

## WAM Italia - A New Concept On Home Ground

In May 2010, after a delay caused by the worldwide economic crisis, Paolo Verasani (52) was appointed general manager of WAM Italia S.p.A. The newly established trading company's task was to market WAMGROUP® products in Italy, the Group's home country. Paolo Verasani, who joined WAM® in 1982, together with his team, takes credit for a successful WAM Italia start-up. Since Mr Verasani was recalled into the ranks of Corporate Services in September 2011, Gianni Salvioli (36), WAM Italia's Sales Manager, has been temporarily taking charge.

**Newsletter** Mr Verasani, we hope you won't be offended if we refer to you as a WAM® veteran.

**Verasani** Not at all. WAM® is as much a part of me as I am a part of WAM®. In 1982 I started my career as area manager for France and Germany. From 1991 until 2006 I was responsible for European sales including Italy which gave me the opportunity to establish personal relationships with a large number of customers.

**Newsletter** Mr Salvioli, please tell us about your story yourself.

**Salvioli** I started with WAM® as a salesman for the food sector in 1998. Since 2006 I have been responsible for domestic sales in Italy.

**Newsletter** No subsidiary has more experience in domestic sales than you, and yet, you are among the "youngest" affiliates. How do you deal with that?

**Verasani** Despite our long-term presence on the market we had to learn how to stand on our own feet. While we were part of WAM S.p.A. our only task was sales. Now we have to cover all the other activities too.

**Newsletter** How is WAM Italia performing in 2011?



Paolo Verasani and Gianni Salvioli

**Verasani** Our core business, construction, is still suffering quite badly, while both the food and the plastics sector are up 20% equalling the 2008 figures.

**Salvioli** We are now focusing on livestock farming with the SEPCOM® Solids-Liquid Separator and on the biogas sector with both SEPCOM® and our TCB Biomass Feeding System. We can also see very promising opportunities for WAM® products in abattoirs and animal by-products processing, as well as for SPECO® products in both municipal and industrial applications.

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## Editorial



Dear Reader,

“Think global - act local” is a slogan WAMGROUP® has identified with over time. To make this idea become reality is the task of many. It took the Executive Committee some time to decide which avenue to take towards a common ERP (Enterprise Resource Planning), the requirements of subsidiaries staffed with a number of people ranging from two to a few hundred, being diverse to the extreme. Nevertheless, a decision had to be made. Following the first releases of the new *iCON* configuration software, 2011 saw the kick-off of a global ERP project starting with the implementation at the Group’s manufacturing plants in China, Croatia and Italy.

To see ideas taking shape as previously imagined may be rewarding, to see new opportunities in the process of implementation, on the other hand, represents a new challenge.

Best wishes,

Michael Grass  
WAMGROUP® Public Relations Manager

## The Global WAMGROUP® E.R.P. Project In Progress

*Ponte Motta, Italy, Summer 2011*  
by Paolo Gavioli, Corporate IT Manager

When I’m asked to give a definition of the term E.R.P. in a non-technical way, I like to refer to it as a new common, synthetic language. Let me share with you how we are trying to create this common language.

Once we had selected our partner for the supply of a software platform, our consultants carried out an analysis which resulted in a blueprint. Since March 2011 we have been analysing and defining processes and procedures on paper to enable us to parameterize the new system. It has to be said that so far each WAMGROUP® subsidiary has run their own local system and has, therefore, applied their own rules and procedures. Consequently, with some fifty subsidiaries spread around the globe, the analysis and definition of common procedures could easily become a nightmare. To bring light into darkness we had to pick out model cases. Priority was given to our manufacturing companies since the new E.R.P. requires revision of machine and equipment standardisation too, with updated encoding and bills of material. In that we have to make sure that all data are certain and reliable so we can guarantee trouble-free implementation in China, Croatia and Italy.

In the next Newsletter issue our readers will be updated on how implementation is proceeding.



