



# TR Italy opens its doors virtually with new interactive video experience

By TR, part of the Trifast plc Group



**TR Italy has launched a new interactive video tour, offering a dynamic and immersive way to explore one of Europe's most advanced fastener manufacturing and warehouse facilities.**

This exclusive virtual experience invites users to navigate a 360° floorplan - from reception to production - and witness innovation in action. With clickable hotspots, zoom functionality, and embedded video insights, the tour showcases TR Italy's commitment to engineering excellence, sustainability, and operational transparency.

Visitors can see how TR Italy transforms green steel into high-precision components using world-class technology like the SACMA SP270EL cold forming machine. The tour also highlights strategic investments in automation and the unique dual independent production departments that ensure efficiency, reliability, and future-readiness.

Inside the quality labs, every fastener undergoes rigorous testing for strength, precision, and performance — delivering excellence trusted by global brands. Sustainability is woven into every aspect of the operation, from solar-powered production to zero-waste initiatives that protect the planet.

“Welcome to the TR Italy Virtual Tour - your exclusive, interactive journey inside one of Europe's most advanced fastener manufacturing facilities,” said Stefano Pisoni, Managing Director, TR Italy. “This tour reflects our values of innovation, responsibility, and transparency - and we're proud to share it with the world.”

Whether you're a customer, partner, or industry professional, this virtual tour offers a unique opportunity to experience TR Italy's capabilities - anytime, anywhere.

Start your [TR Italy interactive tour](#) now.

Learn more about [TR Italy Manufacturing](#).