

Italian Special Issue /2009

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## Italian Special

Italy's ride manufacturers and suppliers remain a dominant force

# ant Italian market

## Polin

Italy has around 100 water parks currently in operation, encompassing anything from small locations featuring just one or two slides and a children's area to large aqua parks such as Magic World, Odissea 2000, Mirabilandia and Aquafan, which are considered some of the best water parks in Europe.

Polin has been in the Italian water park sector since 1998 and having completed 56 projects so far, now has around a 50 per cent share of the market. For Kubilay Alpdogan, sales manager for Polin, this is all down to the company's strong relationship with Myrtha Pools and A&T Europe.

"There is a strong presence of domestic companies in Italy meaning the market is quite competitive," Alpdogan said. "But there is also demand for product diversity and quality which allows global players such as ourselves to enter and compete successfully.

"Italy is open to all sorts of innovative, assertive products and projects," continued Alpdogan. "For example, Europe's longest waterslide, Titano Roller, which is approximately 300 m, was installed in Odissea 2000 in Rossano in 2007 by ourselves."

Polin's Windigo slide, which according to the company is considered Europe's most complex slide group, Chimera, was also completed at Odissea 2000 Aquapark in

2008 and was awarded Attraction of the Year by Parksmania, making Italy one of the company's most successful markets.

"Italy has become our pride and joy," said Alpdogan. "We applied superior L-RTM technology in the Windigo ride fabrication which enabled us to have smooth and glossy



surfaces on both sides (Magic Shine). This technology is used in the high-tech space and aircraft industry."

The success of Polin within Italy could also be related to the dynamic structure of the Italian market and the nation's passion for change.

"Most of today's largest parks in Italy started their journey as a small piece of land and developed into a gigantic park," said Alpdogan. "Furthermore, every aquapark tends to expand as much as it can with innovative products helping

it along the way. For example, one of the biggest aquaparks in Europe – Magic World, Napoli, was due to reopen on July 15 with new technology Polin slides, and Aquafan is also planning to continue to expand due to advanced technology."

For the future, Polin will continue to push quality products through the Italian market and plans to fabricate all of its products with the L-RTM technology currently found in the successful Windigo ride. Additionally, the company will introduce its new signature rides and innovations in fibreglass.

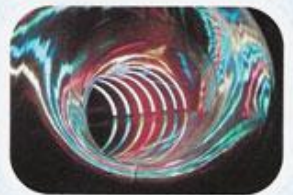


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