Paolo Gavioli

## RONCUZZI®, an additional asset for WAM France

*Successful Collaboration With French Asphalt Plant Manufacturer Since 2008*



ERMONT, a leading French manufacturer of asphalt production facilities, uses bucket elevators on a regular basis to transfer aggregate

from the drier to the mixer.

Since 2007, WAM France has continuously intensified their collaboration with RONCUZZI® which boasts vast experience in bulk material handling, especially for large capacities in port applications. Today RONCUZZI® offers a comprehensive range of Bucket Elevators and Drag Chain Conveyors.

RONCUZZI®’s Bucket Elevators, in particular, attracted ERMONT’s special interest. In 2008, the first unit was delivered to the customer’s total satisfaction.

Since then, through WAM France, RONCUZZI® has supplied eight more Bucket Elevators directly to the asphalt mixing plant sites.

[www.wamfrance.fr](http://www.wamfrance.fr)

# WAM Italia - Younger Than Ever

*ESTABLISHED ONLY IN 2010, WAM ITALIA'S STAFF LOOKS BACK ON 40 YEARS OF EXPERIENCE IN DOMESTIC SALES*



*WAM Italia S.p.A. in Ponte Motta di Cavezzo (Modena, Italy) 2011*

It all began in Italy back in 1969 with Vainer Marchesini setting up his first workshop. Predictably the firm's very first customers were from the area. Only a few years later the company would take its first steps towards exporting its goods to nearby countries. Marketing in those days was mainly based on gut feeling rather than complex market analysis.

In time the Italian market had been repeatedly used as an experimental area for new products, as well as for new sales and marketing strategies. In the new millennium WAM S.p.A. was no longer the Group's only manufacturing company. Its time as parent company was up, with WAMGROUP S.p.A. taking over as provider of services to the Group. The corporate strategy of cost leadership called for slimlining the companies and clear delimitation of tasks. One of the main consequences of this strategy for all manufacturing affiliates is to separate production from trade. It was obvious that the very first clear distinction had to be made in the Group's home country, Italy.

May 1st, 2010, finally saw the kick-off of WAM Italia S.p.A., a trading only WAMGROUP® subsidiary with the

task of marketing WAM® products on the domestic market. The product range included all WAMGROUP® Divisions except OLI®, FLITECH®, TECNO-CM, TOREX®, RONCUZZI® and MAP®, which makes WAM Italia an odd case among WAMGROUP® trading subsidiaries worldwide. The close proximity to Corporate Headquarters,

on the other hand, puts WAM Italia at the foreground when it comes to breaking new ground.

After a struggling start overshadowed by the 2009 global crisis, WAM Italia is now heading for new sectors with innovative products.

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



*First workshop "Officina Marchesini Vainer" in 1969*

# WASTEMASTER® TSF V01 by SPECO®

*COMPACT PLANT FOR MECHANICAL WASTE WATER PRE-TREATMENT IN MUNICIPAL OR INDUSTRIAL WASTE WATER TREATMENT PLANTS*



*New WASTEMASTER® TSF V01*

In the late 1980s SPECO® first started the development of the WASTEMASTER® range of Compact Plants. Today this product range meets the requirements of users everywhere in the world and offers a professional solution for virtually all market demands.

Thanks to its long-term experience in the waste water industry, SPECO® today is capable of offering a new solution dedicated to mechanical waste water pre-treatment: the WASTEMASTER® TSF V01 as an answer to the current market needs in terms of quality, maintenance, safety, environmental protection and price.

The plant offers an improved performance as compared to its predecessor, with a new modular design, an adjustable extracting screw and a fully floating grease scraper (patent pending), providing customers with the benefit of a particularly quick return on investment.

The modular WASTEMASTER® is designed for treatment of effluents either pumped or flowing in by gravity from the sewers.

