELIVERY IN CORSICA



TOBACCONIST CONCEPT, CAROUGE, SWITZERLAND



SERVICE STATION FOR A TOBACCO MULTINATIONAL, THÔNEX, SWITZERLAND