

## WAMGROUP® GLOBAL MARKETING COMMUNICATIONS

Michael Grass (54) started his career with WAMGROUP® in 1977 as an employee of the "Officina Meccanica Marchesini Vainer" which later changed its name to WAM®. After taking an active part in developing WAMGROUP®'s export business for more than twenty years, in 1997 he became director of the newly founded WAMGROUP® Communications Centre.

**Newsletter** Mr Grass, why is communication important to WAMGROUP®?

**Grass** WAMGROUP® is market-oriented and marketing-driven. A genuine marketing mix consists of the famous four Ps: product, price, place or distribution and promotion or communication.

**Newsletter** What is the main objective of WAMGROUP® communications?

**Grass** To let the world know who we are and what we do, to make people aware of our brand and of the benefits they will be able to enjoy if they use our products instead of those of our competitors.



**Newsletter** What are the tasks of the WAMGROUP® Communications Centre?

**Grass** There are quite a few. Being part of the corporate services offered by WAMGROUP Holding, the

Communications Centre provides all the tools required for promoting our products worldwide. Furthermore, our staff provide assistance to our subsidiaries in all marketing communications matters.

**Newsletter** Could you explain that a little better?

**Grass** We provide everything needed for print and web advertising, sales brochures and gadgets, trade fairs and conferences.

**Newsletter** How has your job changed since you first started it?

**Grass** WAMGROUP® has grown immensely in the last ten years. With more than forty subsidiaries all over the world communication inside the Group, as well as coordination of the corporate marketing communications strategy has become a full-time job.

**Newsletter** How do you manage people from so many different countries and cultures?

**Grass** Better and easier than many people might think. Over the years we have grown into a global team which totally shares the views of the corporate management. It's probably this sharing rather than a top-down policy that is giving us the strength we need to be able to face the challenges of the future.

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WAMGROUP®

*strong ethics ....*

*.... winning spirit*

## EDITORIAL



Dear Reader,

The 2007 sales figures of all WAMGROUP® companies again show a significant increase compared to the previous year. On one hand the booming economy in many countries has certainly been in our favour. More importantly, a constantly growing number of customers from various industrial sectors are putting their faith not only into the quality of our products, but also in the quality of our service. We are grateful for this acknowledgement, which makes us even more determined to prove to our customers that we are going to better our performance again in 2008.

To understand our customers' needs even more we will extend our fact-finding activities to new markets and sectors through surveys and interviews on location conducted by our Product Managers in cooperation with our Subsidiaries.

Our dedication to improvement has only one goal: to provide our customers - and their customers too - with all the benefits that only standardised industrial products and services can provide.

Best Wishes,

Michael Grass

WAMGROUP® Marketing Communications Executive

## TOREX®

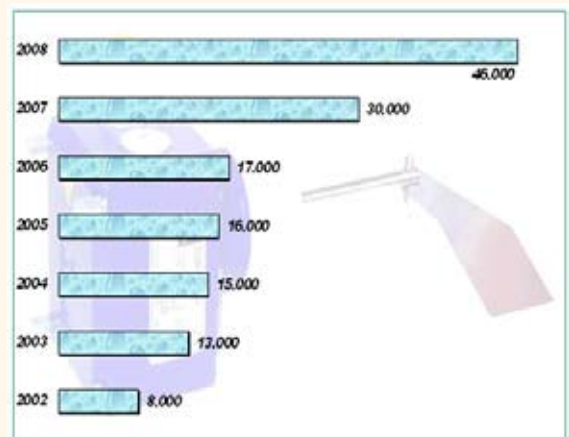
### LEADER IN LEVEL CONTROL EQUIPMENT

*What began as a small venture has grown into a big business for TOREX® and WAMGROUP®.*

*Back in 1995, WAM S.p.A. handed over the production and sales of Level Indicators to TOREX®. Production numbers then were approximately 300 units per year.*

*Thanks to an outstanding price/quality ratio, in the past few years, TOREX® has managed to exponentially increase their sales becoming one of the worldwide leaders in manufacturing level indicators for solids.*

*The graph below, which includes the forecast for this year, illustrates these excellent results.*



## WAM Shanghai at CHINAPLAS

Once again WAM Shanghai participated at the main event in the plastics industry in Asia, CHINAPLAS.

