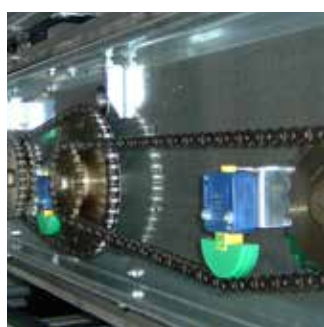
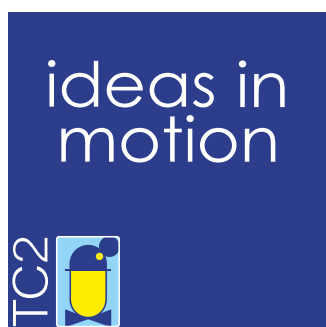
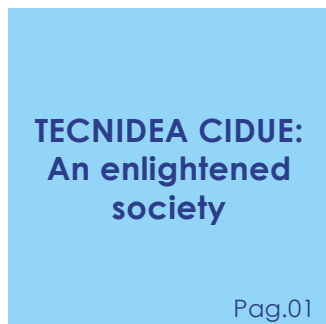




...ideas in motion...

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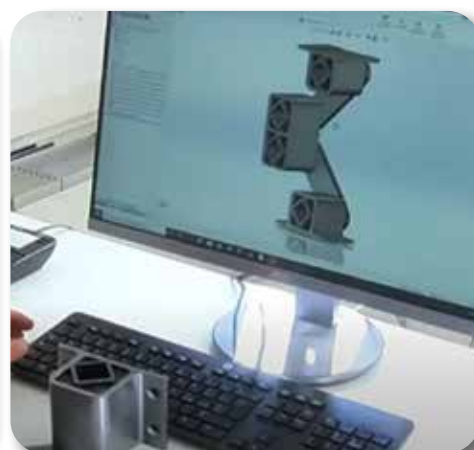


Editing Dott. Giorgio Canova

Franco Canova: Ideas Creation Inventions

### TECNIDEA CIDUE, AN ENLIGHTENED SOCIETY

After 35 (thirty-five) years of activity, **TECNIDEA CIDUE** has dozens of production lines under its belt, dozens of registered patents, dozens of registered trademarks, hundreds of customers spread across a hundred countries in the five continents of the planet, and tens of thousands of remarkable applications. Such a significant technological and professional heritage leads to defining **TECNIDEA CIDUE** as an enlightened company, thanks to all the ideas it has had over the years that have allowed it to achieve great professional goals. Among all the products created, one completely identifies the character and image of the company: "ALUX" of the **BLU** line, the first and only illuminated chain and belt tensioner. **TECNIDEA CIDUE**, continuously motivated by internal needs and external impulses - received from its numerous customers but also from specific market requests - has created a relevant range of products fully illustrated in our sales program.



