

## MANUFACTURING AND TRADING IN ROMANIA

*Giovanni Pifferi was born 37 years ago in Modena, Italy, where he took a degree in Mechanical Engineering at the local university. Between 2006 and 2012, he covered a number of positions in the purchasing department of the Fiat Group, as among which that of supplier quality engineer and senior buyer at Maserati. In June 2012, Pifferi joined the Purchasing Department at WAMGROUP S.p.A. In 2016, he took over the post as General Manager at WAM Romania Manufacturing.*

*Octavian Surcelea (36) was born in Campina, a stone's throw away from the WAM Romania factory. He holds a degree in Mechanical Engineering and Business Administration from Transylvania University in Braşov. After a brief stint in the furniture sector, he joined WAM Romania in 2006 taking the post of Sales Manager. In 2015, he became General Manager of the newly established WAM Romania Trading.*

**Newsletter** What is the current situation in your market?

**Surcelea** The Romanian economy largely depends on EU funding. While you will find customers who are aware of quality, the market is predominantly price-oriented.

**Pifferi** Right now the market is very dynamic. In the last three years, the GDP has been constantly increasing. This growth is producing a "natural selection" of suppliers and a

more structured model of interaction both inside and outside the company.

**Newsletter** Any particular characteristics of your market, the mentality of customers, traditions, obstacles and challenges?

**Pifferi** In production, the main goal now is to form a team able to develop along with the company's business. Another challenge is to identify reliable long-term



Octavian Surcelea and Giovanni Pifferi

more and more choose Romania as their Eastern European headquarters, which is good for our business.

**Newsletter** What are the major challenges for you at this moment?

**Surcelea** Brand marketing in the waste water treatment sector.

**Pifferi** Aligning our production with WAMGROUP®'s best practice and covering the gap in terms of quality and efficiency. To achieve this we are working on machinery, processes and mostly on our people.

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***"Right now the market is very dynamic. In the last three years, our GDP has been constantly increasing. This growth is producing a 'natural selection' of suppliers."***

goods and service suppliers.

**Surcelea** Romania's export rate is still very low, although some OEMs have started looking into North Africa and some European countries. On the other hand, multinational companies

## EDITORIAL



Dear Reader,

**Against the backdrop of an ever-increasing risk of conflict and an identity crisis of civil society in the old industrial nations, WAMGROUP® still looks back on a particularly good year.**

**The tireless efforts of our trading subsidiaries to transfer the strategy that has proved successful in one industry is now bearing fruit to others. Moreover, the Group's new products are gaining market share underlining the Corporate mission of developing through being innovative.**

**WAMGROUP® people from all over the world are now preparing for the Company's 50th anniversary in 2018. An important milestone for its founder, Vainer Marchesini, as well as for a couple of generations of workers, office staff and managers, there will be special celebrations on the occasion of the opening of the new Technology Centre in June and a few events for customers from all over the world.**

Best wishes,



Michael Grass

WAMGROUP®  
Public Relations Manager

## ...I SAY GOODBYE AND YOU SAY HELLO...

*Ciuperceasca, Romania, November 2017*



**WAM Romania Trading's General Manager, Octavian Surcelea, standing in front of the former SILOFAB™ workshop**

Octavian Surcelea is a man with a sound sense of humour and a burning passion for music. Spending time with him means that sooner or later you will have a good laugh together or reminisce about whether the 70s' music was better than the 80s' or vice versa (personally, I am for the 70s). When I came to Ciuperceasca in November to prepare this issue of our Newsletter, at one point Octavian turned serious and almost



a bit wistful. It was when we passed the former SILOFAB™ workshop. WAMGROUP® started manufacturing bolted silos in 2010 choosing Ciuperceasca as a location. Octavian's eyes begin to shine when he

tells the story of how the business slowly developed with a number of WAMGROUP® subsidiaries placing their first orders and later becoming regular SILOFAB™ customers. Though entitled to be proud of being the person who initiated the business, he had to come to terms with the relocation of production to where most of those silos were needed, namely in Turkey and the Middle East. In 2016, the change was completed with WAM Eurasia starting production at their premises. For Octavian, who gave his full support to his Turkish colleagues, the famous Beatles lyrics had to be slightly modified.



