

WAM FRANCE - THE SECOND GENERATION

In December 1993 WAM France had found in Serge Angelosanto the expert in dust filtration equipment they had been looking for for some time. Nearly ten years later he took over as general manager from Jacques Demaddelena, co-founder of WAMGROUP®'s first ever foreign trading subsidiary. Since then Angelosanto (52) has demonstrated his ability to seize opportunities for WAM France in new sectors and applications with the same pioneering spirit of his predecessor.

Newsletter Mr Angelosanto, what were your expectations when you joined WAM France?

Angelosanto I came from a well-established filtration equipment manufacturer and I was looking for a new challenge in this field. I hoped that I would find that with my new employer.

Newsletter What was different with WAM®?

Angelosanto At the time, in France the WAM® brand was not yet associated with dust collectors as it was with screw conveyors. However, the corporate man-

agement had the ambition to penetrate the market with that product line too. I was most impressed with how this was done. Product development followed thorough investigation on what customers from a certain industry really needed, and this was something totally new to me.

Newsletter In 2003 you became general manager of WAM France. Again a new challenge?

Angelosanto It definitely was. My predecessor, Jacques Demaddelena, had been the very first manager of a WAMGROUP® subsidiary who had left a mark for others in a future global organization. When I was given his job I considered as my main task to adapt the structure of WAM France to the requirements of a fast growing international group. Since I took charge the number of subsidiaries has more than doubled.

Newsletter What is the next challenge for you and WAM France?

Angelosanto Our goal is to maximise our market share and penetration in our core business here in France and to achieve the same position in all those industrial sectors for which WAMGROUP® has been tailoring their vast product range. I consider this an ongoing task for the future.



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EDITORIAL



Dear Reader,

January 1st, 2011, was an important date for WAMGROUP®. The Group's parent company, WAM S.p.A., changed its name to WAM Industriale S.p.A. becoming a manufacturing only company. After separating the Italy sales department, which in May 2010 formed the new trading subsidiary, WAM Italia S.p.A., last January all staff involved in services to WAMGROUP® members were integrated into the Group's service provider, WAMGROUP S.p.A.

The change was only a first step towards a lean cost structure to be implemented in all WAMGROUP® manufacturing plants worldwide. The re-organization will result in optimization of economies of scale concerning all areas of management processes in all WAMGROUP® companies.

Best wishes,

Michael Grass
WAMGROUP® Public Relations Manager

COURSES CONTINUE AT WAMGROUP® MANAGEMENT TRAINING CENTRE

LERICI (LA SPEZIA), ITALY, SPRING 2011



Participants in Seminar on Logistics Management

Growing into an international group means one has to continually adapt the organization and to prepare on a regular basis the company's staff for the changes.

For a few years the WAMGROUP® Management Training Centre has been the venue for a number of management courses which deal with a variety of subjects.

The facility is fitted with state-of-the-art multimedia and telecommunication equipment. In a relaxed atmosphere, amidst luscious mediterranean vegetation, seminar participants not only have the opportunity to focus better on the course topics but also to "recharge their batteries" after work.

www.wamgroup.com

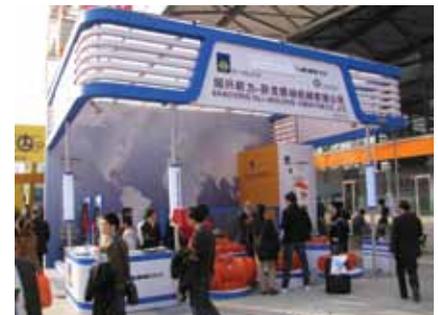
WAM SHANGHAI AND OLI WOLONG AT BAUMA

SHANGHAI, PEOPLE'S REPUBLIC OF CHINA, NOVEMBER 2010



In 2010 it was time again for BAUMA China which has developed into the foremost showing event for the building and construction industry in the Far East. While WAM Shanghai firmly established their position as China's No.1 supplier for screw conveyors and filters, OLI Wolong did likewise with vibroators.

www.wamgroup.com



WAM FRANCE - PIONEER AMONG TRADERS

ESTABLISHED IN PARIS IN 1984, WAM FRANCE BECAME WAMGROUP®'S FIRST FOREIGN SUBSIDIARY



Premises of WAM France and WAM France Environnement in Paris

When in 1984 WAM France became the first WAMGROUP® subsidiary outside Italy, it was unforeseeable that in the course of two and a half decades there would be a manufacturing or trading affiliate in thirty-five countries on all five continents.

