



Valiani – An Unparalleled Victory

In late 2009, Valiani were part of a huge tender that saw a potential customer set Valiani and two other computerised mat-board cutter (CMC) manufacturers, against each other as part of a unique trial that saw them set their CMC's side-by-side for the ultimate test. The outcome of this would be a sale for thirty CMC's. An order of this size would be unlike anything seen before in this industry and would be an achievement to any company's name. This is the story of the biggest sales coup of 2009, and how Valiani achieved it.

This order began with a high-volume frame manufacturer and distributor needing to upgrade his company's CMCs. In order to give himself the leading edge over his competitors, he knew he would need to take the next step in both design and technology and commit to upgrading his machines. Producing framed embroideries, sold in stores and galleries throughout China, he knew he needed the fastest, most accurate and versatile mat cutter, guaranteed to save time and money on every job.

This anonymous customer had thirty stores that he would need to supply with mat cutters and with such a huge investment at stake; he needed to make sure that the right choice was made. And so, to separate himself from all the sales

talk, he invited three CMC companies to put their money where their mouth was, and supply him with their best CMC on a trial basis to be worked at maximum capacity.

Not having used a Valiani before, the anonymous customer had researched heavily and discovered Valiani's Award Winning Interchangeable Head Technology® and could instantly see the future of his business. Because of this advanced technology, Valiani was one of three CMC manufacturers chosen to take part in this trial.

Valiani went into the competition against two other main CMC manufacturers. One of them was quickly knocked out of the game as the customer felt their construction was not sturdy enough for their production needs. Leaving only Valiani and one other CMC company to compete in this mat cutting war and like a robot challenge, the machines were set against each other in a fight to the death.

The trial ran for several days where each CMC was pushed to the threshold and in the end only Valiani had the goods to succeed and were far and away above the competition. It was quality over price that captured this customer for Valiani. The number one priority for him was to achieve the fastest, most precise, versatile and flexible CMC

on the market. Nico Valiani, Valiani Sales Director said, "This was a huge financial investment and our customer needed to be absolutely sure that the CMC he chose would be right. Seeing first hand how each machine worked against each other was a perfect solution for him and a great challenge for Valiani."

Valiani is known for being the highest quality CMC available and this how they won this sale. By combining the award winning Interchangeable Head Technology®, with their Future Mat Designer® software, a Valiani becomes the complete CMC that is always flexible and easy to update. Nico went on to say, "With a Valiani MatPro® CMC, every framer can do so much more that just cut matboard. Any material can be cut, from foamboard to backing board. Your creativity can be unleashed by introducing intricate line details on matboards with any style of pen or pencil, emboss or even make boxes... In the end, Valiani enables you to save time and money, and become a more profitable business."

For over thirty-five years Valiani has been the leading manufacturer of CMCs for custom framers both large and small. In more than sixty countries worldwide customers continue to value Valiani's innovative solutions ensuring that "One machine does it all", today and for years to come.