

*passion for
movement*



COMPANY
PROFILE

L.A.G.
LAVORAZIONE ACCIAIO GOMMA

RUOTE
E
SUPPORTI




CATALOGO LISTING 1964

RUOTE LAG IN VULKOLLAN



CATALOGO LISTING 1964

RUOTE E SUPPORTI IN LAMIERA D'ACCIAIO STAMPATA



L.A.G. LAVORAZIONE ACCIAIO GOMMA

LISTING 1964

L.A.G.

FABRIK FÜR RÄDER
FÜR LEICHTE UND SCHWERE TRANSPORTE



111, MEDON - 21010 MEDON, ITALY

LAG

una delle ottocento
(abbiamo una ruota per ogni problema)

FABBRICA RUOTE E SUPPORTI PER CARRELLI INDUSTRIALI

LAG

fabbrica ruote e supporti per carrelli industriali leggeri e pesanti
fabrique de roues pour chariots industriels légers et lourds
factory of wheels for medium and heavy duty
fabrik für räder für leichte und schwere transport



Via Bolognese - Tel. 02/20 - 4102 Medon (MI)



LAG



LAG

PRICE LIST LISTE DE PRIX BRUTTOPREISLISTE 1/1998



LAG

015 - Catalogo - Catalogue - Katalog - Catalogo

About Us

For more than 50 years, we have been successfully producing wheels and castors for industrial applications. Active in all main international markets, LAG is synonymous with quality, innovation, attention to detail and customer care at its finest. The company's sales policy is to work with OEMs (Original Equipment Manufacturers) and distributors seeking custom products, on-time deliveries, competitive prices and an outstanding sales service from a competent and reliable supplier.

Passion is the driving force in the development of our products, in our quest for perfection. Analysis of the most suitable solution that gives added value is at the base of the dynamic process that delivers a product of uncompromising quality, produced with utmost flexibility and with an all-round customer service. Wheels are intended to assist people, ensuring that their daily activities may be carried out safely and reliably. For this reason, the passion that goes into our work is at the forefront of LAG's culture of commitment to improving and innovating our products.

Our Values:

OUR ROOTS

The entrepreneurial skill that marked our beginnings is still today the driving force behind the passion and talent of the people working at LAG.

SOLUTION-ORIENTED MINDSET

Listening, understanding and devising tailor made solutions is the daily routine at LAG. The countless applications of our products and the competence of our staff enables us to offer a complete service to our customers, satisfying their needs in the best possible way.

QUALITY

Products made to high quality standards, that are hard wearing, innovative, fit for purpose and built with the best raw materials and most advanced technologies enables us to be among the major European manufacturers of wheels and castors.

CUSTOMER CARE

The customer is at the centre of our business project. We constantly strive to improve the relationship with our customers: the key factors are the competence and dedication of our staff, ensuring on-time deliveries, offering continuous support throughout the sales process combined with the ability to offer the best solution for every need.

*Passion is what turns our wheels,
pride is what drives us to improve them.*



Our People

Behind every wheel we produce, there are people that with their passion and effort, day after day contribute to our pursuit of excellence. New ideas involve, motivate and challenge people to think, to seek solutions and to develop a winning company culture. The diversity and the curiosity of every person involved is fundamental in developing genuine relationships that add value to the personal skills of each individual. Placing trust in people is important in that it generates an attitude of responsibility that is reflected in the final product.

Group work stimulates creativity and generates a collective effort aimed at a common goal; collaboration enables people to find better solutions and create a more pleasant and stimulating work environment. Adopting a listening-oriented philosophy, attentive towards every individual, is the key to achieving the highest degree of professionalism; for this reason, people are the most precious resource at LAG. The success of the company relies exclusively on the talents of our people, who work with pride and extreme passion to offer the best product in terms of quality and innovation to our customers.

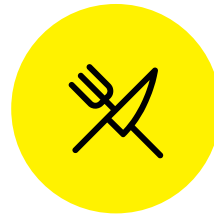
Our Pledge

We seek to establish a strong bond with our customers. The entrepreneurial identity that has distinguished LAG for more than 50 years has allowed us to create a working environment that favours human contact and the development of strong working partnerships. The constant care and the attention we dedicate to our commercial partners allows us to understand their key needs and to offer them dedicated solutions. It is for this reason that customers continue to return to LAG to find the solutions to their needs.

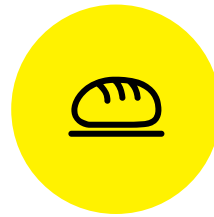
We are looking to the future and our medium-long term vision focuses on innovation, continuous improvements and the development of special applications for our products; this in combination with a high level of manufacturing flexibility, the key element ensuring the success of LAG products. The perfect interchangeability of materials and castors allows us to rapidly supply the best possible solution and to meet any special requirements. The dialogue and the trust of our customers will continue to be the real added value that distinguishes our way of working.



Applications



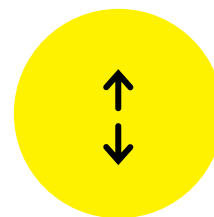
FOOD INDUSTRY



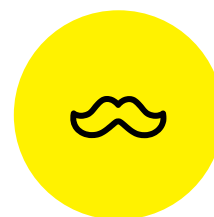
BAKERY



TROLLEYS
TRANSPALLET
INDUSTRIAL MATERIAL HANDLING



LIFTS



THEATRES

LAG also produces custom parts to satisfy specific requirements.



Our history

In recent years, LAG has devoted great care in strengthening relations with its customer base by offering the highest standards of quality and a flexible and dynamic service, upholding the values and history of the brand.



2016

Passion for Movement! For LAG, this is the year of communication: the restyling of its image and creation of its new slogan is first step towards a renovation that combines history and innovation.

2012

LAG obtains the ISO 14001 environmental (management system) certification.

2010

LAG supplies the wheels for the "Fenix II" capsule used in the rescue operation of 33 Chilean miners, stuck since the 5th August (till 14th October) at a depth of about 700m in the mine of "San José". A proud moment for the company that saw its products successfully used for this purpose, confirming the wheels to be suitable for heavy duty applications thanks to their ability to resist heavy loads and extreme vibrations.

2007

LAG incorporates COSEA, a company specialised in all aspects of cold forming of steel plates, the design and construction of metal stamping dies and tools, including progressive, transfer, deep drawing, blank feed, pierce dies, as well as in-die tapping, inserting and in-line sensing.

2000

LAG obtains the ISO 9001 quality certification .

1993

Most of the production is transferred to the new premises in San Cesario sul Panaro, on a site with 45'000 m² of land, with 1'560 m² of office space and 19'120 m² of workshop area. The new production facility allows for a more efficient production process, grouping work activities. The move is completed in 2008 with the transfer of the registered office and the polyurethane department, expanding the workshop area to 25'000 m².

1976

Thanks to highly advanced machinery and a more than double the production, LAG begins to export to the main international markets; firstly to northern Europe and then moving onto the rest of western Europe, Central and South America, as well as the Far East and the USA. In the following year, a sales office is established in the UK, to ensure a stable presence on the territory and direct market penetration.

1970

The chemical department is set up, with its own laboratory that monitors and develops the chemical composition of its polyurethane. LAG is therefore able to develop its own formula of polyurethane and is capable of optimizing the performance of the product, well ahead of its European competitors.

1962

LAG (acronym of Lavorazione Acciaio e Gomma - Steel and Rubber Processing) is founded in Modena in 1962 with the purpose of manufacturing wheels and castors for industrial applications.



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