

tries are gradually dismissing risky, labour intensive and polluting activities, focusing on more sophisticated high-tech products. Lower labour costs combined with larger economies of scale due to market size strengthen the competitiveness of the new sources in the Third World and allow to overcome large distances and high transport costs. Another trend is that traditional 'pure' Traders are moving more and more towards distribution activities while traditional distributors get increasingly involved into trading in order to fully exploit the synergies between these two activities.

The Role of ECSCA in Trading

Up to the mid seventies ECSCA had confined his role to a pure local distribution activity in southern Switzerland. A broad assortment in raw materials and technical products combined with in depth knowledge of all branches using chemical products was the result of this phase. The limitation of market size forced ECSCA to take a broader view of his involvement in chemicals. The awareness of its skills combined with the advantages of the geographical location of Ticino as a link between northern and southern Europe and

the exposure to the large and fast growing region of Northern Italy, has led ECSCA to recognise the opportunities of trading and the synergies with his established distribution activity. Furthermore the high standard of logistical support required by the distribution activities of ECSCA, (railroad connection, storage facilities also for liquid products, own trucks, etc.) has busted the strategical decision to develop Trading as a related 'diversification'. Since then the trading operations of ECSCA have expanded very rapidly and constitute now a substantial profit centre of the company which potential is still not fully exploited.

Forbo Giubiasco SA*

Quintessence of Know-how, Innovation, and Quality

The manifold properties and varieties of plastics marked a fully new epoch in floor culture. In Giubiasco we started to work in this field already at the very beginning of this evolution.

From its foundation in 1905, *Linoleum-Giubiasco*, in the course of the decades has created a modern and continuously market-oriented enterprise, that has specialised in the development and production of high-quality synthetic material floor coverings. *ColoRex* pressed floor coverings belong to them and have been conceived for the most exacting demands.

Produced in the most modern plants, our products are exported all over the world. At the same time our assortment covers a wide range of the most varied floor coverings for all public and private circles, amongst which our products linoleum and *Novilon* hold leading positions. These lines of products determine more than all the others the successful and growing development of *Forbo Giubiasco SA* (turnover: 77 Mio. CHF; total staff: 173 (15.10.94); main activities: producer of vinyl floor coverings).

As a business unit for high-quality pressed floor coverings *Forbo Giubiasco SA* has the product and the central marketing responsibility for floor coverings for the following countries: Switzerland, Italy, Austria, Spain, and Hungary.

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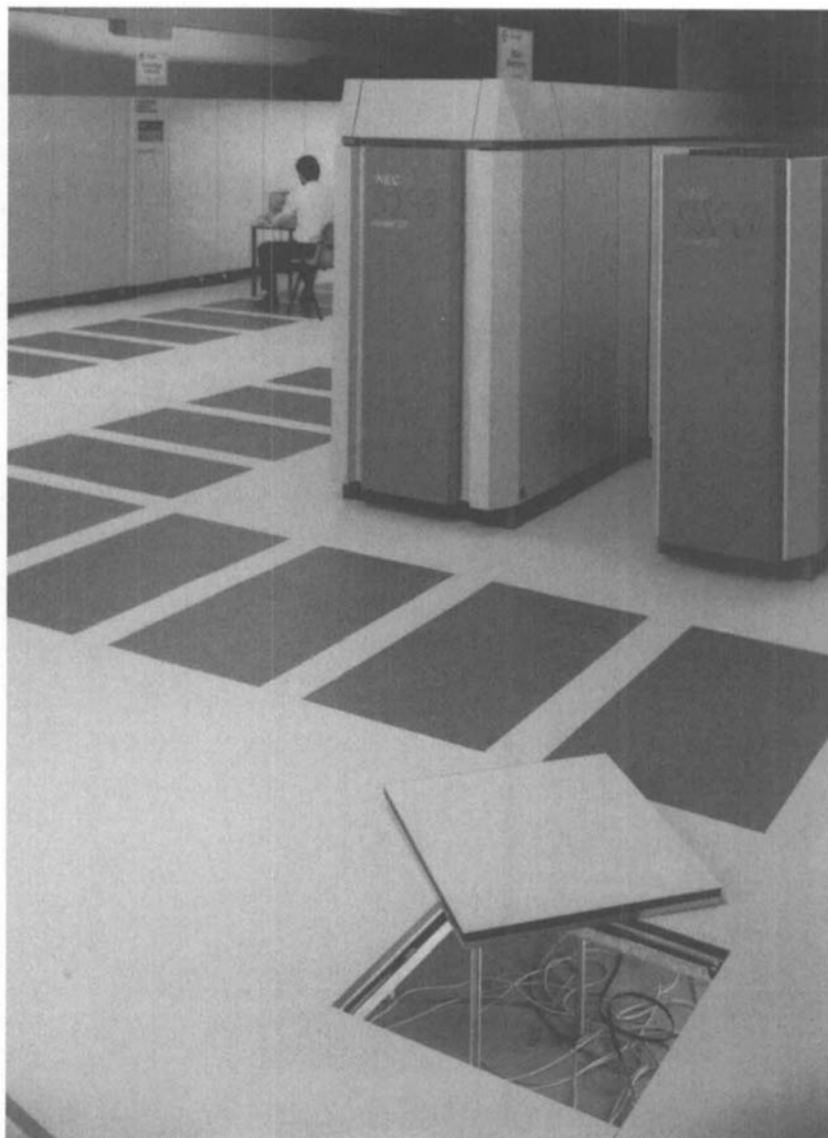


