

# Pbi Laboratory Gazette

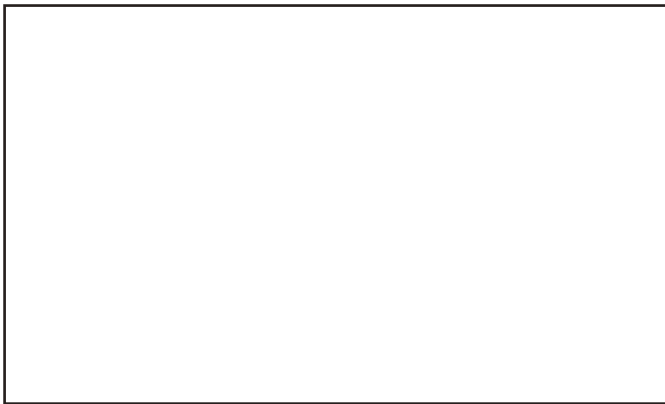
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**PBI CELEBRATED 50 YEARS ON SERVICE TO THE SCIENTIFIC COMMUNITY THANKS TO OUR WORLD WIDE PARTNERS**



**International pbi S.p.A.**  
Via Novara, 89 - 20153 Milano - Tel. (+ 39) -02-48779.1 Fax (+ 39) -02-40.090.010  
www.internationalpbi.it - e.mail: info@internationalpbi.it

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## PBI IS 50 YEARS OLD: 50 YEARS OF LISTENING THE CUSTOMER'S NEEDS

### *How the dialogue with the customer has allowed the PBI success in 50 years*

PBI was established in 1956 with the great far-sightedness of my father Elio, with the “main shoulder” of his brother Mario. The motto was “the quality where quality counts”.

I joined the company in 1959. My brother Sandro joined the company in 1965.

Roles during the work day, in a firm composed of 3 persons, were well defined:

storekeeper, floor boy, book-keeper, driver, cashier, technician, SAT, inventor, inspector, sales-man, area manager, installer, minute maintenance man, postman, marketer, phone operator, public relations man, graphics designer, buyer, photographer, chemist.

Nice periods!

I am proud to celebrate the fiftieth anniversary together with my family, my colleagues, customers and the loyal suppliers. I would like to invite you to a retrospective of our history and still, more important, to the future perspectives.

*50 years of history in the analysis lab have seen us as main chief character in many transformations:*

- from the traditional analysis made by hand to the modern instruments for robotics
- from the macro to micro analyses
- from the “non safety labs” to the “all safety lab”
- from the “Bad Laboratory Practice” to the Good Laboratory Practice
- from the printing of duplicated paper newsletters to the lab web portal
- from the systems of sampling for milk to our systems in the hands of European Armed Forces to fight terrorism in real time
- from the dairy instruments to our sampler on Russian-American space station.

We created different logos: FUCOMA, Procedures & biological info, Everything for the Analysis, Funke-Gerber, Alimentaria, Segreteria Simposi, SIMA, Pool Bioanalysis Italiana, PBI, PBI International, Internationalpbi, SAS.

Our web site was visited last year by 259.228 persons with 633.226 accesses.

There were moments of difficulties and discouragement, but we always won keeping in mind a main teaching of my father: “the easy things can be done by all; only the difficult things can be done by few, so let’s get down to work.”

The history of 50 years of PBI is also the history of communication: from the typewriter to the cyclostyle by hand, to the Telex, to the fax with double sheet of paper, to the automatic fax machine, to the mobile phone, to e-mail and blackberry.

What is the reason of the PBI success in the national and international market?

First of all it concerns the work of many people that in these years have strictly co-operated and that have given a strength to a complex company like ours.

It is unique and complex because we treat both disposable and very sophisticated equipments.

What do we expect from the future?

The economical national and worldwide perspectives are not surely positive but our creativity and our desire to renew ourselves and the success are not missing.

In particular we will have to listen more and more to our customers, to serve and support them, and distinguish us from competition.

The entrance of new young hands in the company will give a great “new push”.

As we always finish the meetings with our sales forces, “we must be different”, “we must distinguish from the others”, “we must bring an added value”, the customer must see in ourselves a company that makes the difference: and this is not “a little thing”.

Thanks to everybody and good luck.



**Roberto Ligugnana (President)**