The early days were marked by the effort to find new customers among French manufacturers of concrete batching plants and to convince those who were sceptical towards a product coming from the other side of the Alps. Throughout that period WAM France took particular care in giving customers proof of the main benefits they would enjoy should they decide to work with



Régis Lequien inside the OLI France warehouse

WAM®: a product of industrial quality, short delivery time and a competitive price. Soon the customers learned to appreciate WAM France's ability to consult them in a professional and competent way. If a customer ran into any kind of trouble he could be certain that the staff of WAM France would follow up on the job until the problem was solved. The experience from the construction industry proved valuable when the company started to enter new sectors with WAMGROUP®'s fast growing product range. Continuity and reliability have always been key features of WAM France which have earned them a leading position among their competitors.

In 2001, as a result of an increasing demand from the waste water industry, WAM France Environnement, with Nicolas Brincourt as general manager, was established. Responsible for distribution of all WAMGROUP® equipment used in waste water treatment, the company has earned a reputation as experts in the field of waste water technology.

Four years later OLI France, managed by Régis Lequien, was set up to market OLI® vibrators and flow aids in

France. Specialising on both products and industrial sectors—another example being the mixer division of WAM France with a state-of-the-art in-house test facility—is essential in order to achieve optimum market coverage and penetration.

The three companies are all situated in the northern outskirts of Paris not far from Charles de Gaulle International Airport. Motorway connections and a metro line which leads straight to the centre of the city ensure maximum mobility and short reaction time in case of trouble shooting.

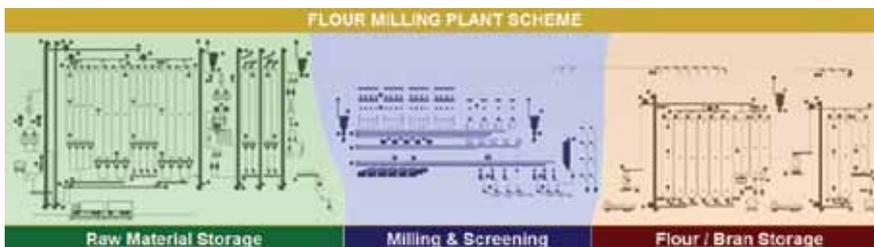
www.wamfrance.fr



Serge Angelosanto and Jacques Demaddelena

SECTOR SPECIALISATION ONGOING

FOR OPTIMAL OFFER AND ORDER MANAGEMENT AND ECONOMIC ORDER PROCESSING WAMGROUP®'S SECTOR SPECIALISATION PROJECT CONTINUES

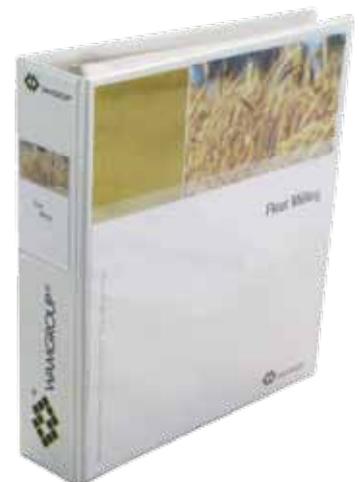


Interactive plant scheme of a typical Flour Milling Plant on WAMGROUP® corporate website

After product specialisation for the Plastics Processing industry (see WAMGROUP® Newsletter No.3 - December 2010) it was the turn of the Flour Milling industry. Following the tried and tested concept of configurations specifically tailored for an industry, one product after the other underwent a detailed analysis by the coordinating product manager from corporate headquarters in Italy before establishing the final options of configuration. Prior to that analysis a team of corporate product managers, supported by product liaison managers and sales staff from WAMGROUP® subsidiaries in different countries, went on a fact-finding mission interviewing key customers from the flour milling industry on their opinion

and requirements. The *Flour Milling Sector Kit*—a comprehensive collection of information on equipment tailored for the industry—includes thirty-six products. From bucket elevators to chain conveyors, from screw conveyors to various types and sizes of dust collectors and venting filters, from rotary valves to bin activators, from level monitoring equipment to telescopic loading spouts in the storage and shipping department for finished goods and by-products, a variety of solutions is offered. After identifying a product in the context of the plant scheme the customer will be able to retrieve information from a separate data sheet. There is, of course, an individual data sheet for each product. Product specialisation for any indus-

trial sector has to be looked at as part of a customer education process. The task of WAMGROUP®'s salespeople is to make their customers perceive the advantages they will enjoy if they are prepared to turn towards the standard solutions illustrated in the *Sector Kit*. Sector-oriented product specialisation translates into saving time and money once the first steps towards acceptance have been taken. The customer can choose between a hard copy and a virtual online *Sector Kit*.



www.wamgroup.com/flourmilling

AN OPEN DAY WITH WAM FRANCE

PARIS, JUNE 8TH - 9TH, 2010



WAM France General Manager, Serge Angelosanto, giving his welcome speech

How to reach your customers in the best possible way has always been and always will be a challenge and a question with more than one answer. Open day-type events with a seminar character certainly are very effective, with the personal contact representing a considerable added value.

