

Committed to continuous improvement and customer satisfaction, Socitrel is a dynamic company with over 50 years of history at the service of innovation, quality and respect for the environment and all the stakeholders it works with.

SOCITREL

SOCIEDADE INDUSTRIAL DE TREFILARIA

Dedicated to the manufacture and sale of steel wires, Socitrel is a reference company in its field, having been on the market for half a century, as it was founded in 1971 by a group of users and a bank. This is the only company to manufacture zinc-coated and galvanized wire (Zn/Al alloy) in Portugal and one of the most modern in Europe. Although it once belonged to the state sector, following the nationalization of banking in 1989, Socitrel was reprivatized in 1981, being bought by a competing group. After several vicissitudes, which naturally fill the pages of more than 50 years of its history, the company is acquired by the Ramada Group in 2015, to which it currently belongs. Carlos Limpo de Faria, graduated in mechanical engineering, who had already worked at Socitrel in the past, returns at the same time as CEO and chairman of the board of directors. But 2015 is also the year of the reformulation that has dictated the success and growth of the company located in São Romão



have been investing heavily in this last aspect and we are already the main supplier of the largest Iberian user of this type of wire. We are also the only company in Portugal to manufacture zinc-coated and galvanized wire, which allows us to enter very specific market niches.”

QUALITY, ENVIRONMENT AND SAFETY

The new administration has boosted Socitrel's international commitment, which today divides its operations into around 34% for national territory and 66% for exports. And this trend is only to be reinforced, since, as Carlos Faria reveals, according to



do Coronado. “Initially, Socitrel started to produce wires with low carbon content, having later evolved into the production of electro welded mesh (now discontinued) and prestressed concrete wires. We currently have three business lines: prestressed concrete steels, essentially for the civil construction sector; wires with low, medium and high carbon content in galvanized products – zinc-coated wires –, which have a very wide application; and, finally, the technical and conformal springs, which include wires for mattresses and the automotive industry”, states the responsible. He then added: “We



the long-term investment plan, “we plan to dedicate around 70% of our product to the foreign market.”

Today, the company is already present in the main European countries and in the



United States on an on-going basis, with many other countries in which it works more punctually, namely in Africa and Latin America.

As for the areas of activity, 50% of the product is destined for construction, 40% for industry and 10% for agriculture.

Manufacturing high quality products, using the most appropriate cutting-edge technologies, has always been a concern of the company. This strategy was reinforced in 2015, through the development of increasingly personalized products. The proximity established in the relationship with the customer is another factor that distinguishes Socitrel's way of being.

This excellence service is possible due to the team of experienced employees, with strong know-how that are undoubtedly one of the company's added value. “Some elements had left Socitrel during the worst years of the economic crisis in Portugal, but we insisted that they return, to rebuild the competent and experienced team that previously existed”, reveals the administrator.



THE CONFIDENCE OF THE PAST THAT BRINGS CERTAINITIES TO THE FUTURE

The client portfolio was resumed, due to the professionalism and experience recognized by the market, and countless new clients were conquered: “Socitrel has always been known for the great quality of its products and services. We keep our word, everything is normally fulfilled as stipulated, including delivery deadlines. And this reference, that the company has already in the market, was always recognized by it”, advances Carlos Faria, stressing,

however, that the support of the Ramada Group was decisive for the company's turning point.

Precisely, Socitrel is one of the main Portuguese companies in this sector. This path is conquered daily through the innovation and improvement of its products, from their presentation, to the commitment to certification in each of the countries to which they export. “We have implemented an Integrated Management System that ensures compliance with quality, environmental and safety certification standards, as well as contractual and legal requirements. This is an important additional guarantee that our products scrupulously meet all requirements and standards.”



In expectation of a promising future, Socitrel presents a plan where it expects to grow an average of 5% to 10%/year until 2025. Besides taking advantage of many works that are already planned, another objective is to focus on products with greater added value, “improving the company's earnings”, explains the administrator.

Furthermore, as already mentioned, the company aims to reach new geographies, and is already strengthening its team for this purpose. “The internal philosophy itself is based on the constant modernization and renewal of new products and technologies that allow us to continuously improve our performance and place us at a level of environmental, financial and operational performance of excellence. This is our daily mission”, concludes Carlos Limpo de Faria, according to Socitrel's motto “to be able to provide a quality product with efficiency and dynamism, in safety and in strict respect for the environment, in order to satisfy its customers in a conscious and permanent way.”