This year the exhibition took place again in Shanghai, where the

Chinese WAMGROUP® Subsidiary put on display Rotary Valves, Diverter Valves, Pipe Elbows, Micro-Batch Feeders and WAMFLO® Dust Filters.

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



## WAMGROUP® SPONSORS MODENA JUNIOR RUGBY CLUB

It seemed the perfect match with the corporate motto of WAMGROUP® "Strong Ethics - Winning Spirit" when the president of *Modena Junior Rugby Club* approached WAMGROUP S.p.A. with a request for sponsoring. In fact, he had already become aware of the slogan and had translated it into Italian to be used by "his" kids.

The game of rugby indeed embodies moral values that have always been a leitmotif within WAMGROUP®, values such as tolerance and respect, dedication and sacrifice in favour of your neighbour (or team-mate), tenacity and perseverance, as well as humility.

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



## NEW PRODUCTION LINE FOR ADDCOMP IN COOPERATION WITH WAM HOLLAND

ADDCOMP Holland B.V. develops and produces one-pack additive systems for the application in processing of polyolefins, polystyrene (PS), polyester (PET), polyamides (PA) etc. The company is focused on providing innovative solutions to their customers and, therefore, invests significant resources in product and process development. Additive systems enhance the performance of polymers. ADDCOMP Holland sells their products all over the world to both polymer producers (polyolefins, styrenics, polyamide, polyester etc.) and polymer converters for processes/applications such as tape, fibre/filament and non-wovens manufacturing, as well as injection moulding.

Established in 1997, ADDCOMP Holland B.V. in 2005 occupied an exceptional No. 25 rank in the Dutch "Technology Fast 50" list of fastest growing businesses as the only company not related to the Information and Communications Technology sector.

With an export share close to 90%, ADDCOMP sell their products mainly to Asia, the USA and European neighbour, Germany.

Among their customer base, the automotive industry takes up a share of 35% of the company's turnover. ADDCOMP additives are processed by virtually all major European car manufacturers.

The final product, which is always of granular or pellet type, is processed by special extrusion lines developed by ADDCOMP and to a great extent fed by WAMGROUP® components supplied by WAM Holland. All the engineering and manufacturing is done by ADDCOMP's associated company, POLYMATIC. It is therefore ensured that both product

deliver white label to our competitors who only produce colour additives".

Quite a few components in the previous production lines were supplied by WAM Holland. To mix certain additives, those lines include a stainless steel Ploughshare Mixer WBTH0300 and two stainless steel Ploughshare Mixers WBTH0600 by MAP®.

To convey the mixed additives, WAM Holland supplied several EASYCLEAN® screw feeders too.

Due to the growing demand from the market, ADDCOMP are now developing a new production line.

General Production Manager, Dinand Tjihuis, provides some details: "We are currently working in three shifts with four employees, but we desperately need more capacity. This is why we developed a new separate production line. The new Ploughshare Mixer, the EASYCLEAN® Screw Feeders, the RSM Manual Bag Openers along with the COM 030 Waste Bag Compactors, as well as the SBB Bulk-Bag Dischargers for the new production line have already been delivered again by WAM Holland, because we are truly satisfied with them. The relationship with WAM Holland is really good, and Jan Tjihuis has known Rien Bouwman for ten years now. WAM Holland is flexible enough to understand how to meet our needs."