For some time it had been the intention of WAM France to hold an Open Day. After evaluating the pros and cons of the format, as well as interviewing a few key customers it was decided to rent a facility with big enough space for a number of displays, a buffet and some

two hundred people.

The first day was reserved to customers from WAMGROUP®'s core sector, the construction industry. The WAM France management had no worries about plant manufacturers with end users. The formula actually proved to be very successful. All guests had the opportunity to exchange views with one another in a relaxed atmosphere. At regular intervals staff from WAM France and corporate headquarters in Italy presented a certain product line. Moreover, the customers had the opportunity to receive individual guid-

ance at each hands-on display island from WAM France sector managers and product specialists.

On the second day the event was repeated identically for customers from other industries.

After the event, participants received a questionnaire to assess their degree of satisfaction with the contents and the format. From an analysis of the questionnaires it turned out that the customers particularly appreciated receiving a comprehensive overview of the entire WAMGROUP® product range with the key products present. WAM France was happy to learn that the vast majority would enjoy WAM France repeating such an event in the future.

www.wamfrance.fr



Open Day displays

WAM MOSCOW GOING FOR GOLD

BIG PROJECT FOR THE CITY OF SOCHI, HOME TO THE 2014 WINTER OLYMPICS

In collaboration with their business partner, Stroytel-Metallist, WAM Moscow has recently completed a project for a cement storage and handling plant in the city of Sochi, home to the 2014 Winter Olympics.

The cement is required for the construction of the Olympic Village including all its infrastructure. Commissioned by Russian Railways, which supplies the cement on track, the plant impresses with a total storage capacity of 3,600 tons divided into

a battery of thirty silos. Each silo is vented by a SILOTOP® filter. The control system enables simultaneous filling of up to fifteen tankers. Apart from various silo accessories such as level indicators, pressure relief valves and butterfly valves, thirty BELLOJET® Telescopic Loading Spouts ensure trouble-free operation.

www.wammoscow.ru



SILOTOP® Venting Filters

NEW LABORATORY MIXERS BY MAP®

Thanks to many years of experience in mixing technology, MAP® today is capable of offering a new dedicated solution for laboratory product and process development and for small-scale production.



MLH Laboratory Mixer in a new, ergonomic design

The MLH mixer series has been re-engineered and modernised according to customers' requirements. The result is a new generation of Laboratory Mixers which combines reliable mixing quality with improved features and ergonomics.

The MLH is the best solution to match market needs in terms of quality, maintenance, safety, environmental protection and price. Thanks to the use of tried and tested standard components, MAP® is able to offer an attractive price without compromising on quality.

The MLH Laboratory Batch Mixer consists of a stand-alone drive unit with incorporated frequency inverter, an easily replaceable horizontal mixing shaft supported at the drive end only, and an equally easily replaceable, revolving mixing vessel complete with inlet/outlet.

MLH Laboratory Batch Mixers operate on the principle of a mechanically generated fluid bed. Consequently, it



is possible to test using different mixing technologies: mixing, conditioning or moistening/coating, agglomerating/granulating and reacting/drying. This ensures efficient product and process development as required by the industry today. The quick change of drum size combined with a rich basic equipment package makes this machine suitable for a variety of applications. In some cases, to obtain the desired mixing effect, a separately driven high-speed chopper can be installed.

A unique feature of this mixer is the special integrated agitator (chopper) with independent drive and the liquid injection wand. The chopper tools are the result of long-term MAP® studies and expertise in the area of mixing. In this way, for instance, colouring pigments, additives and liquids can be homogeneously and quickly mixed.

A wide range of fully interchangeable shafts is available: ribbon blenders, toothed ploughshare and blade-tool shafts, paddle shafts and engineering polymer tool shafts in a special MAP® design.

The MLH is designed for product and process development, as well as small-scale production in virtually all industries: plastics, animal feed, pharmaceuticals, cosmetics, chemicals, foods, basic materials, building materials, environmental technology and minerals.

This new Laboratory Mixer suits testing as it is applicable to a variety of mixing technologies such as mixing of

powders, agglomerating/granulating by adding small quantities of liquids to powders, conditioning/moistening/coating of dust, as well as drying by adding a liquid to a powdery material.

All the above-mentioned features are the result of MAP®'s more than thirty



years of experience in mixing technology. They are the perfect answer to current market requirements.

MAP® offers a wide range of solutions to improve plant productivity, to guarantee production quality, to help protect the environment and reduce energy and maintenance costs.



