

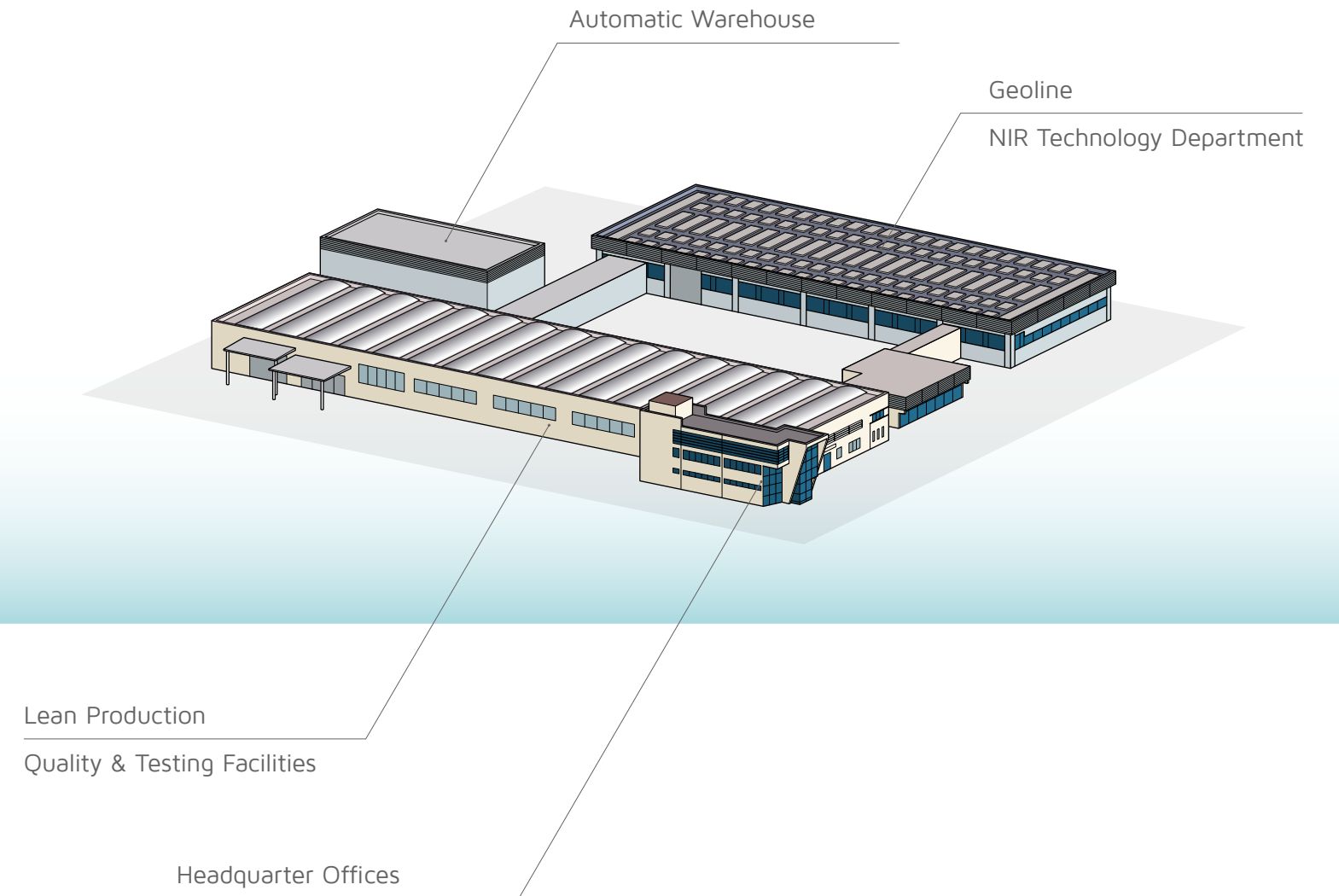




# Who We Are



Sitting on a 12,500 m<sup>2</sup> (134,549 sq ft) area in Poggio Rusco, Italy, Dinamica Generale has achieved consistent growth over the ensuing 25 years and is now amongst the key players worldwide in the field of electronic solutions and sensors for the **Feed & Food** industries, **Agriculture, Industrial, On-board** applications, **Medical & Healthcare** for a better life. Our state-of-the-art manufacturing facility, warehouse and office complex spans over 5,000 m<sup>2</sup> (53,820 sq ft). Our current footprint allows us to introduce lean manufacturing methods supported by advanced fabrication equipment technology as well as automated warehouses.



