

## THE GLOBAL WAMGROUP® SALES STRATEGY

When Corrado Torelli (45) joined WAMGROUP® in 2007 he looked back on almost two decades of experience in sales management with an internationally renowned Italian gear motor manufacturer. At WAMGROUP® Mr Torelli has been put in charge of corporate sales.

**Newsletter** Mr Torelli, which are the cornerstones of the corporate WAMGROUP® sales strategy?

**Torelli** The mission given by WAMGROUP® Chairman and C.E.O., Vainer Marchesini, is industrialisation through standardisation. Moreover, his mission includes, apart from the internationalisation of manufacturing, the internationalisation of distribution and customer service too.

**Newsletter** How does this translate into action?

**Torelli** In the world of bulk solids technology customers in most countries are used to buying from small local suppliers who will execute an order following the customer's specification. WAMGROUP®, on the other hand, is able to offer industrial high-quality solutions at an attractive price.

**Newsletter** So you are saying that you are competitive with your prices everywhere?

**Torelli** Global competitiveness is part of WAMGROUP®'s mission. But it is restrictive if you relate competitiveness to prices only.

**Newsletter** What else is it that makes you competitive?

**Torelli** First there is the price-quality ratio which cannot be matched by a small company which manufactures on a much smaller scale without the means of production that we have at our disposal. Then you have to consider that our sales and distribution network counting forty-four subsidiaries covers a territory of eighty-five countries. Twelve of those subsidiaries are manufacturing or assembling companies.

**Newsletter** This means you are pretty close to your customers.

**Torelli** Very close, indeed. I believe our global presence is probably all in all the greatest benefit we can offer our customers. Our local staff is highly qualified and they speak their customers' language.

**Newsletter** What more can you offer?

**Torelli** Each subsidiary carries extensive stock of equipment and spare parts in their own warehouses. Every user of WAMGROUP® equipment can rest assured he or she will receive the goods in the shortest possible time. Should the customer need some professional assistance, our people are able to provide this at any time.



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## EDITORIAL



Dear Reader,

*“Any customer can have a car any colour that he wants so long as it is black”.* Historians today doubt that Henry Ford really pronounced this famous sentence. Yet it has become a universal metaphor for the concept of standard products or, if you prefer, product standardisation. In times of advanced industrialisation and in the presence of competitors, a product has to be tailored for a market segment. To master the balancing act between complying with the market needs on one hand and offering a high-quality industrial product especially standardised for the market segment is an enormous challenge.

WAMGROUP®’s dedication to industrialisation through standardisation is the answer to that challenge which is repeated in each and every industrial sector we deal with and with each and every product we develop and add to our range.

In this effort our eyes turn towards our customers who play an important active role in the process of tailoring market segment-oriented equipment design.

Best Wishes,

Michael Grass  
WAMGROUP® Marketing Communications Executive

## HAPPY ANNIVERSARY WAM HOLLAND



The WAM Holland team

***In 2009 WAM Holland are proudly celebrating their 10th anniversary. Situated in Maasdijk, a stone’s throw away from the port of Rotterdam, WAM Holland, guided by Rien Bouwman (standing 1st from right), has been distributing the WAMGROUP® product range in the Netherlands since 1999. In the last ten years a steadily growing number of customers has appreciated competence and services offered by the Dutch WAMGROUP® subsidiary.***

[www.wamholland.nl](http://www.wamholland.nl)

## WAM Belgium at Processing Namur 2008



Namur is the capital city of Wallonia, the French-speaking part of Belgium, and at the heart of Belgium’s steel industry with an infrastructure that includes research centres, science parks and logistics hubs.

The first edition of easyFairs PROCESSING

in Namur found favour with the visitors as well as with the exhibitors. WAM B.H.M. found the formula interesting enough to repeat the experience on the 6th and 7th of May this year at the Namur Expo Centre. They will be focusing mainly on equipment for environmental technology and mixing technology.

[www.wam.be](http://www.wam.be)

# SAFE INNOVATIVE PROCESSING OF CARCINOGENIC WASTE THANKS TO MAP®

INNOVATIVE PROCESS DEVELOPED BY GERMAN ENGINEERING COMPANY AND UNIVERSITY OF GIESSEN

The *Wool.rec* company, based on the edge of the High-Taunus natural park, in Braunfels-Tiefenbach, in central Germany, has focused its activities on the environmental-friendly disposal of waste glass and rock wool which are extremely damaging to health. In fact, both materials are suspected to cause cancer. According to German federal law, such materials require certified disposal in hazardous waste depots which generates extremely high costs for the customer.