The TSF V01 consists of a screen with

a shaftless screw for solids extraction and a tank for sedimentation of sand, as well as a flotation device for grease and other floating matter (TSF 3 only).

In the bottom of the tank a longitudinal shaftless screw is installed which transfers the sand to an oblique screw feeder for disposal.

The SPECO® concept of pre-treatment contributes to reducing installation and maintenance costs due to a considerable reduction in civil works (only a flat foundation is needed)

and easy accessibility to all mechanical components.

Thanks to its modular structure, a large variety of configurations is possible in terms of water treatment flow rate and sand sedimentation performance. Right Hand and Left Hand versions for an optimised plant layout are available.

The WASTEMASTER® TSF V01 solves a number of maintenance and environmental problems.

The fully enclosed construction makes the machine eco-friendly both in terms of odour and biological hazards, since the operator does not come into contact with waste water.

The bolted wear bars, screws and brushes can be easily replaced, although this will only be necessary after years of operation. A further contribution to maintenance cost reduction is the fact that all plant components are comfortably accessible, while spare parts are reasonably priced.

The integrated screenings

compacting system contributes to weight reduction. The screenings volume can be further diminished through use of a screenings washing system which reduces the organic matter and increases compaction efficiency.

Advantages of WASTEMASTER® TSF application compared to traditional concrete construction: economical; minimising infrastructure costs; minimised footprint; reduced running and maintenance costs; easy maintenance; easy replacement of wear bars, brushes and gear motors; inspection and maintenance hatches in all critical areas of the entire tank surface.

All the above-mentioned features are the result of SPECO®'s 40 years of experience in waste water treatment. They are a clear answer to current market requirements.

SPECO® offers a large variety of solutions to improve plant productivity, to ensure quality of production, to help protect the environment and reduce energy and maintenance costs. The SPECO® range consists of Screw Screens both for in-channel and in-tank application, Screw Compactors, Grit Classifiers, Septic Tank Receiving Stations and Compact Plants, all manufactured from stainless steel.

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



*WASTEMASTER® installation in Prado del Rey, Andalusia, Spain*

# Hydropower by Archimedean Screws

*Treviso, Italy, April 2011*



*Left to right: original watercourse with big fan gate, small by-pass channel for water life preservation, hydrodynamic screw PAE*

To generate hydro-energy a certain quantity of water always available and an exploitable vertical drop are needed. Recent technological innovation in the area of hydrodynamic screws enables production of clean, renewable energy through small, low-cost hydro-electric plants. These plants have a low environmental and territorial impact.

RONCUZZI® designs and manufactures a system for the generation of clean electric energy: the hydrodynamic screw PAE.

The installation near Treviso in northern Italy was set up next to an irrigation canal with a generally constant flow rate of approximately 2.5 cubic metres per second. First a water bypass from the canal was made. To set the screw in motion the water has to enter the by-pass basin. At the level of the installation there is a vertical drop of about 2.3 metres.

A fairly wide grid is enough to pro-

tect the plant from large size foreign bodies such as trunks or branches from trees. With this type of screw there is no need for a fine screen. A small by-pass channel ensures that a minimum quantity of water can always flow out without passing through the plant. In this way any form of water life is preserved.

As soon as the big fan gate is lifted the water flow is interrupted and diverted into the screw. In case of emergency the fan gate is lowered in order to re-establish the original water course.

If there is a network problem or any kind of malfunction, a hydraulic gate is lowered immediately to completely drain the plant. To avoid any mechanical damage a magnetic emergency brake then slows down the screw until it stops completely.

Operation is simple: on entering the screw the water fills the gaps between the flights. As the screw fills up, the water moves it by gravity force until

it reaches its optimal speed. Inflowing water keeps the speed constant. The rotation of the screw activates the generator which is connected with a control panel which connects to the electricity network.

The efficiency of the hydrodynamic screw is very high and constant. Counters show at every moment the power produced, while an optional remote management system enables monitoring of the plant in real time.

