

## WAM<sup>®</sup> IN THE HEART OF EUROPE

Born in Heikruis near Brussels, Michel Paridaens (52) took a Master's degree in Industrial Engineering in the Belgian capital. Prior to taking up the post of general manager at WAM B.H.M. in February 2013, from 1987 until 2012 Mr Paridaens worked for a renowned French engineering company specialising in industrial ventilation and dedusting installations, first as project engineer, then in sales and finally as managing director of their Belgian subsidiary.

**Newsletter** Mr Paridaens, what is the market situation in Belgium and Luxembourg since you've been in charge?

**Paridaens** The general economic conditions in Belgium are fairly flat. We are struggling in our core business, building & construction. However, I can see some good opportunities in food processing and, mainly with our SEPCOM<sup>®</sup> Bedding machine, in livestock breeding.

**Newsletter** Do you find any particular challenges in your market?

**Paridaens** One of our main problems is a certain alienation of our national industry since a number of companies have been taken over by foreign corporations. Another peculiarity is our multilingual population. We are a small country but we speak Flemish, French and, to a minor degree, German. To overcome the language barriers you need well trained multilingual staff with good social skills.

**Newsletter** Where do you see the major challenges for the company and for yourself at this moment?

**Paridaens** At WAM B.H.M. we have to adapt our



market approach to the new Corporate strategies in the most efficient way possible. This means enhancing our knowledge on products and applications subdivided by key industries. This is all in the interest of diversification, market coverage and customer penetration. Moreover, being the first WAMGROUP<sup>®</sup> Trading Subsidiary where the Group's global E.R.P. is being implemented, we are currently reviewing our internal procedures and organisation.

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WAMGROUP<sup>®</sup>

*strong ethics ....*

*.... winning spirit*

## EDITORIAL



Dear Reader,

Right on schedule after the summer holidays, screw conveyor production at WAM Industriale in Ponte Motta is back on track at last. Two years after the 2012 earthquake our workers said goodbye to the plant in Formigine where WAMGROUP®'s core product was manufactured in conditions far from ideal.

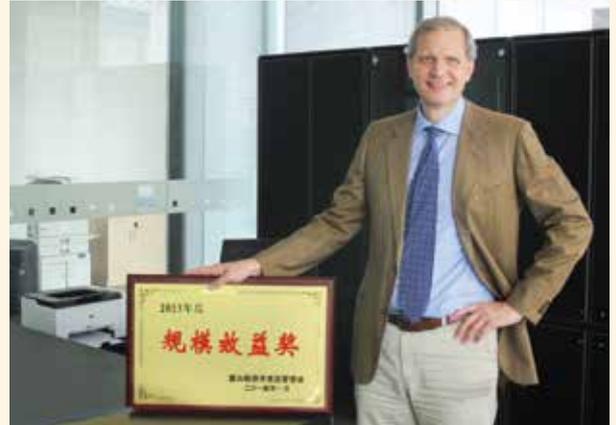
Right after the quake, WAMGROUP® Chairman & C.E.O., Vainer Marchesini, left no doubt about letting the Group's headquarters be resurrected as a state-of-the-art factory with modern logistics, environmentally friendly features, a place where employees might like to spend their time maybe even after work hours. The most important step has been taken by bringing back all production to Ponte Motta, and soon the foundations for the new Corporate Headquarters will be laid.

Best wishes,

*Michael Grass*  
WAMGROUP® Public Relations Manager

## WAM WUXI RECEIVING PRESTIGIOUS AWARDS FROM LOCAL GOVERNMENT

*WUXI, PEOPLE'S REPUBLIC OF CHINA, JANUARY 2014*



*WAM Wuxi C.E.O., Emilio Bolla, proudly displaying the award*

In January 2014 WAM Wuxi received two important awards from the local industrial zone, as well as the local government, for the improvement of performance of the the Company in the year 2013 regarding its "Remarkable Investment in Production Facilities" and "Scale Economy Contribution" (in terms of turnover increase).

Once again, the awards reflect WAMGROUP®'s continuous commitment to the Chinese market. The Wuxi manufacturing plant, now being the Group's biggest production facility worldwide, is due to become in the long term the hub for the entire Asia-Pacific region. The range of machines and equipment produced in the plant is constantly increasing.