Michael Grass

# WAM ROMANIA COMPANY PROFILE

*Ciuperceasca, Romania, November 2017*



While WAM Romania Trading's general manager, Octavian Surcelea, has been recently extending his activities to Bulgaria setting up a branch office in the city of Varna on the Black Sea, WAM Romania Manufacturing's general manager, Giovanni Pifferi, sees the possibility to increase his company's turnover in the double-digit range in 2017 as compared to the previous year.



Adequate investments provided, doubling the sales turnover within the following five years is in reasonable reach. "In 2017", Pifferi continues, "We have invested considerable resources in the purchase of a new laser cutting machine and in the implementation of the SAP software. These two investments will hopefully contribute considerably to the future growth of WAM Romania Manufacturing.

WAM Romania currently manufactures WETMIX™ Mortar Mixers, Micro-batch Feeders,

DUSTSHAKE™ Silo Venting Filters and TECU™ Fume Dust Filters, the CONSEP™ Concrete Recycling System, steel-fabricated Butterfly Valves, as well as fabricated parts for SEPCOM™ and tanks for SPECO® machines.

In addition to production, the WAM Romania Technical Department makes an important contribution to designing WAMGROUP® machines. Corporate Marketing Communications also rely on the support of WAM Romania's highly competent staff. [www.wamgroup.ro](http://www.wamgroup.ro)



WAM Romania manufacturing plant in Ciuperceasca

## ALUMINIUM PIGMENT PASTE PRODUCTION

*Zlatna, Alba County, Romania, since March 2016*



WBN Ribbon Blender by MAP®

Since beginning production of aluminium pigment paste back in 2001, Romanian company Alba Aluminii, has become one of the major players in the global AAC (Autoclaved Aerated Concrete) and

Coatings markets.

In 2015, Alba Aluminii contacted WAM Romania Trading for a quotation on a process machine to mix aluminium powder with a special liquid.

Their goal was to obtain a homogeneous aluminium paste as one of the components for car body coatings.

The solution was a WBN-type 2,000-litre Ribbon Blender by MAP®. The ribbon flight-blending tool proved to be the ideal solution ensuring gentle mixing of the delicate ingredients in a 4-hour batch cycle.

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



## WOOD GLUE PRODUCTION FOR FURNITURE INDUSTRY

*Sebeş, Alba County, Romania, October 2017*



EI Bucket Elevator and TCG Drag Chain Conveyor by RONCUZZI®

Earlier this year, WAM Romania Trading received an enquiry from Kronospan in Sebeş, a manufacturer of wood boards, worktops, panels, edgings, foils, high pressure laminate (HPL), and lacquered high-density fireboard (LHDF). For the production of wood glue, urea granules are an important ingredient of the recipe. To convey the granules from the storage tank to the reactor vessel mechani-

cal conveyors are an appropriate choice. The solution were an EI-type Bucket Elevator and three TCG-type Drag Chain Conveyors by RONCUZZI®.

In this sector, heavy-duty conveyor design with

increased casing thickness is a common request. Increased drive power is another one. To ease maintenance the drive unit of the bucket elevator requires the option of being manually actuated.

WAM Romania looks forward to using this project as a reference after commissioning in 2018.

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



EI-type Bucket Elevator

# LIVE BIN BOTTOMS IN ROMANIAN CORN MILL

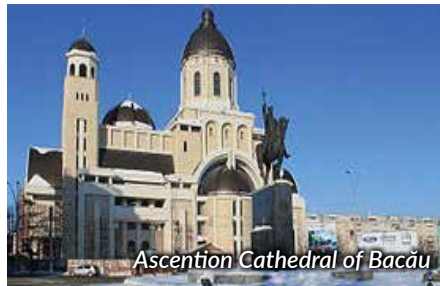
*Bacău, Romania, since October 2015*



Founded in Bacău, Romania, in the same year as WAM®, Pambac has become one of the best-known names for bread and pasta in Romania. With a strong local tradition, Pambac kept the miller's craftsmanship alive, adding in the production process modern machinery of the highest technological level.