# Where to Find Us

As we began to expand and develop our distribution channel, we were also expanding our footprint into new global markets. We provide our solutions in more than 60 countries worldwide offering customers' professional advice, valuable products and aftersales support thanks to a comprehensive network of service partners. Along with our corporate headquarter located in Italy, we have global offices in the US, Ukraine, China and India.



Customers' professional advice



Valuable products



Aftersales support



# Our History

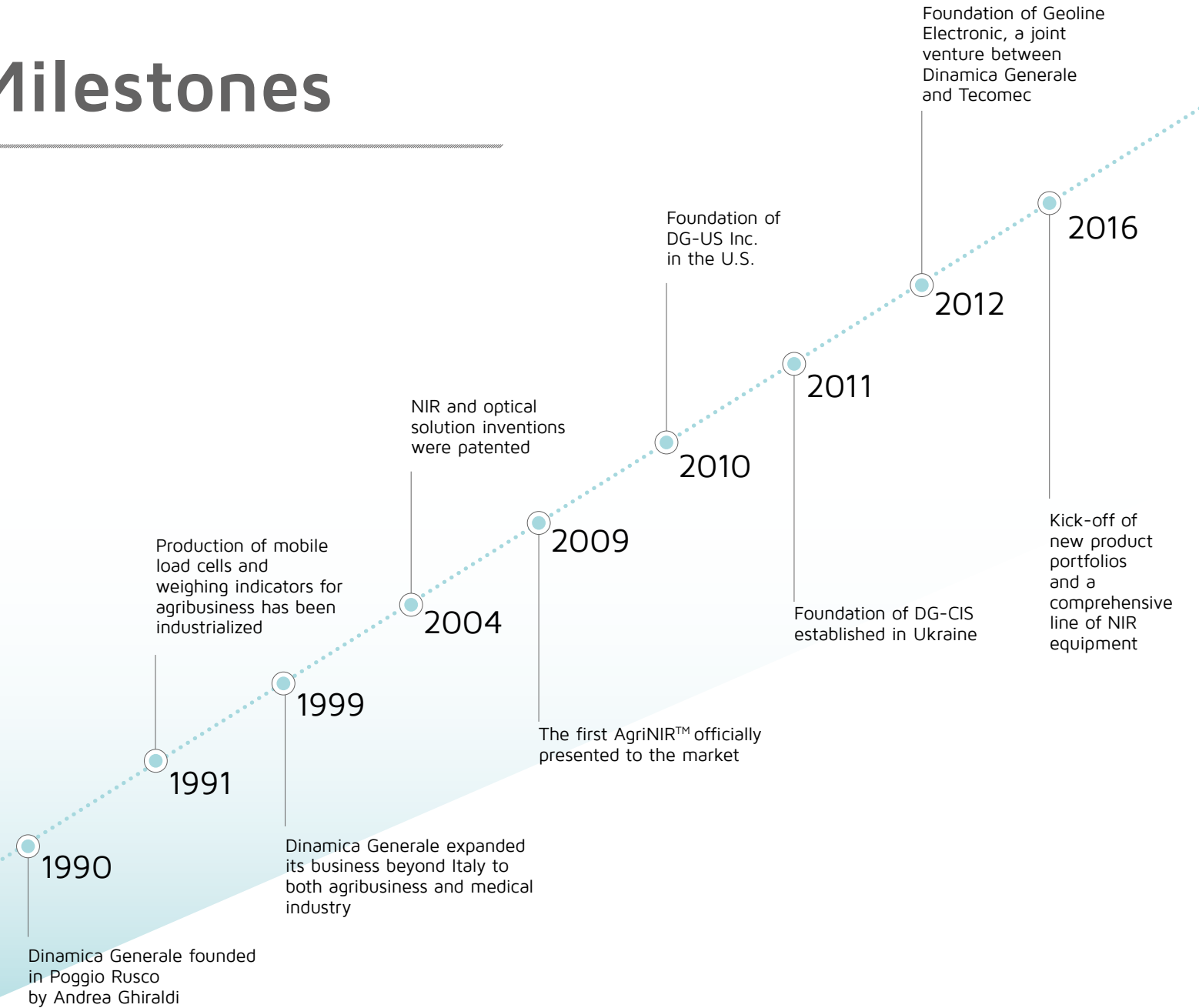


It all began in the 1990s when Andrea Ghiraldi, Dinamica Generale C.E.O, founded the company following his guiding principle:

