





WAM® CHILE AIMING HIGH

Alfonso Almerge was no longer a youngster when he became Managing Director of the newly founded WAM Chile in 2002. Born in 1950 in Sariñena, a municipality in the region of Aragon in north-eastern Spain, he graduated in the late 1960s from a renowned Technical College in Barcelona. For the next 30 years, Almerge gained experience in technical sales in various companies, including the Spanish branches of some German and Italian concrete plant manufacturers. In the mid-1990s, he found a new home on the other side of the Atlantic, in Chile. To this day, he successfully manages the southernmost WAMGROUP® subsidiary on the American continent.

**Newsletter** What characterizes the Chilean market the most?

Almerge In Chile, there are hardly any manufacturing companies that develop their own machinery and equipment design. Almost 90% of the industrial equipment is imported from North America and Europe.

**Newsletter** How does this affect the mentality of your customers?

**Almerge** I would say that a strong price awareness prevails with a large number of customers. Many of

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them are reluctant to pay too much for products. Let's call it scepticism towards traders. As a result, some customers try to skip the distribution chain.

**Newsletter** Who or what does the Chilean customer trust?

**Almerge** Generally speaking, people believe that what comes from Europe is better than any local product.

Newsletter Not bad for WAM Chile.

Almerge Absolutely! Today, after 17 years of continuous presence on the Chilean market with our offices and warehouse here in Santiago, we have managed to establish ourselves as a reference point for bulk solids

"In Chile almost 90% of the industrial equipment is imported from North America and Europe."

handling equipment. Our customers throughout the country appreciate our expertise and service.

**Newsletter** Any future challenges?

**Almerge** Mainly to maintain our customers' confidence in our wide range



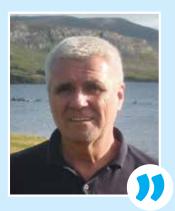
of equipment and our ability to provide appropriate solutions.

**Newsletter** What about opportunities?

**Almerge** Promoting ourselves in industrial wastewater treatment, waste disposal, in the canning and forestry industries.



## **EDITORIAL**



Dear Reader,

Branding or the achievement of brand reputation should be a paramount goal for every company. Yet, there is no common recipe as how to achieve it. First, you have to ask yourself who you want to reach. After that, you should ask yourself how and then, what you would like your target group to perceive.

At WAMGROUP® we believe that our innovative power, the quality of our products, short-term availability of solutions and spare parts in every part of the planet, as well as competent support and service, are the added value our customers appreciate in working with us.

Innovation is the key element that has led to innovation in the development of new specialised products and innovation in the distribution of the same products through our own network of subsidiaries, which in turn has specialised in the sale of the same products. In our "world" we must continue to insist on being innovative.

Best wishes.

Michael Grass

WAMGROUP® Public Relations Manager

# WAMGROUP® Multimedia Archives

Modena, Italy, Summer 2019



The Multimedia Archives homepage in the WAMGROUP® Intranet

Living in a world in which social media increasingly determines the Lrhythm of our lives means that the visual aspect now plays a key role in the way we perceive brands. By now, we are used to taking photos and videos of unprecedented quality with our mobile phones sharing them the next moment with the rest of the world on social platforms.

In keeping with the spirit of the times, WAMGROUP® offers its employees worldwide access to a multimedia archive with over 30,000 photos and more than 600 videos.

The latter are to a large extent also freely available via the WAMGROUP® YouTube channel. The archives provide a constantly growing number of references for plant manufacturers and end users, often explaining better than words how a certain problem was successfully solved. The picture below shows the shooting of an end-user testimonial video at

one of Europe's largest municipal wastewater treatment plants in Rimini, Italy. The interviewee was Emanuele Gallioni, Area Manager at HERA Romagna Water Management.