From their website, you can learn that among the company's eighty different products there is a daily production of sixty tons of ground corn meal. The corn flour that results from process-

ing is destined to both domestic and industrial usage. Corn flour is known to be an extremely difficult material to



discharge from storage silos. To overcome this problem the outlet cross

section of the silo has to be as wide as possible. Under the rectangular shaped silo outlet, a Multiple Screw Feeder or Live Bin Bottom is fitted to ensure problem-free operation.

To upgrade their corn mill, in 2015, Pambac ordered eight twin-shafted screw feeders from WAM Romania Trading. The corn extracted from the different storage cells is discharged by the screw feeders through chutes straight into the bagging machine.

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



# MUNICIPAL WASTE WATER TREATMENT

*Luduş and Iernut, Mureş County, Romania, since October 2015*



Municipal and industrial waste water treatment has been one of the main pillars for WAMGROUP® for some time.

Since the late 1970s, the Group has invested in the development of numerous machines and equipment dedicated to this industry. It all started with Archimedean water screw pumps followed by sludge conditioning mixers and shaftless screw con-

veyors for the handling of screenings as well as sludge.

More recently, WAMGROUP® has taken special interest in mechanical effluent pre-treatment. Due to the acquisition of SAVI® and its range complementary to SPECOR® products, WAMGROUP® is now able to provide comprehensive state-of-the-art pre-treatment solutions through its global trading subsidiary network.

Overcoming the big challenge of being included in public tender specifications by contracting engineers, WAM Romania has been particularly successful in winning orders from the waste water sector. Global player, VEOLIA, in fact put their trust in SPECOR®'s WASTEMASTER® Compact Plant for installations in the municipalities of Luduş and Iernut.

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



# DRY MIX BUILDING MATERIALS PROCESSING

*Roznov, Neamț County, Romania, since 2014*



For decades, manufacturers of dry building materials all over the world have come to trust WAMGROUP® machines and equipment as the one-stop solution in the industry. Over the years, drymix processing plants have become more and more sophisticated in terms of recipes, which has resulted in high-tech products for both industrial and private use. Nowadays, a little more than basic knowledge is required when going to the DIY store, if you're

going to pick the right product. What has been tried and tested in the lead-



*Roznov plant*

ing industrial nations earlier has been exported in the last two decades to

developing countries. Due to the complexity of the processing plants and the increasing requirements in terms of performance and process repeatability, the material producers need to see in their supplier a reliable partner.

WAMGROUP® companies worldwide are able to guarantee such a service as provided by WAM Romania Trading for the plant in Roznov.

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



# INTERNATIONAL INTERNSHIPS

*Modena, Italy, 27th September 2017*

In September the University of Modena and Reggio Emilia, UniMoRe, presented their project of International Internships in collaboration with the China Project Association. It is not the University's first initiative of this kind. Back in 2010, WAMGROUP® had supported a project headed by the former vice chancellor of Modena University, Sergio Paba (see Newsletter issue No.2, September 2010).

Seven years later, international internships promoted by UniMoRe have become reality.

Introduced by Chancellor Angelo Oreste Andrisano, Vice Chancellor Sergio Ferrari, and Head of the "Enzo Ferrari" Engineering Department, Alessandro Capra, WAMGROUP® was given the opportunity along with other renowned companies from the



*Simona Stradi of WAMGROUP® HR giving her talk in front of a slide of the Wuxi plant*

provinces of Modena and Reggio Emilia, to present the company to the students.

Simona Stradi of WAMGROUP® Corporate Human Resources illustrated to the audience the vast

career opportunities offered by a global player like WAMGROUP® with production plants and trading subsidiaries of its own in over forty countries across five continents.

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## NEXT ISSUE PREVIEW



*WAM Product premises*

Ten years before Croatia finally joined the European Union, WAMGROUP® decided to open a production site in the Balkan nation. Located in Breznički Hum next to motorway E65, a small municipality in the Varaždin County some 50 kilometres from the country's capital, Zagreb, WAM Product has turned into one of WAMGROUP®'s major manufacturing plants. State-of-the art production methods and processes at WAM Product are constantly improved and reflect WAMGROUP®'s concept of global quality management. Read more about WAM Product in the next Newsletter issue.

### IMPRINT

Published by:  
WAMGROUP®  
Communications Centre

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