## WAM INDUSTRIALE LEAVING FORMIGINE

*FORMIGINE, MAY 6TH, 2014*

After two years it was time for WAM Industriale to say goodbye to Formigine which had hosted WAM® during the renovations after the earthquake. Former Mayor, Franco Richeldi, and current Mayor, Maria Costi, paid a welcome visit to the plant in May. Vainer Marchesini once again expressed the Company's gratitude to the Administration of Formigine for their great support.



# GREETINGS FROM WAM® IN BELGIUM

*LAARNE, SUMMER 2014*



*WAM B.H.M.'s staff in front of the company's office building in Laarne*

WAMGROUP®'s subsidiary in Belgium looks back on almost twenty years of history. Established in 1995 in Laarne near the historic city of Ghent, the company's premises include an extensive warehouse and a test laboratory. Responsible for distribution of the WAMGROUP® product range in Belgium and Luxembourg, WAM B.H.M. boasts highly skilled staff who are able to provide a demanding customer base not only with high quality products but also with solutions to specific problems. Michel Paridaens, the company's managing director, stresses that it is the goal of WAM B.H.M. to offer attractively priced products in industrial quality, tailored to the specific needs of a variety of industries. Customer satisfaction through professional advice, comprehensive service and constant availability backed up by a vast stock of equipment and spare parts are expectations WAM B.H.M. is ready to fulfil on a daily basis.

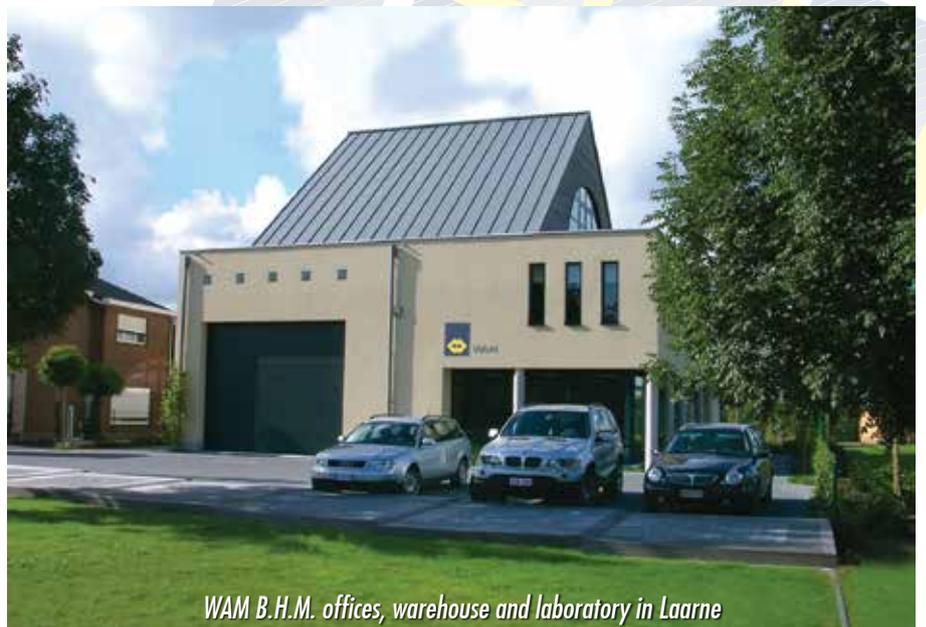
For the last fifteen years WAM B.H.M. has acquired vast knowledge in material handling and processing

through frequent use of the subsidiary's state-of-the-art test laboratory where many solutions to problems have their origin.

WAM B.H.M. has always been at the forefront of experimenting with new marketing strategies such as establish-

ing links with key end users, providing on a number of occasions valuable solutions which could be adopted by WAMGROUP® subsidiaries in many other countries.

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



*WAM B.H.M. offices, warehouse and laboratory in Laarne*

# MOBILE SEPCOM<sup>®</sup> BEDDING UNIT



*Mobile test plant including SEPCOM<sup>®</sup> Bedding Screw Separator*

Installation companies are a target for WAMGROUP<sup>®</sup> when it comes to marketing SEPCOM<sup>®</sup> screw separators. The SEPCOM<sup>®</sup> Bedding, in particular, is a machine that needs to be demonstrated in action highlighting the extraordinary quality of its output—a material with a particularly high dry solids content. In Belgium WAM B.H.M. recently started a collaboration with such an installer. The company called HVD Technologies from Willebroek developed a mobile test installation for the SEPCOM<sup>®</sup> Bedding in order to run tests on farms and possibly convince the farmers right there on site of the efficiency of this unique screw separator.