Mixing shaft with Ploughshare Tools manufactured from SINT™ engineering polymer

www.wamgroup.com

DRY PREMIXED MORTAR FROM FRANCE

WAM FRANCE SUPPLIES VARIOUS EQUIPMENT FOR SKAKO-COUVROT PLANT

For more than nine months WAM France had supported long-term customer SKAKO-COUVROT in their challenge to enter a sector which was new to them: dry premixed building material processing. Among the strongest players in concrete plant engineering, the French affiliate of the Danish SKAKO Group had suffered from the economic crisis at the end of the last decade like many others. However, dry mortar and concrete have their basic ingredients in common, a fact that gave the plant designers the confidence necessary for the task. In the course of negotiation the expertise of the WAM France staff and the possibility of receiving all products from the same source, certainly represented an advantage for SKAKO-COUVROT.

The plant was to be installed in Abbeville, in the northern Picardy region, less than two hundred kilometres from Paris.

After thorough technical discussions and economic evaluations the following WAMGROUP® equipment was included in the plant: a belt-type bucket

elevator by RONCUZZI®, 350mm-diameter extra heavy-duty trough screw conveyors, medium heavy-duty tubular screw conveyors, ES-type screw feeders for cement, hand wheel-operated slide valves, manually and pneumatically activated butterfly valves, a mixer de-dusting filter, SILOTOP® venting filters, VCP-type pressure relief valves and an RBB-type filling station for flexible intermediate bulk containers.

After little more than a year of planning and manufacturing, in early 2011, commissioning could finally take place. Since then the plant has been producing dry premixed building materials in bags or bulk bags on a regular basis. WAM France now looks forward to further projects of this kind with SKAKO-COUVROT.



Plant in Abbeville

www.wamfrance.fr

MAP® MIXER FOR TASTY BELGIAN RECIPES

BELGIAN CATERING SERVICE USES BATCH MIXER SEVEN DAYS A WEEK FOR CANTEEN FOOD



The town of Affligem near the Belgian capital, Brussels, is home to *Traiteur Ronny*, a catering company which prepares hot meals for com-

pany and school canteens. *Traiteur Ronny's* kitchen is equipped with all the modern state-of-the-art appliances such as ovens, cookers, sauté pans and many others. They even have their own butcher's shop. All dishes such as steaks, burgers or sausages are prepared by the company's own staff.

Traiteur Ronny prepares and delivers some two thousand hot meals weekly, on seven days a week with a daily choice between two menus.

To mix dry ingredients for soups and sauces,

since February 2011 the catering company has been using every day a stainless steel 150-litre batch-type Ploughshare Mixer supplied by MAP®.

www.wam.be



NEW TEST ROOM AT WAMGROUP® HEADQUARTERS

PONTE MOTTA (MODENA), ITALY, MARCH 2011

After the successful launch of the WAMGROUP® outdoor test plant in March 2010 (see Newsletter No. 1-04/2010) the same concept was applied to a new indoor facility in Ponte Motta. The test room, which is monitored via internet by a remotely controlled, mobile webcam, is equipped with the complete range of Micro-Batch Feeders and MAP® Mixers. Typically tests are performed following a specific customer request as the one described below.

For a mixing test on basic granules with certain additives a WBH batch-type, horizontal single shaft Ploughshare Mixer was chosen. This mixer enables the use of alternative mixing



Accuracy test on MBF Micro-Batch Feeder

tools such as shovels, as well as the addition of an injection wand, a high-speed chopper and a heat exchange chamber jacket.

The test starts by weighing the components. In this case the recipe calls for 60% of basic granules and 40% additives. The ingredients are loaded manually through the top door of the machine. Then the mixer is started. During testing, the mixing time, current consumption and speed of the machine are continuously checked. After a certain time that is expected to be necessary in order to achieve a homogeneous, usable mixture, a product sample is taken. Then the entire content is discharged through the pneumatically activated outlet door. One of the



Mixing test on batch-type WBN Ribbon Blender

samples will be sent to the customer for verification. Furthermore, the customer has the opportunity to follow the entire course of the test via remote webcam connection.

All results from tests carried out at the laboratory are carefully recorded and stored anonymously.

www.wamgroup.com

Next Issue Preview

In 2010 WAMGROUP® took one first important step towards the clear separation of manufacturing from trading companies by setting up WAM Italia.

The new subsidiary moved to new premises in Ponte Motta only a few metres down the road. There the company's offices and warehouse are now located. In terms of organization WAM Italia is no different from any other WAMGROUP®

trading subsidiary around the world. All products are ordered from WAMGROUP® reference manufacturing units in Europe and then either temporarily stored at the warehouse in Ponte Motta or directly transshipped to customers all over Italy.



Modena, Piazza Grande with cathedral

IMPRINT

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strong ethics

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