In cooperation with the university of Gießen, *Wool.rec* has developed a method by which crushed mineral wool is processed together with clay, water and other secret ingredients into granules. These granules are further processed into bricks adding particular stability and durability to the product. Burnt in a kiln, the glass fibres form a stable compound with the clay which is unlimited in time.

For the production of the granules, *Wool.rec* decided on a Continuous Ploughshare Mixer by MAP®. Due to its mode of operation the WAH-type mixer offers a high degree of homoge-



MAP® Continuous Ploughshare Mixer in *Wool.rec* waste processing plant in Germany

neity of the mixture, thus making such a process possible. Reliable two-shift operation is guaranteed thanks to a fluid coupling for soft motor start, as well as the presence of high-speed choppers fit-

ted on the mixer drum.

The process has won *Wool.rec* awards on more than one occasion and approval for new projects in other German states.

[www.emtgmbh.de](http://www.emtgmbh.de)

## OLI® DISEMBARKING IN SOUTH AFRICA

*Johannesburg, South Africa, September 8th - 12th, 2008*

Electra Mining Africa is ranked as the second largest mining show in the world and is the biggest trade exhibition in southern Africa. The show is recognised as a gateway into Africa for local and global investors looking for new business opportunities in the mining, construction, industrial and power generation industries. Electra Mining Africa showcases the latest developments, technology, trends, products and services in all sectors of these industries.

The newly founded OLI South Africa took the opportunity to display their electric vibrators and flow aids to international visitors.

The show attracted over 35,000 top-level decision makers with many

exhibitors reporting excellent sales and sales leads, once again proving that Electra Mining Africa is a strong catalyst for new investment opportunities.

With South Africa hosting the 2010 FIFA World Cup, the country has embarked on major infrastructure projects that demand a massive input of supplies and machinery. This is good news for general industry beyond 2010.

For WAMGROUP® setting up OLI South Africa is only the first step in expanding in the African continent.



[www.olivibra.com](http://www.olivibra.com)

## FLITECH® - NEW MEMBER IN THE WAMGROUP® FAMILY

*MANUFACTURERS OF HELICOID FLIGHTING AND SHAFTED SCREWS*



The FLITECH® company, established in 2004 as supplier to companies associated to WAMGROUP® only, has since developed into a market-oriented manufacturer of helicoid screw flighting and shafted screws destined to a variety of industrial sectors, such as building and construction, agriculture, foods, chemicals, pharmaceuticals, environmental technology and many others.

By specializing in the manufacture of helicoids from 40 to 700mm outside diameter and a thickness from 3 to 30mm, both in mild and stainless steel, FLITECH® has developed into one of Europe's leading producers of screw flights. Specially developed jigs and state-of-the-art tooling equipment ensure high industrial quality of the final product.

In 2009, FLITECH® will extend production to China at the new WAMGROUP® premises in Wuxi. Based on that experience, other off-

shoring projects are to follow.

The FLITECH® factory is located in the northern Italian province of Mantua on a surface area of 7,000 square metres, 2,400 of which are roofed. Currently a new factory is in the development phase. In fact, in 2009, FLITECH® will move to new premises in the vicinity on a total surface area of 30,000 square metres, 12,000 of which will be covered by buildings.

For the last few years FLITECH® has enjoyed a constantly increasing sales turnover, not only thanks to the growing demand from WAMGROUP® subsidiaries in the fast developing countries, but also to new customers in Italy.

At the same time FLITECH® began to invest into marketing communications with advertising campaigns mainly in the agro-food sector. Furthermore, the newly designed website [www.flitech.it](http://www.flitech.it) offers customers

the possibility of configuring helicoid flighting or screws in the simplest and most intuitive way.

Finally, in November 2008, FLITECH®'s participation together with WAMGROUP® asso-

ciates, TECNO-CM, at EIMA, Italy's foremost exhibition for agricultural mechanization, proved to be an important meeting point for customers from all over Europe.



*FLITECH® exhibition stand at EIMA 2008 in Bologna, Italy*



[www.flitech.it](http://www.flitech.it)

# WAM THAILAND SUPPLYING NOBEL WWT PLANT

## ALTERNATIVE WASTE WATER TREATMENT IN SOUTH EAST ASIA



WAMGROUP® equipment in NOBEL WWT plant in Thailand

NOBEL N.C. Thailand Co. Ltd., a Thai-Japanese joint venture, specialise in the production of nitrocellulose for use in lacquer for wood, paper coating, printing ink, aircraft lacquer, aluminum foil coating and others.