Powder Feeding Station for ADDCOMP

and production know-how stay within the company. Besides, competition is a fairly rare issue. ADDCOMP's C.E.O., Jan Tjihuis, comments:

"We are not afraid of competition thanks to our project knowledge. Once a renowned big chemical company tried to analyse a certain ADDCOMP product. An average blend might contain as many as nine components. It's a hell of a job to analyse that. Moreover, we

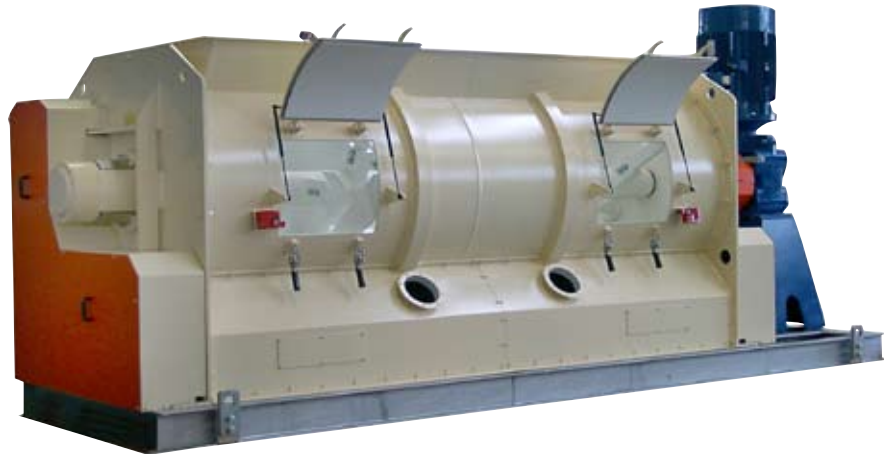
[www.wamholland.nl](http://www.wamholland.nl)

# MAP® MIXERS WITH BOMB-BAY DISCHARGE

GREAT MARKET RESULTS WITH ANIMAL FEED AND PREMIXED BUILDING MATERIALS

Since 2006 when MAP® introduced their latest upgraded standard of Bomb-Bay Discharge Doors for Horizontal Single Shaft Mixers, more

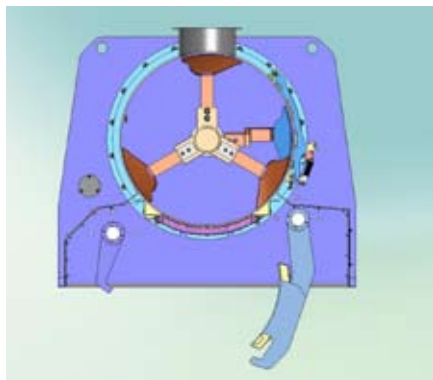
than seventy mixing machines had been manufactured up to the summer of 2007.



Response from the market, especially from the animal feed and premixed building materials processing sectors, has been extremely positive, particularly in those cases where the MAP® mixers were to replace machines supplied by competitors.

The encouraging market feedback has led to a remarkable further increase in the 2007-2008 order portfolio.

In the WBHT-version with a 60-degree opening section, discharge time and material residue are reduced to the



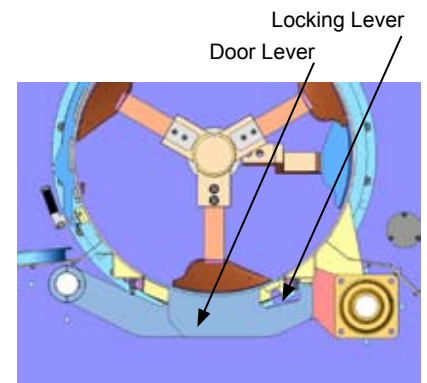
The door width at 60° and the opening angle at 90° enable complete and instant discharge of the entire batch

minimum even with the most difficult materials. The alternative less expensive option for free flowing materials is WBHP with a 15-degree opening of

