



Ivan Kenda, Ceo of Letrika Italia

Letrika: qualification, quality and green technologies to win the market

Inforicambi interviews Ivan Kenda, Ceo of the company. Soon joint venture with an indian partner

Letrika is a trademark of a global group of companies (headquarters in Slovenia) with focus on production, development and sales of starters, alternators, electric drive and mechatronic systems. Ivan Kenda (in the picture), Ceo of the company, unveils, in this interview, what is unique the company in the field in which it operates. High qualifications and quality standards: the iron axis that characterizes the dna of a company with a strong imprint ecofriendly. Another strong point is the partnership. "Soon will be made official – announces Kenda- a new joint venture with an indian partner". With the Letrika's Ceo, goes on the Inforicambi's journey between international aftermarket companies: interviews result of intense partnership between our online newspaper and industry manufacturers.

Over 50 years of experience, more than 2600 employees for a Group operating worldwide. What 's the secret for success?

To be true, the factory was established in the sixties . The basic products have always been the starter motors and alternators, in the eighties were also added the DC motors and then mechatronic products. I believe that the secret of success is due to the high degree of specialization and compliance with quality standards. This is obviously the main requirement in order to maintain and continue to acquire new OE customers. In addition to ISO 9001 certification, obtained in 1990, we have also obtained the certificate ISO / TS 16949 certification in 2005 and ISO 14001 standard for Environmental Management and Safety OHSAS 18001. The same quality standards apply to products intended for the aftermarket.

In your business strategy how important is innovation?

The continuous innovation process is essential for the future production performance. One of our slogans is "Innovation in rotation". Today's innovations are also out on rotating machines.

he Letrika is increasingly involved in green technology projects, such as electric drive, electronic controls, micro inverter etc.

And how innovation processes were for Letrika , elements to counter the current economic crisis?

We produce components and our innovative solutions allow us to be the supplier of innovative companies that produce final products with great success. Without innovative products, you can't get into new projects. On the other hand it is true that the crisis has delayed some projects implementation, however, that sooner or later we hope to achieve.

Let us dwell a moment longer on the economic situation that we are experiencing. The recession has hit the automotive sector in Europe, with a sharp fall in consumer's demand whose power income fell. How made these dynamics feel in the business area your company operates and works?

In the nineties, we changed our strategy. Our focus became the industrial, agricultural machinery, construction equipment, motor industry, material handling. Thanks to this we suffered less decline in the automotive industry. However, I must confirm that the crisis has also affected us.

Shall we talk about Letrika. Your company is particularly sensitive to a careful production and environmentally friendly. This derives also from the company vision. Which of these green technologies have been used in the production process ?

Both the ISO 14001 and OHSAS 18001 confirm that we aim to the environment and health and safety at work. Working in an healthy environment contributes much to the achievement of positive results in the production cycle. Just a few examples of green technologies: water-based paints, impregnating resin without the presence of styrene, tin lead free, etc..

Another keyword is called partnership. What future plans have you got in this regard?

We always try to create partnerships with customers. That greatly helps the development of new projects and also allows the resolution of many problems outside the contractual rules. With regard to official partnership soon a new joint venture with an Indian partner will be made official. In that big market are already placed so many of our European and American customers so that we can follow directly on site. Future plans are dyed green.

What results do you aim to sighting in 2013?

We consider that the year 2013 has yet to exit the crisis. However, with careful group analysis we expect a revenue growth even if with a few percentage points.