**"At Dinamica Generale we are dedicated to anticipating, understanding and meeting our customers' needs and expectations. We continually strive to provide our customers with the highest quality products and service available with our main focus on innovation, customer satisfaction, sustainability and social commitment".**

**Andrea Ghiraldi**  
Founder and CEO

# Milestones



# Vision & Mission

At Dinamica Generale, we aim at providing innovative market-oriented electronic solutions and sensors in animal feeding and agricultural applications, on-board weighing, industrial and medical industries.

We manufacture our products following the highest possible standards in production safety and quality. We are passionate about keeping the customer at the center of everything we do. Accelerating the ambitions of our customers, our people, our partners and society with an ethical approach to sustainable development.

# Creative and Responsible People

The strength of Dinamica Generale lies in our strong commitment and dedication to our work. We believe that our people are our greatest asset. Thanks to men and women who dedicate their talents and their energy to the Company's growth, we are able to meet the challenges of tomorrow. The combination of an inclusive and supportive working environment help each of us to fully participate in, and contribute to, Dinamica Generale's success.



# Solutions Provider

To realize the various needs of our customers and achieve our goals we currently cover a wide range of industries extending our solutions for Agriculture (On-Farm and In Field applications) to On-Board, Industrial and Medical applications.

Strongly focused on the requirements of the market, Dinamica Generale will continue its challenge to explore new business models together with our customers to meet their needs and expectations.



