

WAM ENGINEERING : 25 YEARS IN THE UK

Before he took charge as General Manager at WAM Engineering in January 2002, Fabrizio Vanghi (50), who graduated in classical languages from Florence University, Italy, between 1988 and 2000 gained experience as a language teacher in Eritrea. He then globetrotted through Mexico, Indonesia, China and finally Pakistan, where his passion for numbers and his organizational skills won him the post as General Services Manager for expatriates and local staff with different multinational companies. Mark Thomson (37) joined WAM Engineering in 2001 after taking a degree in Engineering at the University of Gloucestershire, England. He is the company's current Sales & Marketing Manager.

Newsletter Mr Vanghi, you went from teaching languages to managing a company: surely this seems like an odd fit?

Vanghi Teaching means interacting with a number of people you have in front of you. You have to do the same with your employees in a company.

Newsletter You followed Bill Palmer, who retired in 2002 as General Manager. Was there anything that needed a change?

Vanghi Bill did a marvellous job in getting the WAM® brand known virtually to everybody in the concrete industry. As much as he identified with WAM®, people identified him with WAM®. My job was to extend the brand awareness to the other industries putting the team in first place.

Newsletter We suppose this is where you came into play, Mark.

Thomson In my first year at WAM® I already worked together with Bill. I guess this made it easier for the new man in charge to implement the new company strategies.

Newsletter New strategies?



Mark Thomson and Fabrizio Vanghi

Thomson We used to promote our product lines separately. We've changed this to promoting by application.

Vanghi The UK market has undergone some profound changes since the 1980s when Margaret Thatcher was in office. Many companies went out of business then. Those who took over are mostly smaller and more versatile focusing their activities not just on one industry but on a variety of applications. Consequently, they are interested in a wider product range.

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EDITORIAL



Dear Reader,

The earthquake on May 29th, of which the epicentre was only a few hundred metres away from the WAM® manufacturing plant in Ponte Motta, caused some major damage to the factory buildings. Luckily nobody was hurt. In the immediate aftermath of the quake, the WAMGROUP® management's chief concern was to find alternative production facilities and to develop an emergency plan to ensure continuity in serving our customers worldwide.

Meanwhile, production of our major product lines is well under way at FLITECH® in Poggio Rusco, at RONCUZZI® in Ravenna and on 10,000 square metres of rented premises near Modena. The temporary changes undoubtedly caused some issues in terms of delays in delivery. However, thanks to three shift operation in the entire month of August, normal delivery terms should be soon re-established.

Best wishes,

Michael Grass
WAMGROUP® Public Relations Manager

GLO-CAL UNIVERSITY

MODENA, ITALY, APRIL 30TH 2012



Roberto Casari and Vainer Marchesini

Glo-Cal University is the name of a Modenese volunteer organization whose aim is to provide anyone who is interested with information on local and global topics of cultural value. As Romano Sighinolfi, the spokesman of the organization, puts it: "We would like to enhance and promote excellence in regional and international research". On the occasion of the annual Modena Fair, Glo-Cal University invited the Chancellor and Deans of the University of Modena and Reggio Emilia, the Mayor of Modena, Mr Giorgio Pighi, as well as Roberto Casari, President of CPL Concordia and Vainer Marchesini, WAMGROUP® Chairman & C.E.O., to a conference talk on the subject. An interested audience left with the clear message from the entrepreneurs that it has to be a common goal of Administration, University and Industry to enter the competition on innovation in a global market.

WAMGROUP® TRAINING COURSE FOR MIDDLE EASTERN DEALERS

DUBAI, UNITED ARAB EMIRATES, APRIL 24TH - 25TH, 2012



Training is a chief concern to the WAMGROUP® Management and considered an investment which will definitely pay off in time.

Marialessandra Carletti, General Manager of WAM Middle East, had launched the idea of providing some basic training for their dealers. The Subsidiary based in Dubai covers a vast area in the Middle East. A long distance

to some local destinations and the variety of product applications in numerous industries adds importance for appointments of this kind.

The positive feedback from all participants at the end of the course convinced both Subsidiary Management and coach that this should become a regular event.

www.wammiddleeast.ae

WAM ENGINEERING - COMPANY PROFILE

IN 25 YEARS THE GROUP'S U.K. SUBSIDIARY HAS EMERGED AS A RELIABLE AND COMPETENT PARTNER TO THE INDUSTRY



WAM Engineering in Tewkesbury, Gloucestershire, U.K.

