

## **The Partnership Between MP Filtri and Nord Fluid: A Journey of Shared Growth**

### **How did the collaboration between MP Filtri and Nord Fluid begin?**

The collaboration between MP Filtri and Nord Fluid is the result of a relationship built over time, based on shared values and common goals.

Nord Fluid was founded in 1981 by a group of individuals with extensive experience in the hydraulics sector. In its early years, the company was a small operation made up of just five people. MP Filtri was one of Nord Fluid's partners from the very beginning. However, it was only later, as business strategies evolved, that Nord Fluid identified MP Filtri as an ideal partner with whom to develop increasingly specialized solutions and address market needs in the field of filtration.

A turning point came in 2007, when the company was acquired by its current management. This led to an organizational renewal and a shift in business model thinking—new, almost unexplored territory. From that moment, Nord Fluid embarked on a path of steady growth, enhancing the value of each brand it represents.

In this context, MP Filtri became a strategic ally, fully integrated into a development vision focused on strengthening the offering, driven by market demands, efficient warehouse management, and personalized technical solutions tailored to customer needs. This approach has positioned Nord Fluid not as a mere brand aggregator, but as a "curator and enhancer" of the brands in its portfolio.

### **What were the key success factors in this partnership?**

At the core of everything is the relationship that has been built over time through continuous, open, and constructive dialogue. Growing a business is essential, but doing so with partners who share your values and vision makes the journey more solid and inspiring.

A key milestone came in 2018, when Nord Fluid became one of MP Filtri's Master Distributors in Italy—a decision that was a major recognition for us. In this context, the contribution of Renato Tengattini, MP Filtri's Italy Sales Director, proved invaluable. He recognized our potential and created the conditions for our collaboration to thrive.

Since then, thanks to targeted strategies, warehouse expansion, and ongoing commitment, the strength of this partnership—measurable by the increasing annual business volume with MP Filtri—has continued to grow, reaching and surpassing ambitious goals.

### **What are the complementary strengths of MP Filtri and Nord Fluid?**

Both companies share the same vision: to never settle, to continuously improve, and to invest in people, infrastructure, and technology.

Since 2018, MP Filtri has undergone significant evolution, successfully renewing itself without losing its identity, and maintaining the humility of those who know the journey is never truly finished.

Nord Fluid has also undergone a profound transformation, while staying true to its core values: fast response times, technical expertise, and a highly structured warehouse.

Today, Nord Fluid's logistics operations span 2,500 square meters, with 18 employees in the logistics department, over 200,000 product codes in stock, and nearly 2,000 shipments per month. In 2024 alone, the company handled nearly 250,000 product codes and around 20,000 transport documents, managing over 70,000 product lines.

Having such a comprehensive warehouse enables us not only to respond quickly to customer

needs but also to anticipate market trends. We have catalogued about 3,000 MP Filtri items, 80% of which are available from stock. Our top priority is to differentiate ourselves from competitors by offering innovative—even complex—technical solutions.

To support our team, we regularly organize training sessions with our strategic partners. Recently, we held a second training course focused on MP Filtri's Contamination Control Solutions division. The goal: to establish Nord Fluid as a true technical showcase for MP Filtri in the marketplace.

With the support of MP Filtri and its ownership—the Pasotto family—we have created a permanent showroom at our headquarters in Settimo Milanese. Visitors can register to explore the products firsthand and receive expert guidance from our multilingual sales team.

### **What's next for this collaboration?**

The future will be built on continuity, mutual trust, and the shared ambition to face new challenges and develop joint projects together.

Looking back on the past seven years—marked by investments, collaborative projects, and training—the prevailing feeling for me and the entire Nord Fluid team, whenever we are at MP Filtri, is that we feel at home. And we are confident that this feeling is mutual.

