

Andrea Lodetti, co-founder
and general manager of MI Engraving

LIGHT IN THE SERVICE OF BEAUTY

Products with unique and unmistakable surfaces thanks to the textures of MI Engraving

end and luxury: from designer products by architects to fashion accessories. MI Engraving, a company from Bergamo that has made surface enhancement its mission, knows this well.

For 25 years, the company, managed by Andrea Lodetti and Silvano Balduzzi, has been a point of reference for the most important brands in the furniture, product and fashion industries, helping them to improve the quality of their creations.

"We have been called the 'Gurus of Surfaces'," explains Lodetti, general manager, "because we work on what

RECORD-BREAKING INDUSTRIAL CAPACITY

MI Engraving has the highest number of laser texture engraving machines in the world. With 25 employees working 24/7, it has the industrial capacity to serve demanding markets. "The laser is light at our service", explains Lodetti, "a beam that can cut through metal like a brush on a canvas. And the 'canvas' is metal objects, such as Montegrappa fountain pens, or moulds for plastic objects, such as 'Giraffe In Love', for Qeeboo. We also process moulds and rollers for embossing leather and fabrics.

essentially characterises the identity of any object. Just like our skin, in fact, the surface envelops the product, delimiting it and at the same time making it visible. Thanks to our textures, it even turns it into something unmistakable and desirable". MI Engraving has illustrious collaborations to its credit with the likes of Montegrappa, Bottega Veneta, Arper and Renault. And with Berkel, with whom he co-branded Journey and Abundantia, two limited editions of the Volano B114, signing the art direction.

MI Engraving is a unique reality, combining a digital soul with a vocation for innovation.

The desire to improve processes led to the development of the Dre Render (registered trademark), a sophisticated executive digital prototype that guarantees the correspondence between the virtual preview and the finished object.

Thanks to this tool, the customer can preview the artefact 'dressed' with the texture. Once approved, the digital prototype will be used for engraving.

But the real driving force are the 80 employees: laser specialists, texture designers and digital artists. Thanks to them, objects change their appearance completely, from anonymous to market protagonists. The textures are developed on a tailor-made basis, with a sartorial

approach that stems from discussions between brands and style centres and MI Engraving's Product Development team. "Involving us right from the early design stages is crucial", explains Lodetti, "to capture the essence of the project and interpret the creative brief, moodboards or physical input, such as material samples, photographs and drawings. At the same time, we have an interface with the production chain in order to verify technical aspects and resolve potential criticalities in advance with ad hoc solutions".

MI Engraving's texture laboratory also develops collections of pre-industrialised finishes, i.e. ready to engrave. On the company's official website you can consult MI Textures (registered trademark), the exclusive digital catalogue dedicated to the surfaces of objects. Access to the textures is free and without registration: the aim is to stimulate creativity through inspirational research, but also to speed up production times by working from catalogue suggestions.

With these characteristics, the Orobica company is increasingly establishing itself as a partner of excellence for projects that require attention to every detail. In a world where everything is communication, even the surface takes a leading role, so why not turn to the 'gurus of the industry'?



B114 Journey
flywheel - Berkel