In 1987 WAM Engineering became the fourth foreign trading subsidiary established by WAMGROUP®. In those early years of the Group's internationalisation one of the main characteristics required from a subsidiary's manager was a strong pioneering spirit. Bill Palmer, who came from a renowned British manufacturer of solids handling equipment, proved to be the ideal candidate for the post.

Top priority was given to establishing the WAM® brand as a synonym for high quality and performance of its foremost products at the time: cement screw conveyors, butterfly valves and silo venting filters for the concrete industry. The fact that nowadays anyone from that sector in the U.K. identifies those products with the WAM® brand certainly goes to Bill Palmer's credit. The attempt to diver-

sify into other industries brought along new challenges. Could the marketing strategy applied by Bill Palmer in the concrete industry be simply cloned? As the company's current general manager, Fabrizio Vanghi, mentions in the interview on page 1, today's typical WAM® customers in the U.K. show a wide-ranging performance profile. In many cases they use their know-how in the application of bulk solids handling and processing equipment across a variety of industries. WAM® salespeople, therefore, have to be able to advise on a one-stop solution offering fairly complex equipment packages. Consequently, in front of the client, an in-depth knowledge of the processes which the WAMGROUP® equipment will be part of becomes essential. Mr Vanghi believes that, in the U.K., the major potential for the Group's prod-

ucts in the coming years will be found in recycling of plastics and rubber, in the food and in the biogas sector.

www.wameng.com



Bill Palmer

“RAGNO D’ORO” AWARD TO VAINER MARCHESINI

MODENA, ITALY, MARCH 10TH, 2012



Vainer Marchesini receiving the award from Chancellor Aldo Tomasi

The “Ragno d’Oro” (Golden Spider) prize is a recognition of merits of particular relevance awarded annually to citizens of Modena, by birth or adoption, within a public event whose net

proceeds are intended exclusively for the Provincial Committee of UNICEF in Modena for charitable purposes in favour of children. The prize, which represents a spider in a golden web, is awarded to the winners during the event held in Modena every year in March, promoted and organized by volunteer UNICEF supporters. Award recipients are persons who, at the discretion of the jury, have earned merits in professional, scientific, cultural, sports, public or business activities, conferring prestige to the city of Modena. Every year up to five people may receive the

award.

The jury is composed of the Chancellor of the University of Modena and Reggio Emilia, the President of the Provincial Committee of UNICEF, as well as no more than seven and no less than five members appointed by the Provincial Committee of UNICEF.

The appointment of members of the jury is made, at the discretion of the Provincial Committee of UNICEF, among people living in Modena, who for qualification and professional experience, are deemed appropriate to make competent and serene judgements. They receive no compensation or refund.

In the “Business” category, this year WAMGROUP® Chairman & C.E.O., Vainer Marchesini, was delighted to receive the prestigious award.

www.wamgroup.com

ITALIAN AMBASSADOR VISITING WAM CROATIA

BREZNIČKI HUM, CROATIA, MAY 16TH, 2012



Giorgio D'Ascenzo, Ambassador D'Alessandro and Luca Farris

Next year WAM Product will celebrate its 10th anniversary. The experience of manufacturing in Croatia has been beneficial to WAMGROUP® and its European Trading Subsidiaries which have been buying directly from Croatia. As the country is looking forward to joining the EU as its 28th member on July 1st 2013, the Group's Croatian Trading Subsidiary, WAM Adria, is already following an extensive customer base all across former Yugoslavia.