All water used to produce energy is returned to the natural river bed or canal without any change or wasting of the environment and the hydrological system.

A video of the installation in Treviso can be viewed in English, German, Italian, French and Spanish at [www.youtube.com/user/wamgroupspa?ob=5#p/u/5/1ZiTeXjbm2Y](http://www.youtube.com/user/wamgroupspa?ob=5#p/u/5/1ZiTeXjbm2Y).

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

## Batch-Type Twin Shaft Paddle Mixers

**QUICK AND GENTLE MIXING - with MAP®'s WTS-type Twin Shaft Paddle Mixers - the ideal solution for virtually all industrial applications.**



WTS Twin Shaft Paddle Mixer

Since the 1980s MAP® has developed a unique range of Mixers which meets the requirements of every user and offers a professional solution for virtually every demand from the market.

MAP® considers their customers as partners and will do their utmost to offer anyone in any place in the world the highest possible quality product and service at the most competitive price.

Thanks to many years of experience in mixing technology MAP® today is

capable to offer a new dedicated solution for almost any type of mixing problem. The WTS Batch-Type Twin Shaft Paddle Mixer series is now ready for the market after in-depth engineering according to customers' requirements. The result is a new generation of twin shaft paddle mixers which combine reliable mixing quality with improved features and user benefits.

The WTS is the best solution to match market needs in terms of quality, maintenance, safety, eco-friendliness 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 WTS Twin Shaft Paddle Mixer is a Batch Mixer with two parallel drums each equipped with paddle shafts which promote a homogeneous mix regardless of particle size and density, with the added efficiency of counter rotation of the overlapping paddles.

The design provides gentle low shear



WTS 2000 for Animal Feed in Ukraine

forces enabling a rapid mix with low energy consumption.

The intensive mixing action ensures an optimum process even with delicate and easily degradable products without forming any fines.

The WTS mixer can be started under full load.

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

## WAMAIR® De-Dusting Filter Supply by WAM Malaysia

*Kuala Lumpur, Malaysia, May 2011*



Competing against fierce local and international competition, WAM Malaysia received an order for de-dusting a kaolin and quartz sand processing plant of SIBELCO, an internationally operating company with headquarters in Belgium.

The plant is located in Johore which is one of the most developed Malaysian

states, situated in the southern portion of Peninsular Malaysia.

The SIBELCO plant includes two insertable WAMAIR® filters with 270 m<sup>2</sup> filter surface each (composed by 5 x 54 m<sup>2</sup> units) and one insertable WAMAIR® with 90 m<sup>2</sup> filter surface (2 x 45 m<sup>2</sup>).

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

# The Magic of Engineering Polymers

*TECNO-CM Celebrating 20th Anniversary in February 2011*

Stefano Cavicchioli was twenty years old when he was employed by WAM® as a worker in 1977. His vast experience in the valve, gear reducer and filter departments awarded him in 1990 the post of general manager of a new venture: TECNO-CM.

How to gain a technological advantage over competitors if not through use of materials which enable complex design features along with outstanding physical and chemical properties? The answer was: Engineering Polymers. The new technology—since the early days promoted under the SNT™ brand—required substantial investment and staying power. Depending on the type of equipment component, the polymer materials were supposed to offer various characteristics—in some cases a combination of more than two of them—such as weight reduction, resistance to wear or chemical agents, hardness, durability, elasticity, self-cleaning and food-grade properties. The challenge was to find out which compounds would lead to the desired results. Once this hurdle had been cleared virtually any kind of design was possible. The higher the number of components manufactured using the new technology the



*TECNO-CM staff with General Manager, Stefano Cavicchioli, in centre*

lower the unit cost. To match the innovative industrial design features with metallic materials was an impossible task for competitors.

Apart from engineering polymer components for a vast variety of machines and equipment supplied by all WAMGROUP® manufacturing

companies, TECNO-CM now promotes their own product range which includes Polymer Elevator Buckets, Bucket Elevator Belts, Chains for Drag Conveyors and Inspection Tubes for Pneumatic Conveying Lines.