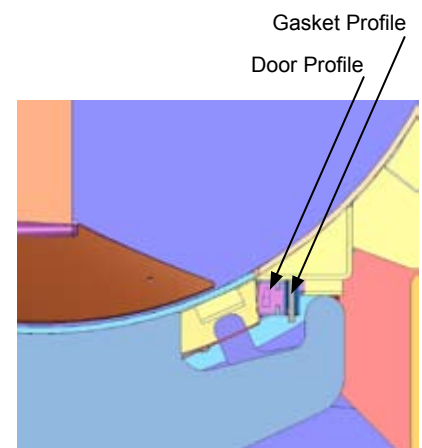
the bottom section of the tubular mixing chamber. Typical requirements in the building materials industry are high productivity and no product contamination. The Bomb-Bay Discharge Door design by MAP® fully complies with this requirement. High productivity is the result of a combination of short mixing time, maximum mixing homogeneity, perfect reproduction of batches, easy access to the mixer, instant complete material discharge with minimum material residue, cycle time optimisation with up to twenty batches per hour and reduced maintenance. The bomb-bay discharge equipment is suitable even for materials with up to 1.8 t/m<sup>3</sup> of bulk density. Minimum material residue inside the mixer after the discharge procedure along with the self-cleaning of the door gasket was the engineers' major concern.

For almost thirty years MAP® has supplied almost 600 mixers alone for building materials in installations all over the world. Among the materials handled one finds: dry mortar; tile adhesives (cement, quartz sand, synthetic powders, additives); cement plasters (cement, limestone dust, quartz sand, additives); plasters (gypsum, quartz sand, additives);

roof tiles (clay, kaolin, additives and water); insulation materials (vermiculite, cement, clay, grog, glass fibres); refractory materials (cement, expanded glass granulate, additives); wall plaster (cement, quartz sand, limestone dust, additives).



The opening and closing system of the bomb-bay door and its locking system are designed for a precise and effective closure, which prevents the door from opening in the event of compressed air failure.



The concept is based on an extremely sturdy design of the door with a reinforced sealing gasket. The bomb-bay door gasket is attached to the bottom of the mixing chamber as a protection against the abrasion effect caused by the product. The bomb-bay door "tangential" sealing system ensures an automatic cleaning of the gasket, thus avoiding any residual product.

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

# WAMGROUP® HUMAN RESOURCES AT MODENA UNIVERSITY

## ORIENTATION DAY FOR GRADUATES

On January 22nd WAMGROUP® participated in an information stand at a meeting between students of the faculty of engineering at Modena University and companies of the Modena area. The purpose was to develop the students' professional education, stages and apprenticeships, thus helping the graduates to enter the job market.

The initiative met with considerable interest from the participating companies as the numbers of graduates in the various specialisations in engi-

neering are fairly small (between 400 and 450 every year in Modena only), which does not satisfy the local demand.

Currently the Faculty of Engineering in Modena offers seven specialist courses: mechanical engineering (with the option of vehicle engineering), materials engineering, information technology, electronic engineering, telecommunications, environmental and civil engineering.

Apart from an informative presentation by the faculty, the meeting

included round table discussions and presentations to the undergraduates on some local

industrial and business realities.



Staff from Human Resources Department at the WAMGROUP® stand

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

## A PRODUCT FOR EVERY APPLICATION

The vast product range offered by WAMGROUP® often provides solutions which are apparently suitable for just one application but may present quite different results.



VHS in Excess Pressure Condition

An example is the VHS-type Pressure Relief Valve. Its extraordinary technical performance has enabled WAM Australia to reach an overall market share of around 70%. In Sweden, thanks to the special design of the VHS, it was possible to meet the stringent local legislation on environmental protection.

In Australia, for instance, the law lays down that under normal work conditions all dust emission from devices on top of bins or silos, like venting

filters and pressure relief valves or any other plant equipment, have to be carried to a height of one metre above ground level.

Unlike spring-loaded pressure relief valves like WAM®'s VCP-type, the VHS Pressure Relief Valve provides the possibility to collect and channel the dirty air flow that has been emitted during filling or as a result of abnormal pressure conditions inside the bin or silo, thus avoiding pollution of the environment.

In addition to this, VHS instantaneously re-establishes pre-set stand-by conditions after its activation as a result of either excess or negative pressure conditions; all this at a much higher air volume rate than VCP.

