

**N.I. 130/2020**

**Agli Associati Comufficio  
Produttori e Laboratori Sistemi di  
Pesatura  
Loro Sedi**

Milano, 23 dicembre 2020

**Oggetto: promuoviamo la pesatura**

Trasferiamo il messaggio che ci perviene dal CECIP e con il quale si annuncia una idea di programma importante per il settore della pesatura con riguardo sia agli utenti che agli acquirenti di strumenti per pesare.

Si chiede anche di esprimere un parere utile per profilare meglio le attività considerate.

*Cari membri del CECIP Board, Presidenti, membri BTG,*

*negli ultimi mesi abbiamo lavorato con molti di voi alla campagna CECIP che dovrebbe promuovere l'industria della pesatura. In tre diversi blocchi cercheremo di spiegare che la pesatura fa parte della vita quotidiana, che una pesata affidabile è importante e un quadro metrologico legale aiuta a proteggere utenti e consumatori. Il pubblico di destinazione della campagna sono gli utenti e gli acquirenti di strumenti per pesare.*

*Uno dei pilastri principali di questa campagna è la promozione dei messaggi su LinkedIn. Per questo pilastro prepareremo due immagini in cui una descrive il mondo con e l'altra il mondo senza pesare. Con l'aiuto di alcuni membri abbiamo preparato 20 messaggi che potrebbero essere potenzialmente interessanti da includere nella nostra campagna. In allegato puoi trovare questi suggerimenti. Tuttavia, considerando la variazione del settore, vorremmo chiederti di votare i tuoi messaggi preferiti. In questo modo possiamo avere una buona panoramica di quale sia l'idea generale all'interno di CECIP e possiamo continuare i preparativi. Pertanto, ti preghiamo di esprimere la tua opinione sui messaggi allegati tramite il seguente sondaggio: <https://forms.gle/c4BdqYPLmxRq8UJVL6>*

*Tieni presente che dobbiamo ancora perfezionare la formulazione / i messaggi, ma per ora chiediamo la tua opinione sull'idea principale dei messaggi. Eventuali ulteriori commenti sui messaggi o suggerimenti per la presentazione sono sempre ben accetti.*

Con i migliori saluti.

Segreteria Comufficio

# **CECIP ideas messages**

11 December 2020





CECIP – European weighing industry

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From the first moment you're born to every day of your life, weighing is a core part of life. Reliable weighing is important for your health to diagnose ...see more

## Being weighed is one the first thing you do in life



Weighing. More than just a number.  
#worldwithoutweighing

Good weighing is a vital part of life, read what you can do to ensure good weighing. >

   306 • 2 Comments

 Like  Comment  Share  Send

## Tires deflate randomly

**Customer industry:** Automotive industry, rubber industry

**Description:** In a world without weighing...you would constantly be stuck with your car or get into dangerous situations because the tires would lose air or, in the worst case, blow out. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



## ● Medicine production

**Customer industry:** Pharmaceutical industry

**Description:** In a world without weighing... many groundbreaking medicines wouldn't be available. Research on these medicines and production wouldn't be possible. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



**Imagine preparing medicine without quality weighing...**



**Weighing. More than just a number.  
#worldwithoutweighing**

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## Electric vehicles stop running

**Customer industry:** Automotive industry

**Description:** In a world without weighing...you would not get the promised range with your electric car. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



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- Baking goes wrong

**Customer industry:** Private industries

**Description:** In a world without weighing... baking will become more difficult as recipes are based on weight. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



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## Car paint is mixed incorrectly

**Customer industry:** Automotive industry, paint industry

**Description:** In a world without weighing... you would find a wild mix of colours on your car and your light red livery would look more like orange on closer inspection. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).





## ● Protecting road infrastructure

**Customer industry:** Vehicle weighing

**Description:** In a world without weighing... it is not possible to weigh the vehicles on the European road. This means overweight vehicles are able to damage the road infrastructure without getting fined. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



## Rockets do not reach the mars

**Customer industry:** Miscellaneous

**Description:** In a world without weighing... reaching the mars would always stay an unreachable dream. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



## Toys break down

**Customer industry:** Toy manufacturer, Plastics industry

**Description:** In a world without weighing... your favourite toy would never have become your favourite toy because it would simply have fallen apart while playing. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).

Small changes make a big difference.



Weighing. More than just a number.  
#worldwithoutweighing



# Weighing your tooth paste

**Customer industry:** Cosmetic production

**Description:** In a world without weighing... your toothpaste won't be the same as quality weighing is needed to produce it. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



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## Cleaning agents are too strong

**Customer industry:** Cleaning & detergent industry

**Description:** In a world without weighing... any cleaning process would run the risk of etching a hole in your expensive marble floor. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



# Paying based on weight

**Customer industry:** Retail industry

**Description:** In a world without weighing... you are never sure if you pay the right price for the weighed product you buy. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



## Shampoo does not foam

**Customer industry:** Cosmetic industry

**Description:** In a world without weighing... keeping your hair groomed and shiny every day would be a real challenge. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



## Not enough screws for the home project

**Customer industry:** Screw manufacturer

**Description:** In a world without weighing... your home project would become a real challenge, since the purchased box with 100 screws would only contain 95. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).





## Cereals taste awful

**Customer industry:** Food industry

**Description:** In a world without weighing... your favorite cereal would taste a little different every time you buy it, and not really like banana-chocolate, would it? Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



## Constantly not enough coffee in package

**Customer industry:** Endcustomer

**Description:** In a world without weighing... your morning coffee would be cancelled because your packet of coffee was once again low on content. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



## People are getting overweight

**Customer industry:** Endcustomer

**Description:** In a world without weighing... your diet would suddenly seem less important, because who would control your progress? Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



## Customers pay arbitrary prices in the supermarket

**Customer industry:** Retail

**Description:** In a world without weighing... your prices at the supermarket checkout would suddenly appear very arbitrary. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



## Concrete/cement crumbles

**Customer industry:** Cement and Concrete Product Manufacturing

**Description:** In a world without weighing... the walls of your house would not seem quite so stable. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



## Planes are too heavy

**Customer industry:** Airlines, Airports

**Description:** In a world without weighing...your aircraft would never be able to leave the runway. Fortunately you do not live in this world. Want to know what makes the difference? Visit [cecip.com/weighing](http://cecip.com/weighing).



**Thank you**