N.C., who are very concerned about environmental issues, decided on an alternative treatment of their waste water to the traditional addition of chemicals like lime and polyelectrolyte. They opted for a biological bac-

The amount of water used in production of nitrocellulose is very high. So is the degree of pollution of the water. Before being introduced into a nearby river it has to undergo a purification process during which its pH-value is drastically reduced.

The management at NOBEL

teria breeding process where starch is introduced into the waste water using WAMGROUP® equipment for storage, discharging, dust filtration and feeding of the powdery material.

The starch comes in Bulk Bags. After being discharged by means of an SBB-type FIBC Discharger, it is filled into a silo through a dilute-phase pneumatic conveying system. To facilitate discharging the starch from the silo, which is equipped with TOREX® Rotary Level Indicators and a VCP-type Pressure Relief Valve by WAM®, a BA-type Bin Activator by EXTRAC® is fitted on the silo outlet cone. A tubular TU-type Screw Feeder by WAM® guarantees an accurate feed rate while the material is introduced into the water tank. Starch dust is collected by a WAMAIR® Polygonal Dust Collector.

The customer is reported to be extremely satisfied with the process and the equipment.

[www.wamthai.co.th](http://www.wamthai.co.th)

# SEPCOM® FARM LAUNCHED AT EURO TIER 2008

EuroTier 2008 was the only international exhibition for professional animal husbandry in Europe that comprehensively covered all segments of the branch - cattle, pig and poultry farming, as well as aquaculture. EuroTier was held again at the world's largest exhibition grounds in Hanover, Germany, and was thus not only the ideal venue for business contacts in western and eastern Europe, but also the meeting place for animal husbandry professionals from all over the world.

The majority of the 120,000 visitors were decision-makers from farm businesses, ready to invest. However, large numbers of industrial buyers, advisors, dealers, veterinarians and specialists from the realms of academia and research also came to EuroTier.

World Poultry Show and BioEnergy Europe, which were also held within EuroTier, made this the ideal event for WAMGROUP®'s SPECO® Division



SEPCOM® Farm at EuroTier 2008

to launch their new SEPCOM® Farm Solids-Liquid Screw Separator for manure. Intense interest from a large number of visitors from the animal

farming sector was proof that participating was the right decision.

[www.wamgbh.de](http://www.wamgbh.de)

## SYNERGIES BETWEEN WAM® AND STATE SCHOOLS

Ponte Motta, February 2009



*Orientation day for students from Mirandola at WAM S.p.A.*

In February 2009 the Human Resources Department at WAM S.p.A., Italy, participated at a cooperation project between Italian state

schools and private industry. To provide practical job orientation to 3rd grade students from the Technical Superior State Institute "Galilei" in Mirandola, Marcella Maniezzo from Human Resources and Salvatore De Chiara, Production Manager at WAM S.p.A., made themselves available for sixteen

hours of lectures during which they focused on WAMGROUP®'s history, its global organization today, the Group's vast product range, planning and scheduling, as well as production controlling and maintenance within the numerous manufacturing companies that are part of WAMGROUP®.

The goal of this project is to increase synergies between the Italian national education system and the industry on a local basis. The project should help the students to form some concrete ideas on professional career opportunities after they have passed their exams.

[www.wam.it](http://www.wam.it)

## THE IMPORTANCE OF PATENTS TO WAMGROUP®

*MORE THAN 60 PATENTS WORLDWIDE - MORE THAN 110 APPLICATIONS*

The first WAM® patent regarding an integrated drive bearing assembly was registered on October 14th, 1977. Since then 110 patents in connection with 60 inventions have been either granted or are still pending. Apart from various European countries, WAMGROUP® patents today are extended to countries as far as Russia, India and China. In recent years, thanks to constantly substantial investments into R&D, the number of patent applications by the Group has increased, the latest in March 2009, shortly before



*Patents on display at WAMGROUP® headquarters*

this issue of our Newsletter.

Why does WAMGROUP® need patents?

To protect their intellectual property and their competitive advantage acquired over time through research and development and field experience. Another

objective is to create exclusivity for future technological evolution of WAMGROUP® products.

A patent is divided into different chapters starting with its title, followed by the advantages of the findings, a description, the claims and figurative drawings. The claims are the legal part which can originate patents on a product, a process or both.

Industrial property does not only



*Archimedes of Syracuse in Sicily with his invention, the water lifting screw*

regard patents with a duration of 20 years or utility models with a validity of 10 years. There is also the possibility to protect the aesthetic shape of a product through design or shape trademark registration. Last but not least, distinctive signs of a product can be protected through registration of a trademark, or a company name by registering its logo.

