

We are pleased to publish the chronicle written and submitted by Zaira Tognon a student at the University of Vicenza, after her visit to our company.

Our thanks go to Prof. Paola Signori and to the [University of Vicenza](#) – Economics Department for giving us the opportunity to meet some very nice people and precious future resources.

*Contributing to training initiatives is part of Loison's **Mission**.*

I have always believed in supporting our schools. It helps us to better understand young people and our future.

BIG THANKS to you all. WAY TO GO!

Dario Loison

Seven students, one mission at Loison!

Seven sophomore students of the Business Management degree program of the [University of Vicenza](#) began an adventure. What was their goal? To meet seven Vicenza-based companies and assess their ability to relate.

First stop: “Loison, pasticceri dal 1938”, Costabissara (VI)

March 27, 2015, 11:30 a.m. - The group of students, accompanied by project coordinators Prof. Paola Signori and Prof. Federica Bressan, meet across from Dario Loison offices. Mr. Loison introduces himself and takes his guests to a lovely area in the building, where we kick off the interview, which will allow us students to learn more about the company and its relations.

The Loison family establishes its bread baking business in the late 1930s. In 1969, with the opening of a new workshop, the business becomes a family-run enterprise. In 1992, when Dario takes over, the company he begins its international expansion: exports reach 50 countries around the world! How was all this possible? This question can be answered with two words: passion and innovation.

Passion is behind Dario's words as he explains his company's activities. Listening to his answers enables us to understand the importance of a direct relationship with customers, a one-to-one relationship without intermediaries, so to create and sell high-quality products. But it is not only important to have a well-established relationship with the customers and suppliers. For Dario Loison, it is also important to have good relationships with the employees and the institutions.

Loison knows that, in order to add value to the business, one must take a direct approach with the **customer**, whenever possible. That way, there's a greater chance to get consensus and approval from the part of customers, who make real choices based on quality. It is an approach to taste that can only occur through direct interaction.

The *suppliers* are carefully selected to achieve excellence, and this has helped to create an evolving partnership between Loison and its suppliers.

In this business reality, there are twenty *employees* and most of these individuals have a master's degree. Among them are quality controllers, who have worked hard to obtain quality certifications, and young people who trained at vocational schools and now work for the production department.

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press release #14 – April 1, 2015

Finally, as regards the *institutions*, we are the best example of how Dario Loison is interested in maintaining strong ties with the territory. He not only invited us to visit his company and spent precious time with us answering our questions, but he also offered us novelty confections, showed us the company museum, cellar and library. Furthermore, he allowed us to visit the areas where “the magic takes place”, explaining to us how the production process works and how *Sonia Design*’s creativity is turned into beautiful packaging.

Dario Loison is both a Relationship Marketing man and an innovator. Indeed, thanks to him we can bring to our tables not only traditional products, but also new ones, featuring ingredients that perhaps we would have never expected to find in a Panettone! Innovation is also present in the *Insolito Panettone* portal, where many Panettone-based recipes are available. Who would have thought of making risotto with Panettone as the main ingredient?!

Zaira Tognon

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