



ZILIANI INDUSTRIALE LTD

No Compromises! Quality, Service Comes First!

Preferred supplier of building materials in construction-happy Hong Kong ZILIANI INDUSTRIALE LTD is raising industry standards and exceeding expectations says DANIEL SEE.

Ziliani was actually founded in Hong Kong over 15 years ago. The Montelli Company, Ziliani's predecessor, was established in 1998 to provide a broad range of materials for Hong Kong's construction sector and eventually captured over 40 percent of the market.

"Till 2009, Ziliani was formed as a subsidiary of Montelli, initially focusing on the import high-end Italian materials.

Soon, the company gained a reputation for delivering 'the best of the best' to their clients—a reputation which continues to this day. Today, Ziliani commands a 70 percent share of the materials import market, provides professional cabinet-making services to companies around the Pearl River Delta, and our highly-skilled interior design and project development teams continue to grow and consolidate our reputation for excellence," says Daniel See, sales director.

"We are also a vertically integrated company, with our own factory and a



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strong after-sales support team which is always at the ready to serve any material. To earn a place under the Ziliani brand, every material we choose must be extremely durable, beautifully designed

and of the highest possible quality. At every stage, design and production of these materials must be both cutting edge and adhere to environmentally sound principles," he adds.

Growth Plans

According to See, the business environment nowadays has become more difficult and the only way forward is to keep evolving, exploring different potential in the market. "The Internet has brought customers choice and options. Customers are able to now learn about international trends, which in turn reshape the future for our company. The main differentiator will be – professional service. Our repeat and referral customers continue to prefer us over our competitors on account of the quality of our products as well as our service which they have grown to rely upon," says See.

Asked about expansion and growth, See says, "We have a short period of two years planning to participate more in international materials and furniture exhibitions and keep on building our own brands in order to push it outside Hong Kong to other regions of Asia and eventually, globally."

"Excellence in quality, a great team spirit and freedom to improvise, are parts of our company's environment and culture. We believe that creating more value is very important to us. Satisfaction in our works is our best reward," See concludes. ■



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