The test set-up is a joint venture between HVD and WAM B.H.M. which

made SEPCOM<sup>®</sup> Bedding available to the installation company at the end of 2013, whereas HVD invested in the development and assembly of a trailer, a lifting system, and other accessories such as control panel and pumping device.

The first unit was installed in May 2014 and is currently used as a test plant by a local administration. The farmer has an agreement with the administration and is also testing alternative solutions such as straw mixed with lime. However, for the time being, the cows seem to prefer the SEPCOM<sup>®</sup> Bedding showing a clear preference for the side of the shed covered with the material produced by the WAMGROUP<sup>®</sup> machine. Who said cows are not smart?

For the moment the Belgian Farmers'

Association is still hesitant due to fear of bacteria. The dairy industry, too, has yet to be convinced.

On one hand, this shows that, in Belgium, it is still early days for this technology. On the other hand, the market is still unexplored which means great opportunities.

The essential point is that WAM B.H.M. has been implementing a distribution strategy as required by the WAMGROUP<sup>®</sup> Headquarters, a strategy based on a snowball effect that ensures that the product surely reaches the end user, at the same time, safeguarding the interest of each part of the distribution chain through fair pricing.

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

# TOREX<sup>®</sup> LOADING BELLOWS EXCEL

NAZARETH, BELGIUM, AUTUMN 2013

Loading Bellows are one of TOREX<sup>®</sup>'s key products and range among WAMGROUP<sup>®</sup>'s top selling items. They distinguish themselves from competitors' loading spouts through a number of advantages which are greatly appreciated by both plant fitters and end users.

SPIROMATIC is one of Belgium's major plant manufacturers specialising in food processing equipment and plant installations, developing comprehensive, durable solutions for automated storage, conveying and dosing of both dry and liquid raw materials for the industry. The company, based in Nazareth, a small town south-west of Ghent, has been an important customer of WAM B.H.M. in Belgium for almost two decades. During this period SPIROMATIC has often

played an important role in suggesting improvements for WAMGROUP<sup>®</sup> products and laying the way for the introduction of new ones. On more than one occasion field tests with new, innovative equipment were successfully carried out in SPIROMATIC plants.

In 2013 SPIROMATIC commissioned a plant to a renowned Belgian food producer for processing of mainly corn flour along with other components. Apart from ten ZH-type Open Truck Loading Bellows connected with a centralised dust collector, WAM B.H.M. received an order for the same number of VLQ-type Slide



TOREX<sup>®</sup> Loading Bellows in SPIROMATIC plant

Valves and WAMFLO<sup>®</sup> Atex Silo Venting Filters.

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

# MAP<sup>®</sup> SCORING HIGH IN AFRICA

DAKAR, SENEGAL, MARCH 2014

Sometimes disaster brings opportunities. Following the 2012 earthquake at WAM Industriale in Ponte Motta, Italy, the mixer production of WAMROUP<sup>®</sup>'s MAP<sup>®</sup> Division relocated to the RONCUZZI<sup>®</sup> premises in Ravenna. What seemed to be a temporary solution soon turned into a permanent one. Favoured by the layout of the RONCUZZI<sup>®</sup> factory and its heavy-duty manufacturing equipment, MAP<sup>®</sup> experienced a boost in the quality of their products enabling the Division to extend their range of options and accessories.

Since the first MAP<sup>®</sup> Ploughshare Mixer was delivered back in 1981, thousands of machines have followed to destinations all over the world, in a variety of industrial applications. Today MAP<sup>®</sup> mixers stand for high performance and total



reliability in operation.

In the same year when MAP<sup>®</sup> was established, PATISEN from Dakar, Senegal, started developing food products resulting in currently over twenty-five prestigious brands, among

which ADJA, MAMI, DOLI, DAKAROISE, KANGOO, CHOCOPAIN, and CHOCOLION, which respectively stand for stock cubes, vinegar, margarine, peanut butter, salt, spread, and chocolate drink. These brands are also present in sub-Saharan, Central African and European markets.

In March 2014 MAP<sup>®</sup> commissioned to PATISEN four 3,000-litre 316L stainless steel Batch-type Ploughshare Mixers, complete with choppers, injection wands and sample drawer, through PROMER OVERSEAS. The

machines are used to prepare the basic mixture for stock cubes on the basis of spices, flavourings, salt, vegetable fat, additives, colourings, and caramel.