### WELCOME WAM SRI LANKA

Colombo, Sri Lanka, Summer 2019





When you think of Sri Lanka, you probably think of Buddhist temples, Ayurvedic resorts, tropical beaches, pristine wildlife, tea plantations, or gemstones. Less well-known is some of the country's economic data. According to the 2011 Ministry of Finance report, the industrial sector accounts for 28% and the agriculture

sector for 12% of Sri Lanka's GDP, while per capita income has doubled since 2005 (source: Tops.lk), making it the highest among South Asian nations. As the oldest democracy in Asia, the economy is based mainly on tea, rubber, coffee, sugar, and other commodities, while the food and textile sectors are the leading industries.

Directed by Dorothy Zhou, who worked from 2002 until 2017 with the Group's Asian hub, WAM Shanghai, as assistant to the general manager and executive compliance director, the new subsidiary is now starting a process of investigating market opportunities in Sri Lanka.

www.wamgroup.lk

# WAMGROUP® VERSUS PERMAFROST

#### Surgut, Russia, since 2009

Oil-well cements are used for fortifying work in the drilling of oil wells where they are subject to high temperatures and pressures (source: www.britannica.com).

Conditions for the production of the special cement slurry could not be any tougher than in Surgut, western Siberia, with temperatures dropping to -45 °C, where one of Russia's biggest oil companies is digging for the black gold.

Due to round-the-clock operation, all system components are doubled on the basis of nine plus nine. WAM Moscow got the order for 12 TOREX® loading spouts with Kevlar® bellows, 54 dust collectors and venting filters, 12 slide valves, 42 butterfly valves, 30 pressure relief valves, 54 level indicators, as well as 360 vibrating bin aerators by OLI® for the silo cones.







## ALWAYS COOL IN THE ANDES

Miraflores, Santiago de Chile, since 2013





The Centre of Expertise for Carbonated Soft Drinks (former Miteco) has been known as Tetra Pak Processing Equipment since 1st January 2019.

During five decades of strong focus on the global soft drinks market, Miteco has been a pioneer in developing several highly efficient methods for powder conveying, ingredients introduction and mixing. (source: miteco.com) In 2013, the Swiss company put their trust in WAM Chile for the supply of various powder handling equipment through a local plant manufacturer dedicated to the Embotelladora Andina bottling plant in Miraflores, Santiago.

WAM Chile's scope of supply included food-grade bin activators, slide gate valves, butterfly valves, tubular screw feeders, as well as three 200-ton stainless steel silos, all designed for continuous duty all year round.

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## CRACKING CHILEAN BISCUITS

#### San Bernardo-Nos, Santiago de Chile, since 2012

The story between WAM Chile and CAROZZI began in 2012 (see Newsletter No.1-2014). Since then, the following WAMGROUP® products have been successfully operating in



the plant: 44 WAMFLO® alongside 27 WAMAIR® dust collectors, both versions Atex-

certified, 71 spring-loaded pressure relief valves with the same number of electronic pressure meters, 90 bin activators, 101 slide gate valves, 28 drop-through rotary valves, 2 lump breakers, 122 pneumatic rotary turbine vibrators, as well as 51 butterfly valves.

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# New EXTRAC® Bulk Bag Discharger

# GREAT IMPROVEMENTS TO INDUSTRIAL PRODUCTION PROCESSES BROUGHT BY THE NEW SBB-HFF-TYPE FIBC DISCHARGER

Modena, Italy, September 2019



very year the worldwide industry increases its performance and quality standards for production processes. Particularly in sectors such as chemicals, plastics and food processing, improved process repeatability has become essential.

Compliance with higher quality standards regards more and more single parts of a process in terms of use of raw materials, production cycles, plant type and components.

As an answer to such enhanced requirements, WAMGROUP® presents its newly designed, high performance SBB range for discharging FIBCs (Flexible Intermediate Bulk Containers or Big-Bags) named SBB-HFF (High Flow Rate).

This new equipment, which comes in different configurations depending on the application, follows current market needs and specific customer requirements. The result is a new generation of FIBC dischargers that com-

bines reliable performance and rich options with improved quality of the process taking the reduction of costs and downtime into account.