[www.wamgroup.com](http://www.wamgroup.com)



WAMGROUP® Chairman & C.E.O., Vainer Marchesini

# OPENING OF WAM WUXI

INAUGURATION OF WAMGROUP®'S LARGEST PRODUCTION PLANT OUTSIDE ITALY

WUXI, PEOPLE'S REPUBLIC OF CHINA, 18<sup>TH</sup> NOVEMBER, 2008

To talk in superlatives in times of crisis could easily be misinterpreted. And yet, the magnitude of WAMGROUP®'s investment into a greenfield project in the Wuxi HuiShan Economy Development Zone gives evidence of great entrepreneurial confidence in growing markets despite the present situation.

On a total surface area of 100,000 square metres (25 acres) 43,000 square metres (10.6 acres) will be roofed once the last stage of the project will be completed.

After the opening of the new production plant of WAM Shanghai in December 2005 the company's business increased to such an extent that lack of space had become a serious problem after only one year from start of production. The booming Chinese economy had produced an apparently ever growing demand for screw conveyors, dust collectors, valves and other WAMGROUP® equipment mainly by the building and construction industry. By the year 2007 WAM

Shanghai was desperate for space. Starting the Wuxi project had become mandatory.

On July 4th 2008 erection of the buildings began (see WAMGROUP® Newsletter No.2, September 2008). Four and a half months later, right on time, the inauguration ceremony according to the Chinese tradition could take place. Hosted by WAM Shanghai C.E.O., Gianfranco Sabatini and his Assistant Manager, Dorothy Zhou, members of the local government honoured WAM with their presence. Among the foreign guests the Italian Vice Consul to Shanghai, the Italian Trade Commissioner in Shanghai, the Director of the Italian Chamber of Commerce in Shanghai, the President of the Chamber of Commerce in Modena, Italy, as well as members of the WAMGROUP® Corporate Management.

Parts of production have been shifted since from Shanghai to the new plant.

[www.wamshanghai.com](http://www.wamshanghai.com)



Zhang Yun Chang, Party Secretary of Wuxi HuiShan District and the Italian Vice Consul to Shanghai, Francesco Varriale



Vainer Marchesini unveiling a plaque in memory of his brother



Chen Jian Cheng (Chairman of WOLONG Holding), Vainer Marchesini, Alberto Mantovani (formerly President of the Chamber of Commerce of Modena)



Gianfranco Sabatini and Dorothy Zhou welcoming Mr. Zhang Yun Chang (2nd from right), Party Secretary of Wuxi HuiShan District



Mr. Ni Bin, Deputy Mayor and Director of the Ministry of Foreign Economy of Wuxi, giving his speech

## EXCELLENCE AWARD

ROME, ITALY, 3<sup>RD</sup> DECEMBER, 2008

*In 2008 too, WAM S.p.A. felt honoured when one of their employees received the "Acknowledgement of Excellence" from the Scientific Commission of the Italian Emilia Romagna region.*

*Lamberto Vincenzi, who has been working for WAM® for more than fifteen years, was acknowledged for his outstanding ability in contributing to the improvement of quality in production processes, as well as for adding considerable value to those projects through highly efficient collaboration with his colleagues.*



*Mr Vincenzi has been involved within the company in a number of innovative technological developments regarding industrial processes. His great manual skills have been highly appreciated in the realization of various prototypes and tooling equipment which has won Mr Vincenzi numerous national and international patents.*

[www.wam.it](http://www.wam.it)

## WAMGROUP® AT BAUMA CHINA



WAM Shanghai team at BAUMA China

**B**AUMA CHINA is the most significant and successful exhibition for the building & construction industry in the Asia-Pacific region.

Currently held once every two years in Shanghai's New International Expo Centre, the 2008 edition counted around

1,600 exhibitors from over 30 countries and a record number of 80,000 visitors from 120 countries. WAM Shanghai staff enjoyed being busy welcoming old and new customers at their stand.

[www.wamshanghai.com](http://www.wamshanghai.com)

## Next Issue Preview



**T**he next issue of the WAMGROUP® Newsletter will be dedicated to a certain extent to Intercultural Communication as one of the outstandingly important resources of WAMGROUP®. To think global and act local requires mutual understanding of the needs

of many in a worldwide organization. To overcome linguistic and cultural barriers represents a continual challenge for the Group's managers. The common development of solutions to problems becomes a mutually rewarding achievement.

[www.wamgroup.com](http://www.wamgroup.com)

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