The performance of VHS was considerably improved through a new geometric design with one instead of two outlets introduced in 2004.

At present VHS is produced in much smaller numbers than VCP. However,

its superior performance makes it a valuable alternative option and problem solver in those cases where national environmental laws or particular characteristics of the dust handled (toxic properties, chemical reactions, risk of contamination) require a more sophisticated approach than can provide standard applications.



VHS Valve and SILOTOP® R01 in CONCRITE Concrete Plant in Sydney, Australia

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

## WAM PRODUCT - MANUFACTURING BASE IN CROATIA

INTEGRATION OF GLOBAL QUALITY MANAGEMENT IS AN ESSENTIAL ASPECT IN THE STRATEGY OF INTERNATIONALISATION OF WAMGROUP®

Established in 2003 in the Croatian Varaždin county, WAM Product has since become one of WAMGROUP®'s European key man-



*WAM Product Factory*

ufacturing locations. In Breznički Hum, a small town with a population of less than 1,600, situated fifty kilometres north of Zagreb, WAM

Product currently manufactures EXTRAC® Bin Activators, Bulk Bag Fillers and Dischargers, as well as Pressure Relief Valves.

The Group's European Trading Subsidiaries directly buy from their Croatian sister company following an annual planning for the stock items.

Like all the other WAMGROUP® manufacturing divisions, WAM Product limits itself to producing machines and equipment which have been designed and developed at the WAMGROUP® headquarters in Ponte Motta, Italy.

The entire factory layout including the different production lines, has also been designed by a special unit from

the Italian headquarters as one of the many corporate services.

Implementation of further WAMGROUP® products being simply a matter of time, WAM Product is now preparing for ISO quality management certification.

The extension of the current built-on area of 8,500 square metres to a total of 11,000 square metres is well under way.



*EXTRAC® Bin Activator Production*

[www.wamproduct.hr](http://www.wamproduct.hr)

## THE SELECTION OF MARKETS FOR OLI® PRODUCTS

*A new marketing approach sets an example within WAMGROUP®*

From April until October 2007, Luca Paltrinieri, a student from the University of Modena and Reggio Emilia (Italy) worked as a trainee with OLI S.p.A. After starting his business management studies in 2001 at the faculty of economics he



*Luca Paltrinieri and Giorgio Gavioli, GM of OLI S.p.A. on the day of Paltrinieri's graduation*

chose International Management, Marketing and Distribution.

The main goal of his training was to create relatively simple guidelines and procedures for the appropriate selection of markets worldwide in order to determine which are most promising in terms of future growth of OLI® on a global level. The result of ten months of research was a user-friendly ranking pattern that allows an easier comparison between markets which are very different from each other. This analysis is mainly based on some macro-indicators such as GDP, import and trade barriers, but also on specific industry indicators, such as values and trends in the construction and the mining industry. All the

data necessary to compare countries were found on-line in the websites of important international organizations like the one of the United Nations. The pattern can be applied to other countries and be easily repeated. Thanks to this development, now international market selection can be based on a standard rather than as a response to market rumours or unsolicited orders.

Luca Paltrinieri graduated not long after his training with OLI® on March 14th 2008. The same month he joined the world of WAMGROUP® as Foreign Customer Assistant with OLI S.p.A.

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

# OLI VIBRATOR'S BREAKTHROUGH IN DRY-CAST CONCRETE-PIPE MACHINERY

As a user of vibration technology to manufacture dry-cast concrete pipes, HAWKEYE, leading manufacturer of concrete-pipe machinery in the United States, recently reached



an agreement with OLI Vibrator of Duluth, Georgia, regarding exclusive distribution for North America of the MVE 1310/3 External Electric Vibrator model supplied by the WAMGROUP® member.

HAWKEYE GROUP, based in Mediapolis, Iowa, stands for high quality products. From now the name OLI® will be associated with the quality and reliability of the HAWKEYE brand in the building and construction industry, as HAWKEYE makes no secret of the origin of their vibrators.