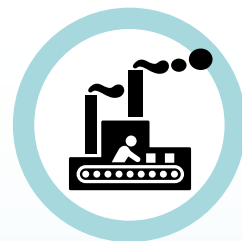
On-Farm



In Field



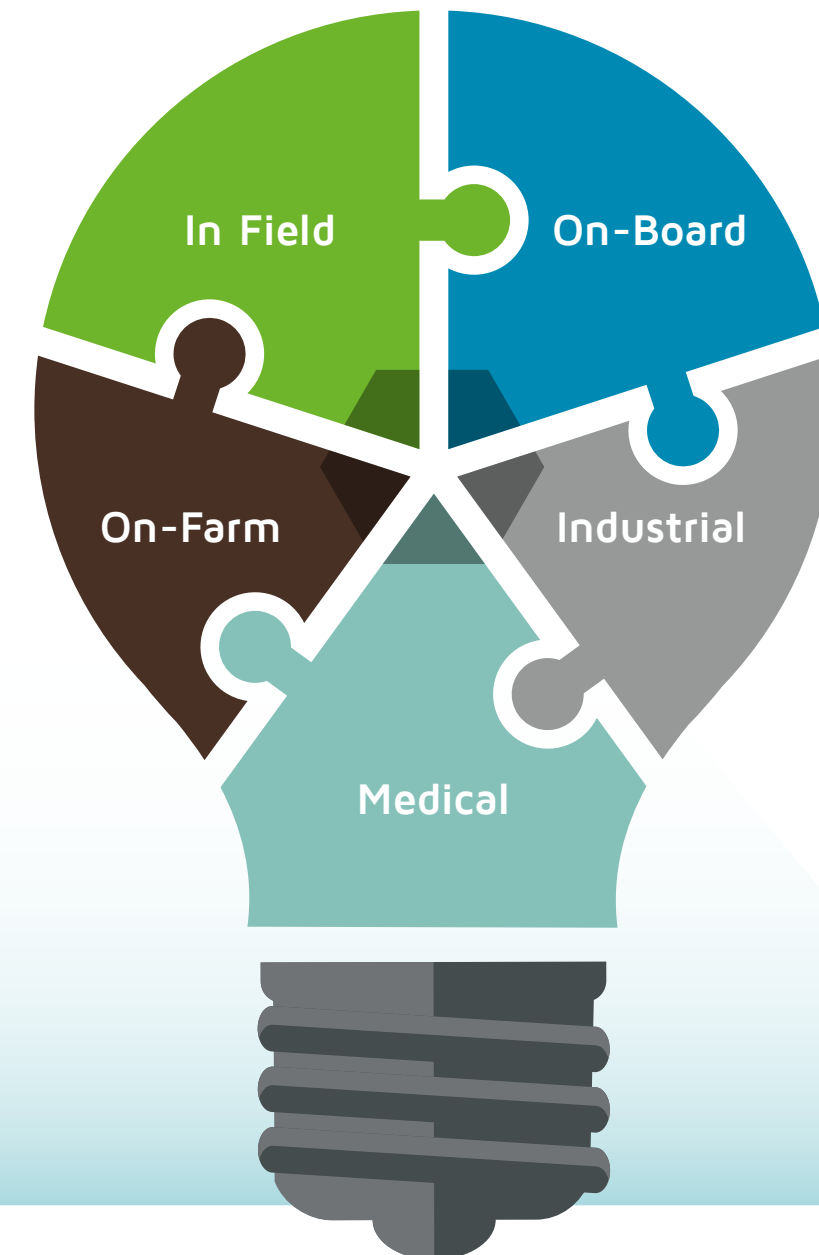
On-Board



Industrial



Medical





# On-Farm

Our innovative approach to optimise milk yield and herd health while reducing feed costs.



NIR  
Forage Analyzer



Dina TEL 3 Wireless  
Remote Control



Improving feeding efficiency and farm profitability is a challenge of every farmer and producer. However, for the first time, feed management technologies enable farmers to achieve a quantum leap forward in their performance by using Precision FEEDING and NIR systems developed by Dinamica Generale. All farms can now optimize the feeding process, manage ingredients, preparing homogenous TMR to increase milk quality, improve animal health and provide high quality and safe product to consumers.



DG8000-IC Weight Indicator



# In Field

Flexible and reliable high-tech solutions for machines operating in field

Dinamica Generale offers a comprehensive portfolio of electronic field-specific solutions enabling the integrated control of agricultural process. Our extensive experience in designing and integrating weighing sensors together with our specific knowledge in developing NIR (Near Infrared) solutions has lead us to deliver what matters, results!



NIR On Board Indicator



NIR Sensor



Product Lineup: Load Cells - Weight Indicators  
Displays - NIR Analyzers - Software - Computer Control

# On-Board

Weighing systems for every task

On-board weighing systems help the industry make the most efficient use of its time improving operations and profits. Dinamica Generale provides weighing solutions that work on-board on virtually any wheel loader, excavator, dumper and concrete mixer to name but a few. We can offer you tried and tested solutions that help you solve almost any weighing task in a perfect way.



Pegasus 2 Weighing System



DG400 Weight Indicator

Product Lineup: Weighing Systems for Front Loaders,  
Telescopic Handlers, Excavators, Trucks - Axle Weighing Systems



# Industrial

Exceptional operating versatility

Weighing systems are critical in many fields of industrial production. Whether you are involved in the processing of bulk materials, recipe handling of plastics & chemicals products, food packaging, logistics or vehicle weighing: Dinamica Generale can offer you solutions featuring absolute reliability and maximum precision.



