

history

A team of qualified engineers and technicians founded Orion Italia in 1987 as an engineering company specialised in the design and manufacture of Medium Voltage and Low Voltage Protection Relays.

The dated experience of the group – acquired on the field in the installation of protection devices from several other electrical brands – results in the development of a fully skilled R&D Department, focused on the design of protection relays to be realized with the most updated materials and instruments.

In the years our product range has been developed according to the trends of the industrial and engineering sector: from our first temperature protection relay we have deeply enlarged our market offer introducing a full line of devices for earth leakage, feeder, voltage and motor protection and for the analyses of power quality levels.

Geographical expansion was the second important target of the company from the beginning: starting from Italy and West Europe, Orion Italia's products have reached all continents, from Asia to Australia, from South America to Eastern Europe and the Middle East.

Growth and improvement have been our keywords for the past, though still defining our aim for the present and for our future.

core competences

R&D **MARKETING**

Orion Italia's commitment to high quality and value generation is supported by an average of 8,000 hours per year spent on research and development, where our know how and product's competitive advantage is generated.

Marketing is our company's latest division. Market research, customer care and acquisition, product promotion and public relations have recently been diverted to this department to support the company's growth.

COMMERCIAL **PRODUCTION**

From offer to after sales, the commercial department carries on a personal dialogue with our customers, defining the firm's commercial strategies and policies. Our staff has been trained to face all the problems that could originate from the need to enter different geographical markets, from price targeting to the definition of shipping and payment terms.

Based on a MRP computerized system providing real time logistic and warehouse data, this department is responsible for the reengineering of our internal processes, frequently renewed to optimize production costs and time, enabling us to improve our quality standards.