The picture was taken at the

HAWKEYE booth during the MCPX exposition in Denver, Colorado, earlier this year.



*HAWKEYE booth at MCPX in Denver, Colorado, USA in February 2008*

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

## WAM INC. AT CONEXPO 2008

Once every three years the city of Las Vegas in the desert state of Nevada hosts CONEXPO - CON/AGG, the foremost exposition for the construction industry in the United States. A record-breaking attendance of almost 145,000 makes this "the place to be" if you are involved in the business in this part of the world.

WAM Inc.'s Georgia Division was not new to the event participating for the fourth time in a row.

Over the years WAM Inc. has succeeded in establishing itself as the number-one manufacturer of Cement Screw Conveyors both in the ready-mix and precast concrete industry making

the ES model the one-stop solution for the sector. Screws apart, SILOTOP®

was the other booth magnet that enjoyed many visitors' interest.

*Staff from WAM Inc. from Atlanta, WAM LatinoAmerica from Miami and WAMGROUP S.p.A. from Italy at their booth at CONEXPO in Las Vegas, Nevada.*



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

## VISITOR FROM COLUMBIA UNIVERSITY, NEW YORK

It came as a bit of a surprise to the management of WAMGROUP S.p.A. when they received a request for an interview from Josh Whitford, professor at the "Center on Organizational Innovation" at the Department of Sociology at Columbia University, New York.

Prof. Whitford explained he was conducting comparative research on internationalisation of the engineering industry. In his research he compares various regions in Italy, Germany and

the United States, as well as some emerging countries. The area around



*Prof. Whitford with WAMGROUP® Chairman & C.E.O., Vainer Marchesini*

Modena is of particular interest due to its high concentration of "pocket-size" multinational companies and their innovative strategies.

WAMGROUP® looks forward to learning about Prof. Whitford's research analysis later this year.

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

## COMPLIMENTS FROM A CUSTOMER

It is certainly enjoyable to receive a customer's acknowledgement as happened to the Bangalore branch of WAM Bombay earlier this year.



Samir Kshirsagar

Plant Manager & City Head Maintenance of GRASIM Industries of Hyderabad, sent the following letter:

*"We are pleased to inform you that we had procured WAM®'s EXTRABEND® January 2007 and immediately used it in one of our cement silos.*

*We had monitored the performance of the EXTRABEND® and also had compared its life with the earlier used M5 bend. We feel happy to inform you that it has lasted for more than one year and is still working without any leakage as against one month life of M5 bend.*

*We are satisfied with the performance of the EXTRABEND®."*

Acknowledgements of this kind confirm the importance of sharing views on product design with customers, since it is they who are able to judge best the performance of the equipment.



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

## ACKNOWLEDGEMENT FOR LOYALTY

*On December 5th last year the Italian 2007 labour prizes were awarded at the "Auditorium Parco della Musica" in Rome.*

*WAM S.p.A. had presented Mr Luigi Bulgarelli as candidate for the "Acknowledgement of Excellence" for his loyalty, behaviour and attitude towards the company, as well as his dedication, interest in improvement and development, his great sense of responsibility and his outstanding*



*professionalism throughout his thirty-five years of employment with WAM S.p.A. The Technical Scientific Committee of the Emilia Romagna region considered the candidature proposed by WAM worthy of the acknowledgement of the award.*

## Next Issue Preview

The first piece of turf was turned at the end of April 2008 for what will be the biggest manufacturing plant WAMGROUP® has so far set up outside Italy.

Situated in the city of Wuxi, some 130 kilometres west of Shanghai, the plant will excel through its size and

architectural features. According to the builders it should take less than seven months to complete the project. After the experience with the WAM Shanghai factory in Shanghai-Pudong in 2005, we have no doubts about this forecast from the builders. Things are done fast in China.



Computer simulation of the new WAMGROUP® factory in Wuxi, China

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

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