For size 125, different configurations with three frame types are now available: C (short), S (extendible) and M (hoist-rail), ATEX and food-grade (in compliance with EC 1935/2004). All models are equipped with a new lifting cross with attachment hooks certified for 2,000 kg (4,400 lb).

One of the most innovative features of the SBB-HFF is the Petal-type Discharge Facilitator, a programmable system including four large paddles—in compliance with UNI-EN 953:2009—within the frame dimensions, which allows for specific sequences based on the type of material handled. Different programs with different cycles are available for any kind of material matching its individual characteristics.

Moreover, the special design of the

petals assists material flow towards the outlet valve, thus easing the operator's work. The system provides four corner contact points for the FIBC with the aim to facilitate the flow of the material into the hopper. Four pneumatic cylinders controlled by an on-board panel via four independent solenoid valves activate the Petaltype Discharge Facilitators. The new Electronic FIBC Discharger Control Panel, which is suitable for both Wi-Fi and GPRS connection, controls function and programs.

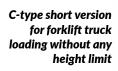
Another important feature are the three frame design options. The S-type with a height adjustable frame for different bag types and sizes, the M-type with a monorail cantilever for operation through hoist, and the C-type without any bag height limit for use with a forklift-truck. There is also the possibility to set the outlet at different heights depending on application requirements. In this way, SBB-HFF provides project engineers with more flexible solutions and the user with safer and more comfortable work conditions.

The last important innovation is the new Lifting Cross design with hooks for quick and safe attachment of FIBCs up to a weight of 2,000 kg (4,400 lb).

A typical plant requirement is the use of different materials. The SBB-HFF fully matches this need by providing different options to the customer along with a range of accessories that make the operator's job much easier.

Product innovation has always been a main concern for WAMGROUP®. Constant research for ways of saving energy starts with the choice of the right components for any industrial application.

www.wamgroup.com



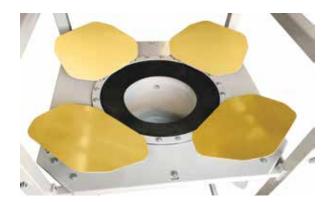


S-type with height adjustable frame for different bag types and sizes













Cutting kit for disposable bags

# IT'S NOT THE YEARS, IT'S THE MILEAGE

Ponte Motta, Italy, 3rd June, 2019



he quote from Steven Spielberg's Raiders of the Lost Ark pronounced by Indiana Jones applies to nobody better than William Fantini.

Before finally making up his mind to quit his job as a maths teacher in 1978 to fully dedicate himself to WAM®, he earned his spurs in an early form of fact-finding missions for the company. During WAM®'s first decade, there had been various attempts to specialise screw conveyors for industries other than concrete. To understand what needed to be done required knowledge, judgement, and a great deal of curiosity. Fantini

fulfilled these requirements perfectly, which soon won him unique expertise in the field.

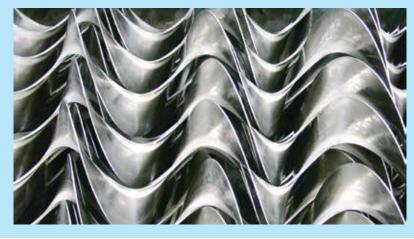
His experience became even more valuable when the company took its first steps in the United States. Fantini claims to have set foot in all states except Hawaii and Alaska.

The years went by and Fantini was given the opportunity to employ his knowledge first as corporate sales manager and later as general manager of corporate WAMGROUP S.p.A.

Ever since his retirement he has remained at the company's disposal as senior vice president. In June he celebrated his 70th birthday in Ponte Motta with his Italian colleagues who had organised a surprise party for him.

www.wamgroup.com

#### **NEXT ISSUE PREVIEW**



The core product that identifies WAMGROUP® to this date is the screw conveyor, the core of every system of its kind being the helicoid flighting. In 2004, the Group founded FLITECH®, a production company for the manufacture of helicoid flighting, in order to become completely independent of external suppliers as WAMGROUP®'s own needs increased dramatically.

Since then, FLITECH® has developed into an industrial company supplying flights in different materials from small to extra-large diameters to a variety of industries.

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