

Galfer USA

By Beau Allen Pacheco

The real value of quality: Old world craftsmanship and new world marketing

There was a time in the new world, when the term 'old world craftsmanship and quality,' meant something. It meant work ethic, attention to details, and a solid, even dogged commitment to creating the very best violin, motorcycle, automobile, or machine part possible. It may not have been the cheapest or the most widely used product, but it was certainly the best.

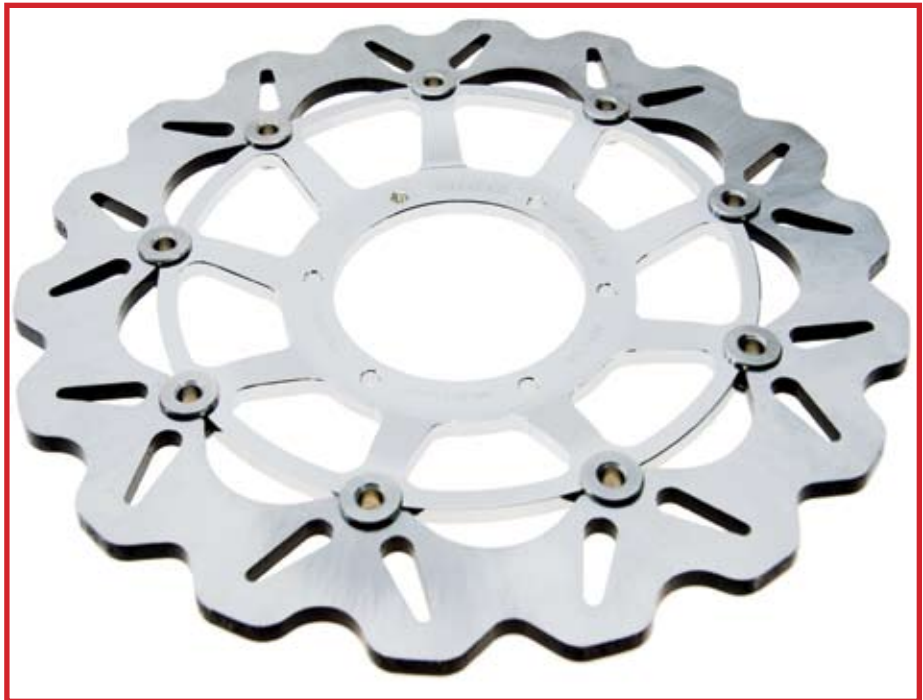
And so it is with Galfer Performance Braking Systems. Although they have a big new facility in Oxnard, California with a large staff of motorcycle enthusiasts, their components are made in Italy and Spain, and when it comes to quality, Galfer claims to be at the forefront. What is surprising though, is that the old world wasn't famous for cutting edge innovation, and yet innovation is one cornerstone of Galfer's success. "What we are, and have been for many many years since my grandfather started in 1946, is to be the leader in innovation and quality," says Sandro Milesi, Grandson of founder Maffio Milesi. "For instance the Wave rotor design that so many companies use now to make funny shapes on their rotors; well, the reality is that the patent and the technology and all of the real R&D of a true wave rotor was done by Galfer. We're the only ones constantly com-

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ing up with new designs with exotic materials—take brake lines for example.


"If people come up to you and say, 'gee, I'd love to have your brake lines if only you offered them in red. Well, you'd be extremely stupid not to offer red brake lines very soon. And now, we offer brake lines in nine different colors. But even though we've always been the company that comes up with new things, we're not a high volume company. We're contacted a lot by OEMs who want our products, and I always tell them that we'll deliver on time, we'll deliver very very high-end quality products, but we won't sacrifice quality for volume."

And the folks at Galfer are gratified to see that the Custom Sport Bike Market understands the need for quality. "Just because someone has tattoos and a young urban attitude doesn't mean that he doesn't have the money to buy a good Shoei helmet or a good pair of wave rotors," says Milesi. "They just want those rotors chromed, that's the only difference, and the industry needs to understand that these customizers want quality as well as style."

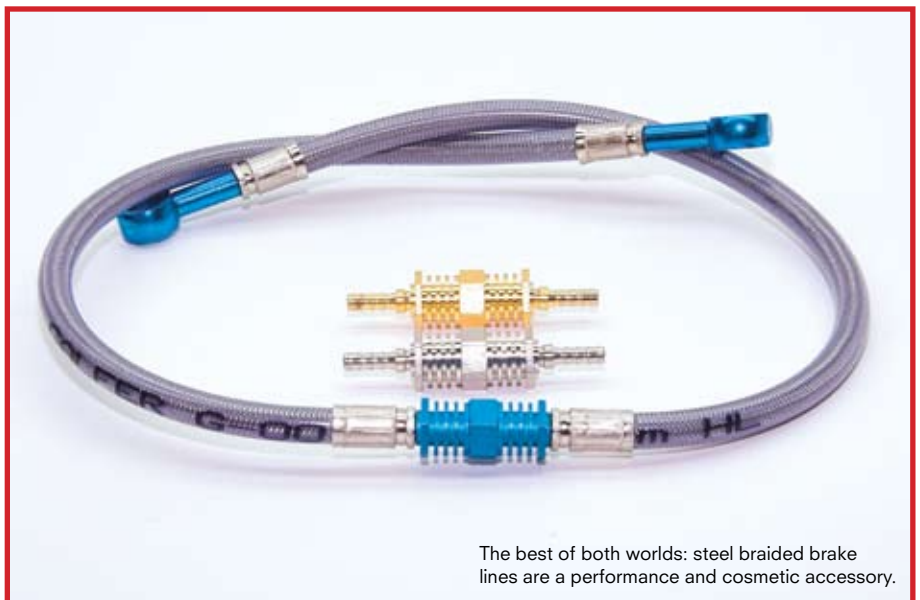


Galfer's marketing strategies now include the custom market as well as the traditional world racing venues. They claim that ninety percent of the machines gracing the covers of custom sport bike magazines use Galfer brake components. "When somebody calls and tells me he's building a bike for this or that magazine, we participate heavily in that project," says Milesi. "Also, we sponsor two stunt riders in addition to big name racers like Team Yoshimura and many AMA racers."

Over the years, dealers have come to understand the actual value of handling Galfer products, because of the dealer support that Galfer offers. "When you buy one of our brake lines, it comes with specific instructions for that product number, not generic in-

structions. We also have a full-time customer support team with a person who helps with brake lines, and a full time brake and rotor technician who can help with any installation problems the dealer might have. These are people who have been with us for at least six years and are heavily involved in sport bike racing. So, after handling our products for a while, our dealers understand that they have direct factory support anytime they need it. Few companies offer that level of service." 

For more information, visit www.galferusa.com; or call 800-988-2900.



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