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

## Brand Awareness Through Associations

*Brussels, April 2011 - WAM B.H.M. Joining Belgian Concrete Federation*



once costs and benefits have been evaluated. For some time WAM B.H.M. had felt that they needed to enhance their presence on the Belgian market in WAMGROUP®'s core business, concrete production.

FedBeton ([www.fedbeton.be](http://www.fedbeton.be)), a concrete industry federation, represents virtually all Belgian companies that produce, transport and pump concrete. FedBeton presents itself as the main reference centre in Belgium for pre-

mixed concrete in all its applications. For WAM B.H.M. this seemed to be the

right address to reach the objective of creating more awareness of the WAM® brand in this sector. As exclusive partners of FedBeton for the Group's products in the next two years, WAM B.H.M. will be able to take advantage of the association's regional meetings for presenting the WAMGROUP® product range to its members. In this way WAM® will not only have the opportunity to pass on information but also to receive the latest news on the industry's requirements.

It will be of great interest to all the other subsidiaries to receive updates on this project.

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

To increase market share by joining an association can be of great help

# Open Day with WAM® & OLI® in Australia

*Kilsyth, Victoria (Australia), March 2010*

The two Australian WAMGROUP® subsidiaries held their inaugural Trade Open Day together in March 2010. Using the majority of their warehouse and offices they were able to showcase and demonstrate a large number of their range of equipment. On display were screws, dust collectors, bin activators, SILOTOP® filters, a full range of valves, accessories, spares and all of the OLI® vibrator range.

During the day they experienced a constant flow of trade visitors across a number of market sectors. Some visitors were surprised by the size and comprehensive range of products offered by both WAM® and OLI®. Even customers who were conversant with the range found new products and applications for their business and sectors. Sales were made for some equipment on the day with customers keen to discuss future projects and upgrades of equipment.

Due to the size and volume of equipment displayed some customers spent four to five hours viewing, trialling and discussing WAMGROUP® equipment and the applications in their industries. A barbecue lunch was enjoyed with

the WAM® and OLI® staff where some new and existing business partnerships were developed and fostered. All trade visitors that attended were supplied with a showbag with WAMGROUP® literature, a WAM® & OLI® shirt and some other promotional items.

This type of unique, cost effective marketing activity gives customers a rare opportunity to focus on the Group's range of equipment, roadtesting and discuss the applications for their business in a relaxed environment. In addition it gave WAM® and OLI® the opportunity to show the diversity and comprehensive range of industry solutions that WAMGROUP® offers.

It is obvious that Open Days will



*Hands on at the WAM Australia warehouse in Kilsyth, Victoria, Australia*

help raise the Group's industry profile so WAM® and OLI® are seen to be the first choice in providing equipment and solutions for both new and existing Australian customers. Both companies look forward to making this an annual event giving the trade the opportunity to meet with them, discuss and become familiar with both product ranges.

[www.wamaust.com.au](http://www.wamaust.com.au)  
[www.olivibrators.com.au](http://www.olivibrators.com.au)

## Next Issue Preview

After presenting the specialised "Sector Kit" for the Plastics Processing Industry in issue No.3 - December 2010 and the one for the Flour Milling Industry in issue No.1 - April 2011 of the WAMGROUP® Newsletter, it is now the turn of the Animal Feed Milling Industry, so far the most complex sector with almost forty selected WAMGROUP® product lines.

Since the first "Sector Kit" on

specialised machines and equipment for the Plastics Processing Industry has been issued, both WAMGROUP® sales staff and customers from the industries concerned have been able to appreciate working with this unique tool.

In the next issue of the WAMGROUP® Newsletter the concept will be explained again along with highlights on the fact-finding process.



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*strong ethics ....*

*.... winning spirit*

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