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

# WASTE WATER SECTOR SPECIALISATION



WASTEMASTER® TSF Mechanical Pretreatment Plant, Matão, São Paulo, Brazil

The term Sector Specialisation is the WAMGROUP® jargon for a standard created for specific applications in specific industries. Industrial product quality can only be achieved by manu-



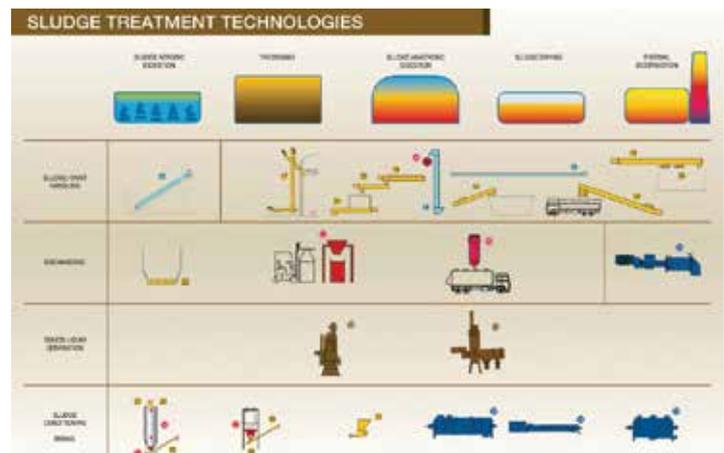
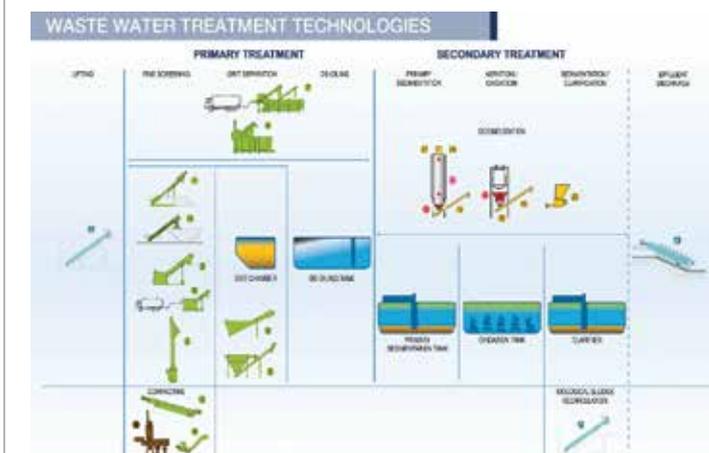
WASTEMASTER® GCP Screw Screens

facturing standardised items in large numbers. This applies to the machine and equipment components designed by WAMGROUP®. Imagine these components were LEGO® bricks which can create countless configurations. However, if you follow the instructions to achieve a specific configuration there is only a certain number of a certain type of bricks to use. This sums up the concept.

The Waste Water Treatment Sector Specialisation is yet another link in the chain of Sector Kits made available to the WAMGROUP® sales force and customers alike.

Given the complexity of a waste water treatment plant and the fairly small niche in which WAMGROUP® equipment is used, this Sector Brochure provides a product assignment to technologies rather than a proper plant layout as in other WAMGROUP® sector brochures. Besides, salespeople in this industry will usually refer to a skilled contact person with expertise in equipment collocation and processes. The WWT Sector Brochure will make the customer feel confident about WAMGROUP®'s competence in the industry.

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



# ECO-FRIENDLY CONCRETE PLANTS

*KUALA LUMPUR, MALAYSIA, MARCH 10TH, 2014*



To be in the forefront of concrete batching plant technology is a major objective for global concrete supplier, LAFARGE. On March 10th, 2014, The group's Malaysian branch launched their new environmentally friendly concrete plant in a grand opening ceremony in the presence of the Mayor of Malaysia's capital, Kuala Lumpur, Mr Ahmad Phesal Talib. In a press conference LAFARGE Malaysia's President & C.E.O., Bradley Mulroney, emphasized the special eco-friendly features of the plant indicating dedusting and silo safety components designed and supplied by WAMGROUP® as the key equipment

along with the innovative aggregate recycling and classifying machines supplied by WAM Malaysia.

For WAM Malaysia's general manager, Angelo Vincenzi, it was a "very rewarding experience" to witness the happy conclusion to this project which is expected to generate a snowball effect on future concrete batching plant design in Southeast Asia.

During the inauguration visitors were taken on a tour of the plant which was provided with information panels highlighting the WAMGROUP® equipment.