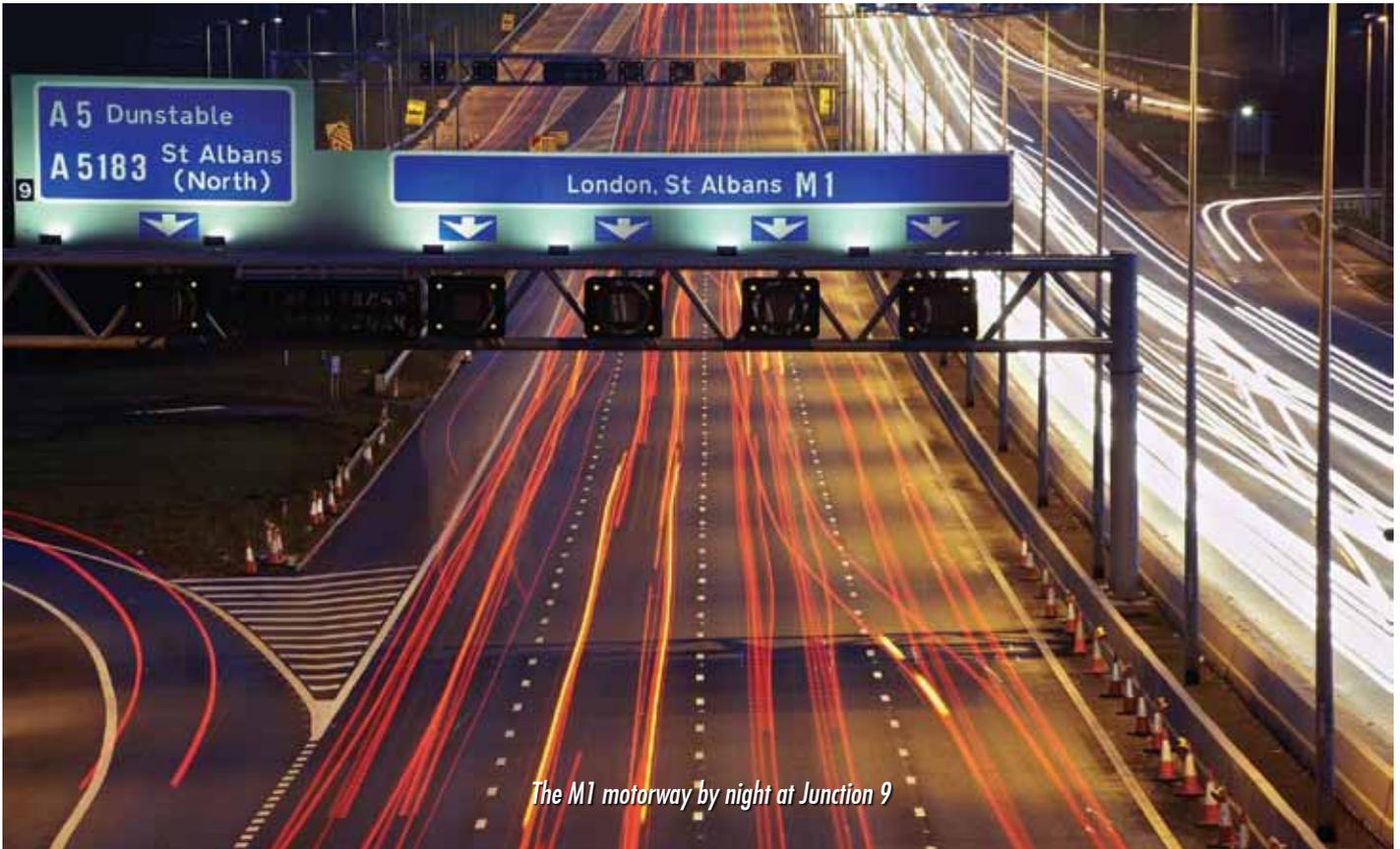
Since Croatia gained independence, Italy has been its first economic partner not only as its main supplier but also as its major client.

Luca Farris, General Manager of WAM Product, and Giorgio D'Ascenzo, General Manager of WAM Adria, were delighted to be given the opportunity to welcome Ms Emanuela D'Alessandro, who in October 2011 was accredited as Ambassador of the Italian Republic to the Republic of Croatia, to a brief visit at the WAM® factory in Breznički Hum. After giving her an introduction on WAMGROUP®, Ms D'Alessandro received a guided tour through production and warehouse before returning to the Italian embassy in Zagreb.

www.wamproduct.hr
www.wamadria.com

U.K. MOTORWAY EXTENSION WITH WAM®

LUTON, U.K., SUMMER 2010



The M1 motorway by night at Junction 9

The M1 is a heavily used route that connects London with the Midlands and the North of England. It was designed and built in the 1950s and currently operates well over capacity, resulting in queues and delays at peak times.

Improvements to the M1 between Junctions 10 and 13 were required to cope with increasingly high volumes of traffic. The improvements will relieve congestion and reduce delays leading to more reliable journeys.

