

ITAP CUSTOMERS

FIRST CUSTOMERS AND THEIR RETENTION

Travel, research, knowledge, and business growth: these were the **elements** that **brought Itap** its **first customers**.

In the **1980**, **Agostino Patti** began to do what few did at the time: **travel**.

With the **few** and **limited tools** of the time, he **began** to **move** from **region** to **region** and **country** to **country**, looking for potential **customers** in the **plumbing industry, distributors and wholesalers**, to whom he could **introduce** the **company** in **person**.

Year after year he **met and discovered many realities** that **decided** to **trust Itap** and **become** loyal **customers**, leading the **company** to **grow** more and more and to **prove** that **its products** and **service** were **synonymous** with a **guarantee**.

Over the years, **Agostino continued** to **travel** and find new customers, **helped by** the **company's ever-growing reputation** that brought even more of them **and an increasingly large and qualified staff**.



DID YOU KNOW THAT...?

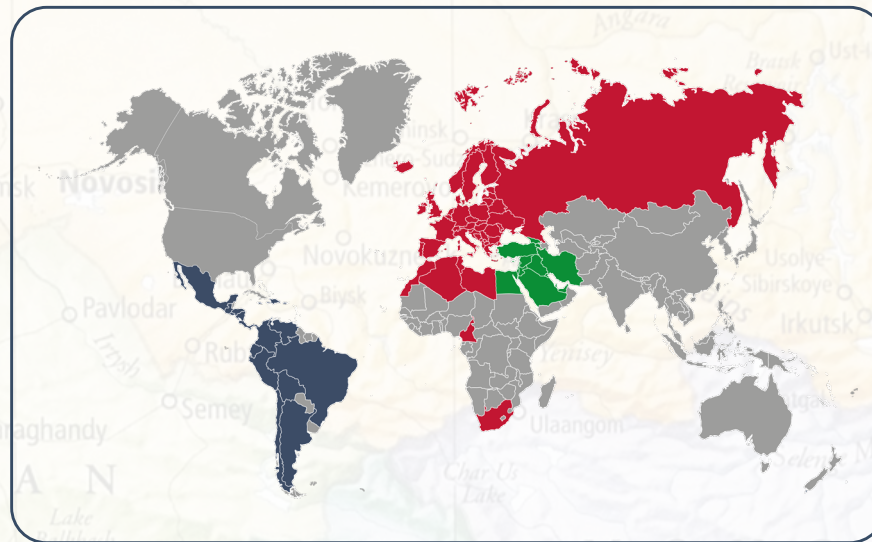
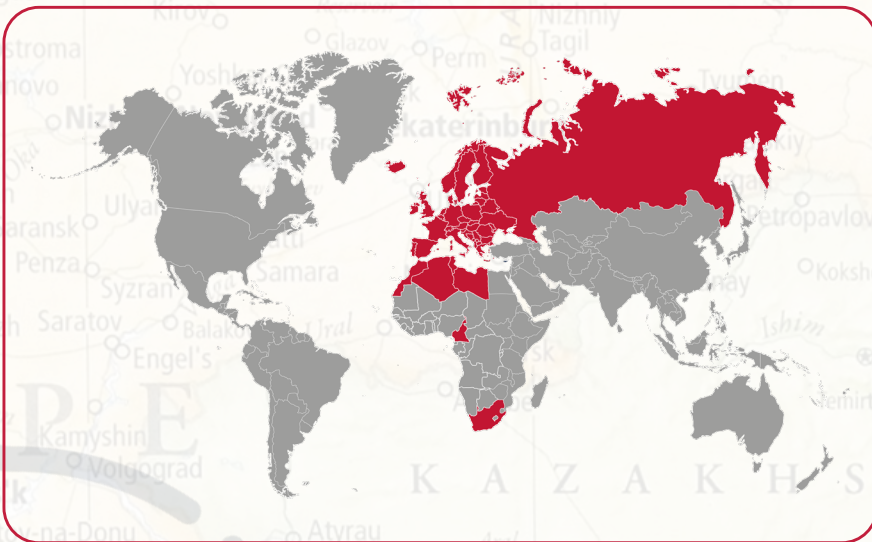
Did you know that **so many of Itap early customers** are **still customers** today?

Through all these years Itap has **done everything** necessary to **cultivate, retain** and **support customers** by giving them the **best of services**, creating very **strong working relationships** and **unbreakable ties** that still exist today.

Relationships that have led the company to have satisfied **customers** who are **proud to have been** **by our side for years**.

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1972

2022

**50 years of
CUSTOMERS
all over
THE WORLD**