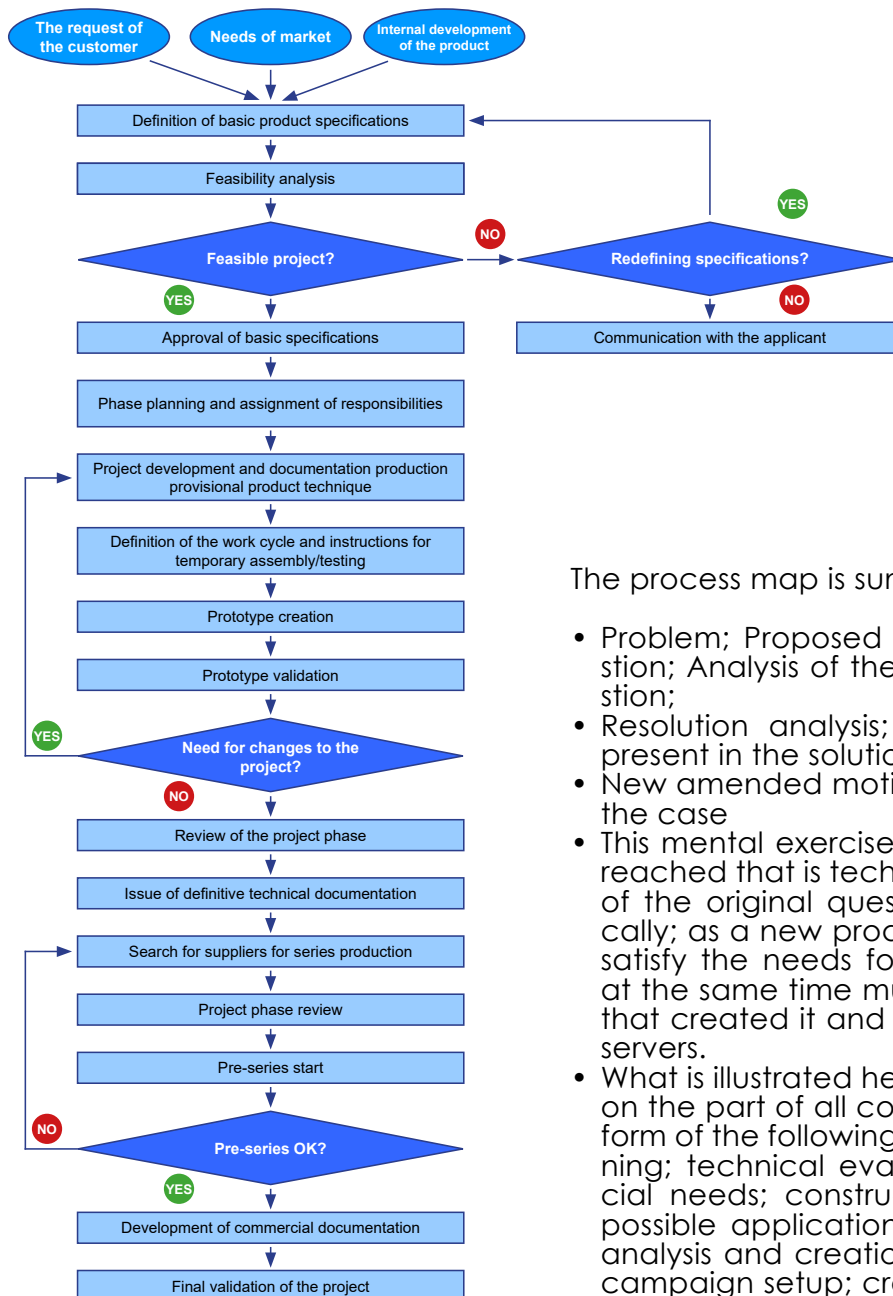


Our company is always very attentive to what is happening around it, trying to understand the problems of manufacturers and users and developing new and adequate solutions to eliminate the causes of the troubles.

Themes coming from external impulses generally coincide with our internal evolutions. Being part of the same world permits reciprocal feeding through a continuous exchange of information.

From this situation arises an increasingly close dialogue on specific technical topics that has allowed us to develop and represent an operational program called **PROCESS MAP**, here illustrated (Fig.1), that permits us to operate with a simple, logical, and linear scheme for the understanding of the various problems and the creation and execution of new solution projects.

## Process map



BLU ALUX

The process map is summarized as follows:

- Problem; Proposed solution relating to the question; Analysis of the solution relating to the question;
- Resolution analysis; Identification of anomalies present in the solution;
- New amended motion for a resolution relating to the case
- This mental exercise continues until a proposal is reached that is technically valid for the resolution of the original question but also elegant stylistically; as a new product, in my opinion, must fully satisfy the needs for which it was designed but at the same time must give pleasure to the mind that created it and naturally also to external observers.
- What is illustrated here involves a series of actions on the part of all company staff, which takes the form of the following operations: dedicated planning; technical evaluations related to commercial needs; construction and material choices; possible applications; hypothetical market; cost analysis and creation of a price list; commercial campaign setup; creation and printing of the technical/commercial catalog.

Fig.1



# TC2



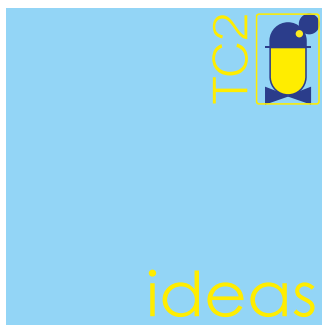
What is illustrated here implies a series of actions by all company staff, which takes the form of the following operations: dedicated design; technical assessments related to commercial needs; construction and material choices; possible applications; hypothetical market; cost analysis and creation of a price list; setting up commercial campaign; Design and printing of the technical/commercial catalogue.

A cura di: *Franco Canova*

 **TECNIDEA CIDUE**  
**S.r.l.**  
ideas in motion...

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## Periodic technical information

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