In order to alleviate the congestion and queues it was decided that the M1 motorway is to be widened from three lanes to four.

“Soil nailing” takes place in order to strengthen the ground. This process requires a constant mix of cement and water to keep it cool and furthermore strengthens the ground once dry.

The equipment supplied by WAM Engineering comprised WETMIX® mortar mixers, SILOTOP® venting filters, Pinch and Butterfly Valves, Rotary Level Indicators, as well as Electric Motovibrators and Aeration Nozzles from OLI®.

The units, jointly developed by WAM Engineering and Pressvess & PCP are currently being used by Bachy Carillion joint venture on the M1 Widening Project near Luton, in

southern UK.

These units are providing a more efficient means of batching a grout mix.

The G20 generators are mounted on a trailer with a Pressvess silo containing dry powder cement, a wet mixing system and a Putzmeister P11 grout pump which together provide concrete for soil nailing work on the motorway.

Positive relations with the OEM resulted in a good mix. The expertise of WAM® personnel means that the mix that was inadequate firstly was tweaked with different ploughs and scrapers to give the correct mix.

By utilising all WAMGROUP® equipment and a good understanding of the application WAM Engineering was able to provide the correct equipment for this challenging job.

Finally, the customer can benefit from buying the key components from one supplier only receiving at the same time competent advice on process operation from the expert WAM Engineering team.



WAMGROUP® equipment installed on Mobile PRESSVESS & PCP Grout Mix Batching Plant

www.wameng.com

A FOOTBALL MATCH FOR CHARITY

MEDOLLA (MODENA), ITALY, AUGUST 8TH, 2012



Slovenian international, Sinisa Andelkovic, heading it in

For their first official friendly, Modena Football Club, who play in the Italian *serie B*, chose a selection formed by players from the area struck by the earthquakes in May.

The proceeds from the sale of 300 tickets at a price of five euros each, as well as all advertising offered by

the sponsors, were donated to the Youth Section of the Italian Football Federation, to the benefit of the football schools of 'la bassa' (lowlands of the Po valley).

The team captained by Nsiah Collins (WAM Industriale) tried their best to resist the attacks of the professionals

limiting the damage to 0:5 at half time. At the final whistle they had just avoided double figures finishing at 0:9.

As a well-deserved conclusion of the day, dinner was served at the restaurant "l'Accento" in Ponte Motta.

www.wamgroup.com

CHINESE DELEGATION FROM WUXI VISITING WAMGROUP®

PONTE MOTTA, ITALY, MARCH 20TH 2012



You Yufeng, Ma Li, Zhao Minghua, Tacchi, Baraldi

Since the kick-off of the WAM® factory project in Wuxi in 2007, to this date, the Administration Committee of the Wuxi Huishan Economic Development Zone has been of extraordinary support in all operational matters. They built a bridge between public administration and WAM® helping to overcome any bureaucratic obstacles. Their encouragement and assistance in reaching the company's

goals was exemplary.

With great delight the Corporate Management welcomed the visit of Deputy Director, You Yufeng, Director of Investment Promotion Bureau, Zhao Minghua and Section Chief of Investment Promotion Bureau, Ma Li, at the WAMGROUP® headquarters in Italy.

www.wamshanghai.com



Itaipu Dam, Brazil-Paraguay border - 1984



Delta Works, Eastern Scheldt storm surge barrier, Netherlands - 1986



Channel Tunnel, France-Britain - 1994

MILESTONES IN WAM® HISTORY

MEGAPROJECTS IN WHICH WAMGROUP® HAD ITS SHARE

By choosing WAMGROUP® equipment customers confirm their desire for a high quality product, outstanding performance, total reliability in operation, efficient after-sales service and availability of industri-



Chinese High Speed Train network - 25,000 km by 2015

ally manufactured, perfectly matching spare parts even after many years.

In the concrete industry, which has been the company's core business since its early days, WAMGROUP® takes great pride in having contributed to a



Panama Canal enlargement - to be completed 2014

number of megaprojects over the last forty-five years.

For such projects, investors and contractors around the world would only

accept those concrete batching plant suppliers who were able to guarantee top performance in all respects. Plant manufacturers expected component suppliers to fulfil the same requirements.