DINA 3 Portable Axle Weighing System



Process Weighing Systems

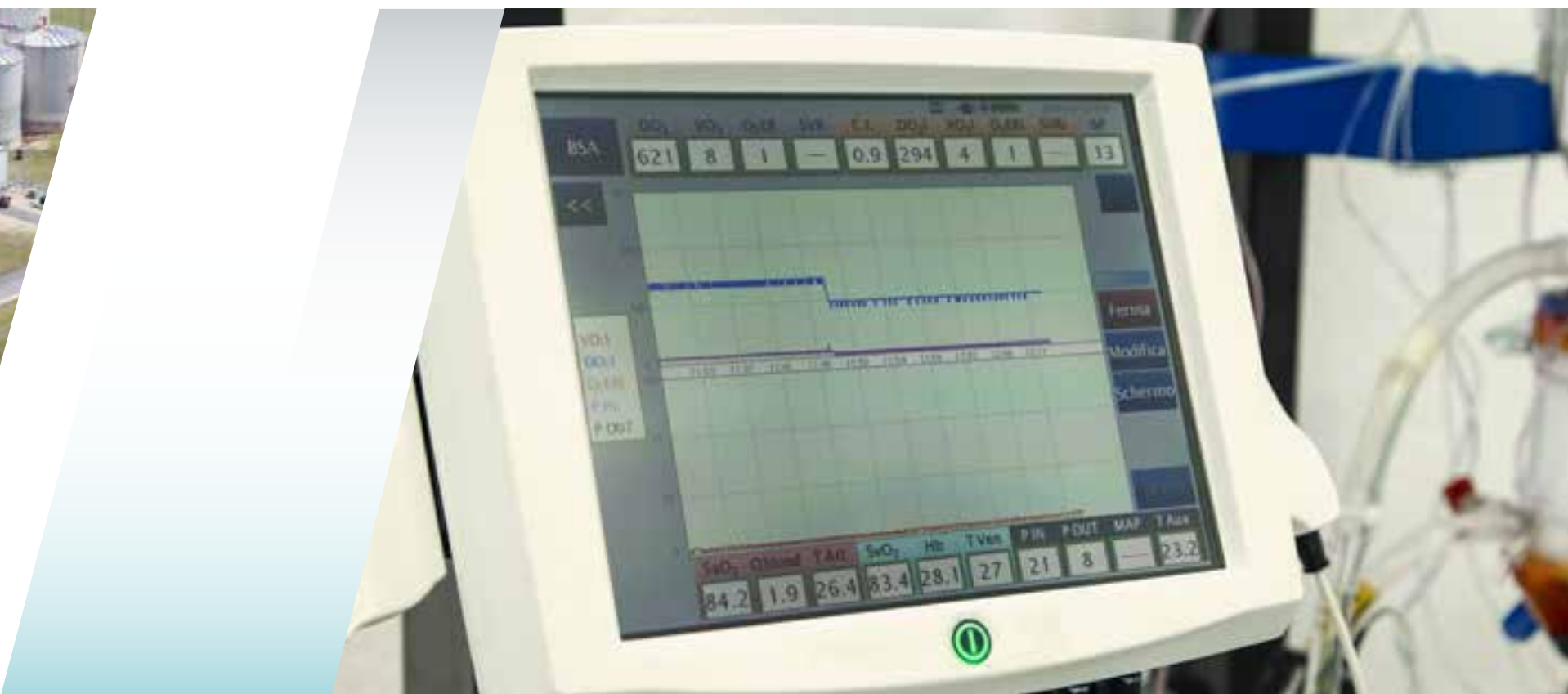


Logistic Weighing

# Medical

Technology for human healthcare

The process of measuring and monitoring health conditions are critically important for patients who need specific care. Dinamica Generale is dedicated to improving the quality of life for individuals by providing smart sensors (e.g. gravimetric scales, optical sensors) NIR spectroscopic analysis, data acquisition systems and electronic solutions for operating rooms.

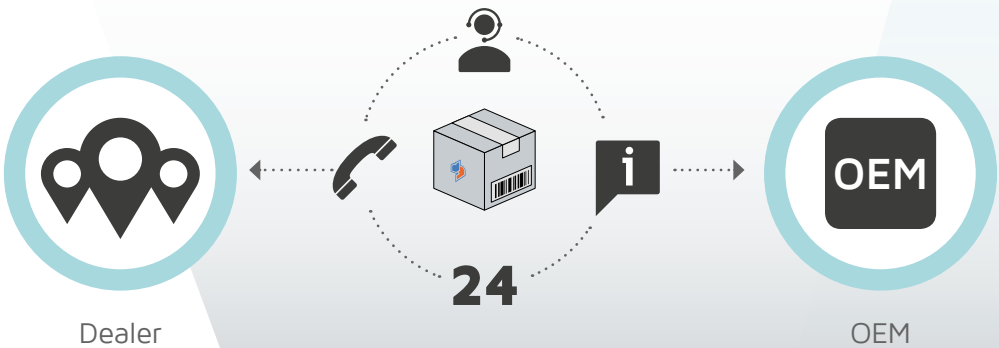


# Product and Distribution Channels



Dinamica Generale markets its products globally through Original Equipment Manufacturers (OEMs) distribution networks, dealers and direct sales team. Our distribution activities are aimed at ensuring that our products are available to meet our customer needs. A high level of customer satisfaction is essential for the long-term success of our business and yours. We continue to grow and expand our network of service and support locations to ensure uptime guarantees to our customers.

