

FRATELLI PEZZA

wows with remote programming and design precision

GTI: MICHELA, FOR THOSE WHO MAY NOT KNOW FRATELLI PEZZA WELL, CAN YOU BRIEFLY INTRODUCE YOUR COMPANY AND ITS MISSION?

Michela Pezza: Fratelli Pezza has been at the forefront of glass surface treatment technology since 1970. We are known worldwide for our **automatic sandblasting machines, glass marking systems, and protective coatings**. With over 5,000 machines installed globally, we support a wide range of customers - from small workshops to large industrial groups. Our mission is to deliver reliable, innovative, and user-friendly solutions. We also stay actively connected to the glass industry by participating in the sector's leading trade shows and events.

GTI: VITRUM 2025 presents itself in a new format. How is Fratelli Pezza approaching this edition?

MP: We're excited about the new format of VITRUM. The event is evolving from a traditional trade show into a dynamic hub for exchanging ideas, skills, and innovation. This vision matches our mission perfectly: providing not only machines, but also solutions, training, and inspiration to support the growth of the glass industry.

GTI: What are the most significant innovations you'll be showcasing at VITRUM 2025?

MP: Among our highlights is the new **MultiShading** function for our Mistral EV+ sandblasting machines. This advanced feature allows multidirectional shading, vertical gradients and intricate patterns without rotating the glass panel - expanding creative and func-

tional possibilities. We're also introducing **MistralApp**, a web-based platform for remote programming that supports SVG file uploads and real-time previews - helping users streamline production and improve accuracy.

“We're excited about the new format of VITRUM. The event is evolving from a traditional...**”**

GTI: Energy efficiency is becoming a top priority. How is Fratelli Pezza contributing there?

MP: Our machines already offer the lowest compressed air consumption on the market, but we're not stopping there. We are continuously developing new technologies - such as **OptiAir**, the built-in system in our automatic sandblasters that further reduces compressed air usage. Our goal is to help glass processors minimize their environmental footprint. For us, sustainability has always been a commitment, not just a passing trend.



As FRATELLI PEZZA continues to shape the future of sandblasting and marking technology, CEO Michela Pezza met up recently with GTI Senior Editor Nick Fouché for the following exclusive interview -ahead of VITRUM 2025- when the two discussed her company's pursuit of innovation, sustainability and creativity in glass surface treatment.



GTI: How do you aim to inspire visitors at VITRUM 2025?

MP: Inspiration is as important as innovation. That's why we're creating an **Inspirational Gallery**, showcasing real-life sandblasting applications: bird-safe glass, anti-slip finishes, artistic works, branding, photovoltaic solution, and more. It's a creative space designed to spark ideas and show how sandblasting can become a powerful tool for designers,

architects, and manufacturers. We want visitors to leave VITRUM not just impressed by our technology but also inspired to apply these ideas in their own work.

GTI: Training seems to be another key area for your company.

MP: Indeed. That figures once you factor in that owning a great machine is NOT enough - it is necessary to know how to use it effectively. Many companies today are

facing staff turnover or generational shifts and hands-on learning is becoming harder to guarantee. That's why we offer **tailored training programmes**, helping operators fully understand the potential of the equipment.

GTI: Your new communication campaign focuses on 'standing out.' What is the key message behind your new communication campaign?

MP: Our new marketing campaign encourages glass professionals **not to be invisible**. Too often, total transparency and minimalism have replaced creativity and identity. Our campaign promotes the idea that sandblasting is a strategic tool - powerful, sustainable, and versatile. Whether through decoration or permanent marking, it allows companies to create

impactful, recognizable glasswork that truly stands out.

GTI: Michela, we look forward to seeing you at VITRUM 2025.

MP: Us too! It'll surely be a great opportunity to connect, share and grow together. See you there!

Our campaign promotes the idea that sandblasting is a strategic tool - powerful...



FP
FRATELLI PEZZA

Via Ing. V. Balduzzi, 29
24023 Clusone Bergamo
ITALY
Tel.: +39 034627841
info@fratellipezza.com
www.fratellipezza.com