Each one of the construction projects shown clockwise in chronological order was the biggest of its kind in the world at a certain moment in time.

The amount of concrete needed to build the Three-Gorges Dam or Palm Jumeirah is hardly conceivable. Prompt availability of highly precise concrete mixtures was essential when lining the tunnel simultaneously as the giant boring machines under the English Channel and inside the Gotthard range incessantly advanced.

Timely completion of construction works was crucial when the new Beijing Airport Terminal 3 by British star architect, Norman Foster, had to be finished in time for the 2008 Olympics.

In the late 1970s operations started for a 1.5 kilometre long storm surge dam as part of the mighty Delta Works in Holland. In total they had to build sixty-five reinforced concrete pillars, which were each up to 18,000 tons and up to sixty-five metres high. Between them sixty-two movable steel weirs were hung which can be closed within an hour in case of storm tides. Casting the pillars in extensive pits and their precise positioning on the bed of the North Sea by a special tug boat was a pioneering venture.

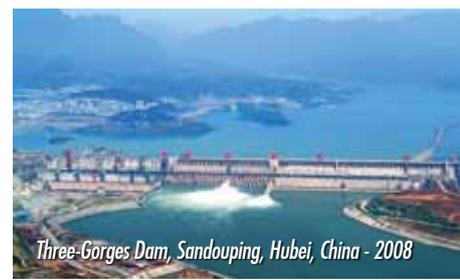
www.wamgroup.com



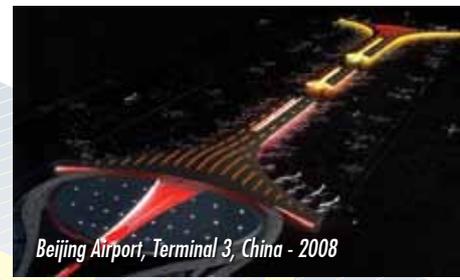
Great Belt Fixed Link, Denmark - 1998



Potsdamer Platz, Berlin, Germany - 2006



Three-Gorges Dam, Sandouping, Hubei, China - 2008



Beijing Airport, Terminal 3, China - 2008



Shanghai Pudong Skyline, China - 2009



Burj Khalifa, Dubai, U.A.E. - 2010



Gotthard Base Tunnel breakthrough, Switzerland 2010 project to be completed 2016



Palm Jumeirah, Dubai, U.A.E. - 2009

OLI VIBRATOR EXPANDING IN METRO ATLANTA

DULUTH, GWINNET COUNTY - METRO ATLANTA, GEORGIA (USA), JUNE 28TH 2012



OLI Vibrator CEO, Gianni Varini (far right), with his staff during the ceremony

In June OLI Vibrator joined with 'Partnership Gwinnett', 'Gwinnett Chamber Economic Development' and local community and business leaders to celebrate the grand opening of its expanded operations. The project involves the establishment of a new assembly operation and investment in state-of-the-art assembling and test-

ing equipment as the Gwinnett-based facility shifts its focus to include both assembly and distribution.

"This new assembly operation is vital in creating increased flexibility, matching our market's demands, and providing immediate availability of our products to our customers," stated OLI® North America President Gianni

Varini. "By expanding our plant in Gwinnett, we are able to stand by our company's motto of making our products available 'When you need it, Where you need it.'"

"OLI®'s calculated decision to expand its only North American facility in Gwinnett to better serve this large market area speaks to the county's strong business environment," said Gwinnett County Commission Chairman, Charlotte Nash. "We are pleased to celebrate the continued growth of this

global company in our community."

OLI® now boasts the widest, 100% owned distribution network in the industry. The company currently operates thirty-six subsidiaries worldwide and anticipates the opening of two more divisions by the end of 2012.

www.olivibrator.com

Next Issue Preview

Marketing and sales strategy by industry and application may not be the only option and not the best one everywhere. Local market conditions may differ substantially from one country to another. However, so far WAMGROUP® has been widely successful with its Sector Strategy, so why change a winning formula?

The latest "Sector Kit" is dealing with the Group's original core busi-

ness: Concrete Batching Plant. The more recently established subsidiaries, in particular, require appropriate tools to promote the specialised WAMGROUP® product range for this industry.

In the next issue of the WAMGROUP® Newsletter the "Sector Kit" for Concrete Production will be presented including a variety of plant layouts depending on country and technology applied.



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