## Service, support & distribution channels





# Integrated Product Portfolio for OEMs

The agricultural business (On-Farm and In Field applications) is based on a broad portfolio of sensors, electronic scales, software, NIR equipment and accessories. Our innovation capability and many years of experience with sensors and weighing systems have placed us among the leading companies in the field of animal feeding and weighing for agricultural machines.



DG8000-IC  
Weight Indicator  
& Mobile Load Cells



DTM  
Feeding Management  
Software



SMART Control  
Wireless Weighing  
and Control



NIR On Board  
System for Accurate Analysis  
of Harvested Material



X-NIR™  
Hand Held Analyzer  
for Forages and Grains



Pegasus 2  
Weighing System  
for Front Loaders

# Crossing New Horizons with Dinamica Generale Aftermarket Solutions

Our comprehensive range of aftermarket solutions are built around the feedback from the needs of our customers.

We understand the requirements of our partners in distribution.

We follow the feedback distributors provide us and we use this information to improve our range of solutions continuously.

# Smart Manufacturing & Quality Awareness

Highly efficient and sustainable production methods have been constantly improved throughout the years and reflect state-of-the-art achievement. Today, integration of controlled environment production system, computer-aided technologies, intelligent components and full product traceability enable us to stay two-steps ahead of the competition.



## Leading with Quality

Consistent quality and constant improvement of products and manufacturing methods are guaranteed by the ISO Quality Management System. This gives every Dinamica Generale customer the assurance that our equipment has been checked and tested in each phase of the manufacturing process.

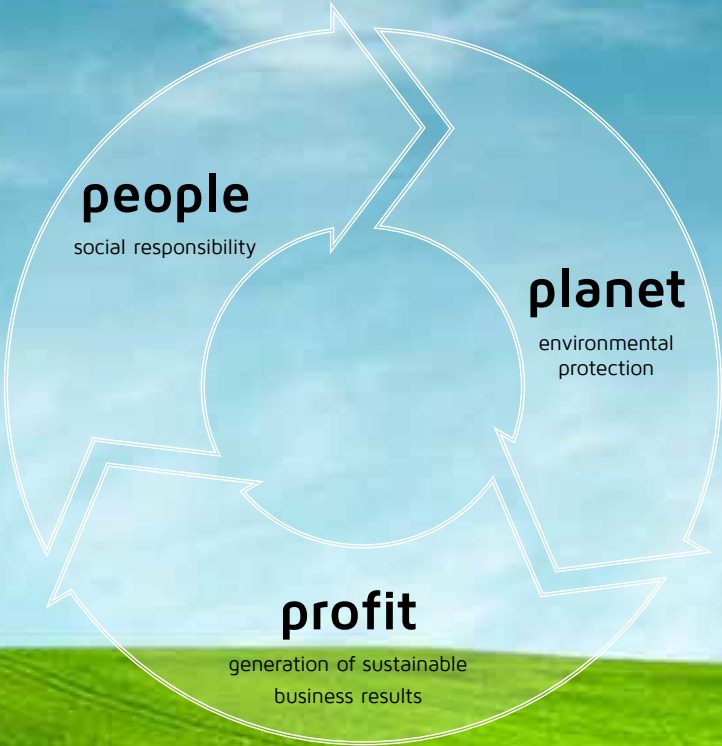


# Environmental Sustainability

Our environmental sustainability program has been integrated into our business strategy.

Dinamica Generale recognises that protecting our environment is paramount to the whole planet. Therefore, we strive to manufacture product efficiently with little waste and minimize the impact to the environment progressively eliminating hazardous substances from products and implementing the switch to RoHS compliance.

We take a three “P” approach to sustainability: People, Planet and Profit. This helps ensure our business model is maintained and continuously improved to support our business and environmental objectives.



