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✅ Swimming: Arena moves the production of glasses from China to Campogalliano lar

NEWS FLASH quinn-parker. ✅ Trends ⌚ about a month ago 📰 REPORT



Campogalliano. **Arena** which produced his own so far **Swimming** glasses in **China** go back to its steps and shortens the supply chain, bringing it back to Italy, indeed in Modena. Specifically we talk about the The One Plus model, now produced by the company **Lar** **campogalliano** where an automated department dedicated to this creation of the clothing company for competitiveness and fitness based on **Tolentino (Macerate)**, with an initial investment of 3 million euros.

The agreement between Arena and Lar

The agreement between the two companies provides for a ten -year supply for Arena, with an initial capacity of 600 thousand goggles for this year, which will go up to 2 million per operation, with a doubling of the plants in Campogalliano. The choice of Arena to return to produce in Italy was not accidental, but fell on a “unique system in Europe, which guarantees an anti-plot of the lenses twice and a half more effective than previous technologies” says Gabriele Ferrini, owner of Lar. A treatment made possible by two years of joint design of technologies and paints. “For Arena – explains Riccardo Monari instead, for 15 years production director of the Lar – 30 people have been working on continuous shifts today, in an isolated and specialized department”. Lar has started an industrial diversification path in recent years. The goal is to reach 80 million euros in turnover in 2030. “Reshoring (the return to the country of origin of delocalized companies, editor’s note) is not only a matter of costs – specifies the CEO of Arena Peter Graschi – but of the ability to react quickly to the markets and to preside over the quality and service to customers”. The model of glasses produced in Campogalliano, The One Plus, in the Arena ambitions is destined to become a global best-seller and stands out for innovations in terms of fit and technology. It costs 25 euros to the public.

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The history of the company LAR

The Lar company, founded in Milan before the Second World War by two Formiginesi brothers, was among the first companies to go into the world of plastic, starting from 1939 to produce resin items such as combs (whose teeth were handmade one by one) and travel trousse. Due to the bombings, the two Zini brothers then returned to their own home and left a building in Cameazzo from a building. Lar over time grew to Formigine by expanding its activities. Among other things, the company supported the secret experiments of the scholar Giulio Natta, who led to the production of the first object in Moplen, a material obtained thanks to the processing of the polypropylene produced by the Montecatini company: we are talking about modern plastic, an invention that yielded the Nobel Prize for Chemistry in 1963 to Natta. In 2012 the company moved from Formigine to Campogalliano, on the road to Reggio, co -owl owned by the Zini heirs to the Ferrini family. In 2018 the Optic Farm of Lar was founded and the integration of the glasses Lem Spa in the group in 2023 further consolidated its market position. Today Lar counts on 22 thousand square meters of overall surface and more than eight hundred customers; It produces buckets, bottles, tanks, boxes, isothermal containers for food, sporting articles and glasses. And in this last sector, Lar is investing, and has just launched at the latest international Ayewear Mido show in Milan through its own licensee, Fluxus, the first Arena designed glasses and designed by Frank Stephenson. “But my past – said Gabriele Ferrini last November – is not in industry, but it is that of conductor: up to forty years I produced records”.