This project has certainly raised the bar for the future of concrete batching plant design. LAFARGE Malaysia and WAMGROUP® are both pursuing a pro-



*Mayor Ahmad Phesal delivering his speech*

cess of development of batching plant design to continuously improve plant sustainability for the benefit of the entire construction industry

The example of LAFARGE Malaysia can certainly be followed by WAMGROUP® subsidiaries in other parts of the world since local plant manufacturers and system integrators, who added value by providing fabrication, equipment, on-site assembly and commissioning, as well as after-sales service, played an important role in this business deal. The collaboration with those companies reflects the global strategy of WAMGROUP®.



At the end of the official part, in a brief exchange among Rick Pucci, Vice President of LAFARGE Malaysia's Concrete Division, Bradley Mulroney and Angelo Vincenzi, it was underlined how "LAFARGE and WAMGROUP® are committed in their leading role in the industry to understand and embrace the current local business scenario".

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

# PROBLEM SOLVING DUSTFIX® INSTALLATION

MESSANCY, BELGIUM, SEPTEMBER, 2011



Installation with TP Screw Feeder, DUSTFIX® and WAMFLO® Dust Collector

Through HVD Technologies from Willebroek, Belgium, WAM B.H.M. supplied a DUSTFIX® installation to MAGOLUX (Magotteaux Group), a foundry for castings used in heavy industries as for dredging pumps.

constant dust pollution.

Now a TP-type Screw Feeder by WAM® transfers the dust into the DUSTFIX® Dust Conditioner. The conditioned material is discharged perfectly dust-free into a container for transport

After being collected by a large bag filter house, as commonly used in foundries, the dust is pneumatically conveyed into a silo.

Before, the dust was collected in an open container placed beneath the silo which caused severe environmental problems due to

to a landfill.

Apart from having solved his problem, the customer is now able to economise on transport thanks to the high capacity of the DUSTFIX®. With a 12m<sup>3</sup> dump container filled in less than fifteen minutes, the truck driver can actually wait for the dump to fill.

The picture shows an insulation and heating device of the DUSTFIX® as in this part of Belgium temperatures might drop as low as -10 to -15 °C in winter-time.

The slightly negative pressure created by the fan of the additional WAMFLO® Dust Collector mounted on the platform next to the DUSTFIX® ensures no dust can leak from the system.

This dust conditioning installation has been operating to the customer's total satisfaction for almost three years without any significant maintenance.

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

## Next Issue Preview

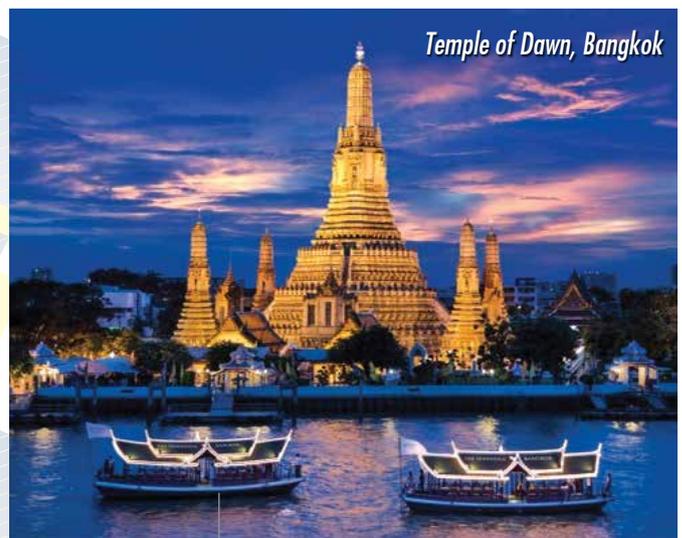
The "Land of Smiles" caught the interest of the WAMGROUP® Management considering growing public investments in the early 1990s. As a result WAM Thailand was established as a trading subsidiary in Bangkok in 1996.

Almost twenty years later WAM Thailand has become one of the Group's major links in Southeast Asia, taking care—apart from the domestic market—of neighbouring countries like Cambodia and emerging Myanmar.

With a population reaching almost seventy million and a vast potential in various industries,

Thailand is classified as Southeast Asia's second economy after Indonesia, with a promising outlook for export of their domestic products to the Asia-Pacific area.

Read more about WAM Thailand in the December 2014 issue of the WAMGROUP® Newsletter.



Temple of Dawn, Bangkok

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.... winning spirit*

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