Environmental management based on the UNI EN ISO 14001

Waste sorting within company departments

Green factory building with PV panels

All products only contain conflict-free minerals



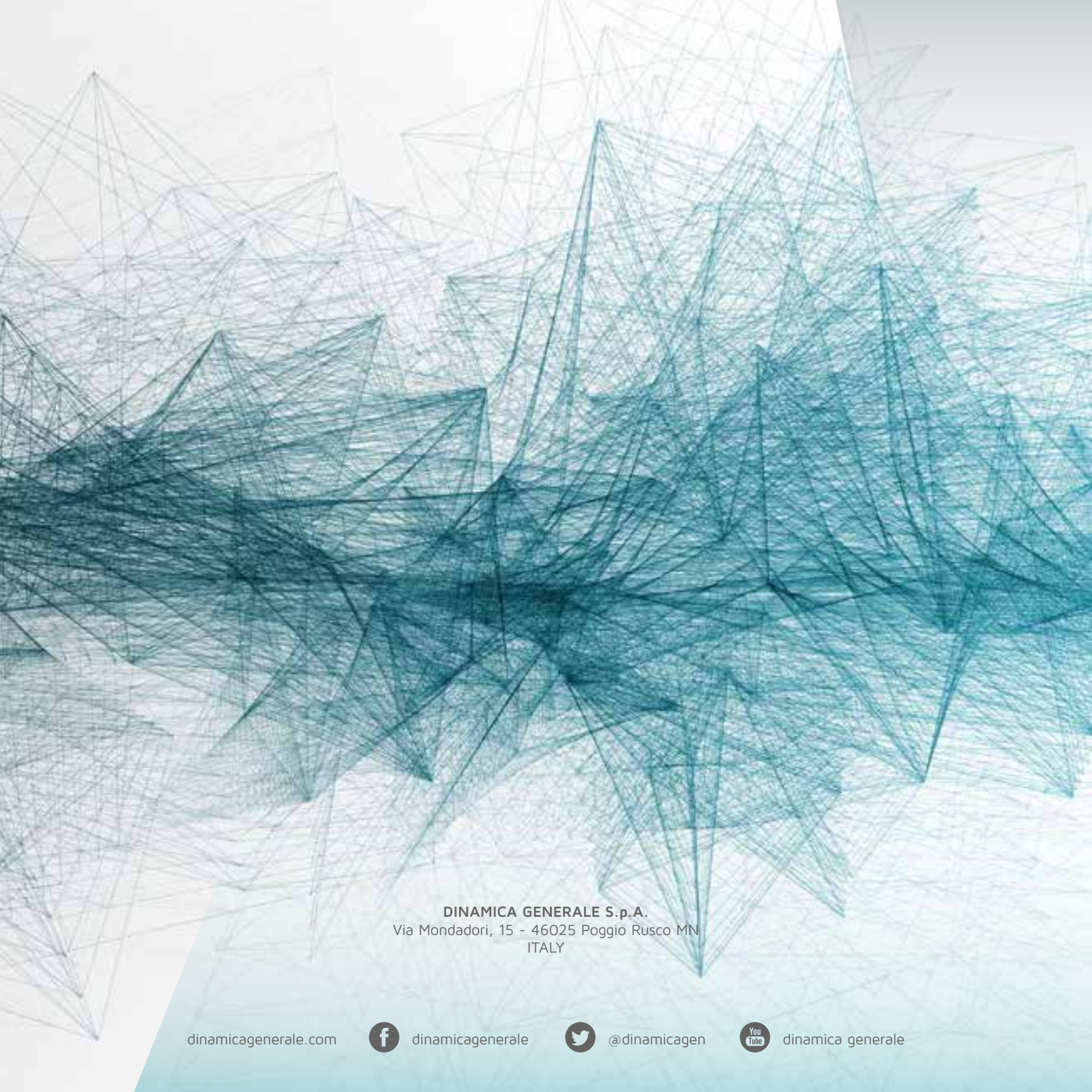
# Driving Social Responsibility for Our Future

Dinamica Generale is committed to working with the highest priority on the safety and health of our employees. We sustain the promotion of sport as a means to encourage respectful behaviour with integrity and fairness towards customers, suppliers, employees and the markets we serve.

“The world has been loaned  
to us by our children”

At Dinamica Generale we feel strongly about this statement and we continue to build a solid platform from which we can pass on our guiding principles to our future generation.





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