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The Role of ECOSA in Trading

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the exposure to the large and fast growing region of Northern Italy, has led ECOSA to recognise the opportunities of trading and the synergies with his established distribution activity. Furthermore the high standard of logistical support required by the distribution activities of ECOSA, (railroad connection, storage facilities also for liquid products, own trucks, etc.) has busted the strategical decision to develop Trading as a related 'diversification'. Since then the trading operations of ECOSA have expanded very rapidly and constitute now a substantial profit centre of the company which potential is still not fully exploited.

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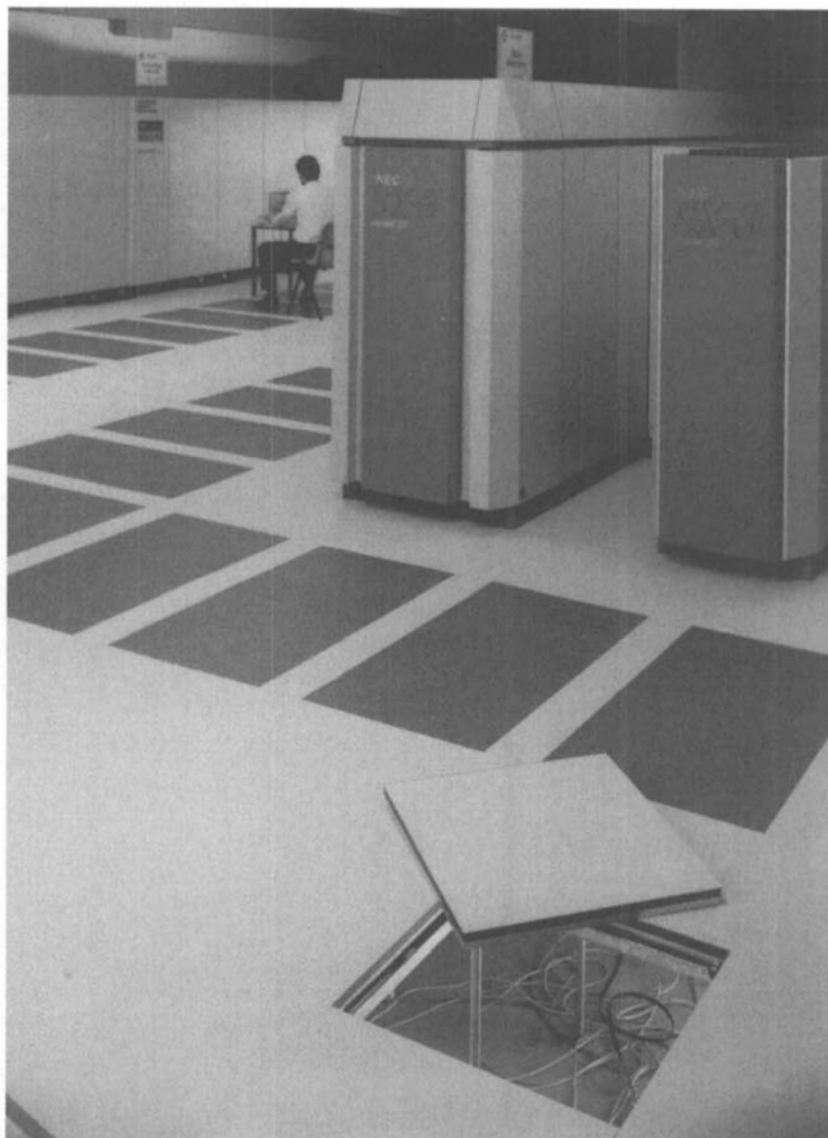


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