

La Rosa SpA is glad to welcome Volker Kirchhoff!

Research and technical innovation were the necessary ingredients to create a state-of-the art production organization. The next challenge that La Rosa is facing regards the implementation of continuous feed-back from the market, efficient information flow and the setting of common goals.

Being a prestigious customer-oriented brand, La Rosa has implemented its industrial structure on the basis of an environment-friendly philosophy and has strived to proudly promote and widespread its Made in Italy knowhow.

Wishing to be supported by a team of professionals is the natural consequence of the above.

From March 1st 2009 a new development phase will start and new lifeblood will flow in the veins of the long-tradition Italian company. Changes will start on the German and Austrian markets, and then the whole worldwide sales force will be re-organized and improved.

The new German team member will work in close cooperation with a valuable group of professionals, under the constant management of the company's driving force, the Rigamonti Family.

Mr. Volker Kirchhoff, La Rosa's new Country Manager, is an expert of the field. He will coordinate and supervise new marketing and sales strategies on his Territory and will contribute to the corporate product development activity.

"There are several reasons why I have chosen to work for La Rosa, says Kirchhoff". I am a strong supporter of the very sustainable policies that La Rosa has been carrying out for years, investing in ongoing research and testing. This, as well as the company's impeccable style, represent a remarkable added value compared to other competitors who have decided to produce in non-European countries".

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