



## WAMGROUP® IN THE UNITED STATES

Marco Gentili (50) was born in Rome, Italy. After a degree in economics from "La Sapienza" University in Rome, he continued his postgraduate studies in Sweden, the UK, France and Singapore. After a training period at the WAMGROUP® headquarters in Italy, in January 1999 he took over as general manager at WAM Shanghai, a post he held until 2005. Due to family reasons he returned to Europe. Gentili rejoined WAMGROUP® in 2009 working as business developer for Scandinavia and various Eastern European countries. In 2011 he went across the Atlantic to become general manager of WAM Inc. in the United States.

**Newsletter** Mr Gentili, what are the major differences between the U.S. and China?

**Gentili** There are obviously cultural differences. 200 versus more than 5000 years of national history. English is fairly easy to learn. Mandarin, on the other hand, is one of the most complex languages.

**Newsletter** Where is it most difficult to sell our products?

**Gentili** So far, in China entry barriers for foreign technology have been very low due to the country's desperate need for know-how. In the United States, on the other hand, entry barriers are high because each and every technology is available. Here, if you want to be successful with a foreign product you should be able to offer something special or even unique.

**Newsletter** Can you see any similarities between the two countries?

**Gentili** Both countries are big by surface area and population. Americans and Chinese are both interested in innovation. Talking about companies, man-management is complex in both countries. Luxury goods apart, the Chinese market is generally price-sensitive. In the U.S., if your brand is well known, price sensitivity depends on your market positioning. In the early stages of market penetration, however, price is not an issue. What matters most is quality, reliability, availability and service.



Marco Gentili

**Newsletter** What are our main opportunities in the U.S.?

**Gentili** The market here is huge. In many industries our current coverage can be dramatically improved relying on the Group's vast range of products and application know-how. In almost 30 years we have learned the rules of the local market. We know that we have to specialise our distribution for each industrial sector using our skills and experience gathered previously in other industries.

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**WAMGROUP**

*strong ethics ....*

*.... winning spirit*

## EDITORIAL



Dear Reader,

The growth of companies usually cannot be described as linear; instead their development tends to take place at rising levels. The height of the steps to be taken may not always be the same, something you might only realise once you are right in front of them. Adapting the company's organisation to its budgeted business volume and getting fit for the challenges derived from the Corporate Mission is the key to success.

WAMGROUP®'s objectives for the coming years are ambitious, although perfectly in line with a process of internationalisation of its distribution network, as well as globalisation of its manufacturing system.

A year later, the 2012 earthquake so close to the Group's headquarters in Cavezzo can be considered a catalyst for renewal and modernisation of the company's organisation.

Best wishes,

Michael Grass  
WAMGROUP® Public Relations Manager

## WAMGROUP® SEMINAR FOR CENTRAL AND SOUTH AMERICAN SENIOR DEALERS

MIAMI, FLORIDA, MARCH 2013



WAMGROUP® Dealers during the seminar

**T**raining and sharing experience in selling and marketing WAMGROUP® equipment is something that the Corporate Management has believed in for many years.

The vastness of the area covered by WAM Latin in Miami, Florida, reaching from Mexico to Peru, across Colombia and Venezuela including all of Central America and the Caribbean, makes it necessary to bring people together to put faces to names and share the experience made in each country. WAMGROUP® Senior Dealers are able to provide added value to their local customers thanks to a high level of competence and professionalism, as well as availability of service and spare parts.

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



## OLI® AT BAUMA

MUNICH, GERMANY, APRIL 2013

**F**or OLI® participation at BAUMA in Munich, Germany, was an exceptional showcase and meeting point for people from all over the world who take an interest in construction machines and equipment. OLI®'s worldwide presence was featured by hands-on displays, multimedia presentations, and multilingual staff making visitors feel welcome.





# LIVING THE AMERICAN DREAM

WAMGROUP®'S LONG-TERM INVESTMENTS IN THE U.S. MARKET BEARING FRUIT

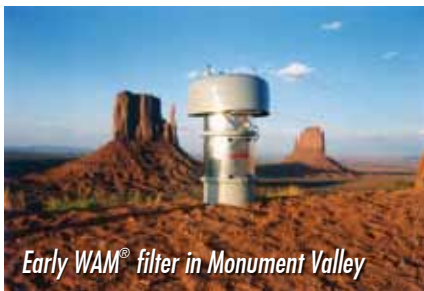


*WAM Georgia in Atlanta*



*WAM Texas in Fort Worth*

Under the WAM® brand, established in 1969 near Modena in northern Italy, WAMGROUP® specialises in the design, manufacture and distribution of bulk solids handling



*Early WAM® filter in Monument Valley*

and processing equipment for use in many different applications and sectors. With continued growth and the demand for global competitiveness, in the 1990s WAM® moved production beyond Italy with its expanding manufacturing plant in the United States. 1995 saw the setting up of an assembly line for round dust collectors with components coming in from Italy. In 1996, WAM® added production of Tubular Screw Conveyors and Feeders.

At the beginning of 1998, WAM Corporation moved into new premises with a large production and warehouse



*Production at WAM Texas*

area in a fast developing industrial estate in Lawrenceville near Atlanta. The factory in Georgia started production of screw conveyors and dust collectors in large numbers according to WAM® standards adapted to the requirements of the U.S. market.

2002 became an important milestone in the history of the company. By setting up WAM Inc. Texas Division in Fort Worth and changing the name of the Lawrenceville operation to WAM Inc. Georgia Division, WAMGROUP® doubled their forces on the North American continent.

From 2009 until 2011, WAM Inc. supported WAM Latin, the Miami-



*Tunnel project in New Mexico*

based WAMGROUP® subsidiary serving the Caribbean region, Central America and those parts of South America that are not yet covered by a WAMGROUP® subsidiary.

No matter what your requirements, you may be assured that WAM Inc. is always a dependable source for quality and reliability in screw conveyor equipment and related components. Today WAMGROUP® owns a 42,000 sq ft manufacturing facility in Metro Atlanta and a 92,000 sq ft factory in

Fort Worth, Texas. The company's know-how has been collected through field experience and extensive testing carried out in labs around the world. WAM® offers a wide range of different



*Powder Show in Chicago*

machines and a variety of accessories to best serve the unique requirements of each application. You will find WAMGROUP® equipment in nearly every sector where solid components have to be handled and processed. Staffed with decades of experience in applications of all kinds, WAM Inc. can provide the appropriate backup for the American customer base from all those industries where WAMGROUP® products are the most suitable choice for the process.

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



*Construction of the Wynn Casino, Las Vegas*

## OLI VIBRATOR - A STRONG PRESENCE IN THE U.S.

*GIANNI VARINI (59) WAS BORN IN THE PROVINCE OF BOLOGNA, ITALY. IN 1979 HE GRADUATED FROM MODENA UNIVERSITY IN ECONOMICS. IN 1986 HE JOINED WAM® WHERE HE WORKED AS AREA MANAGER, SECTOR MANAGER AND PRODUCT MANAGER UNTIL HE MOVED TO THE U.S. IN 1999. AFTER FIVE YEARS AT WAM INC. HE WAS APPOINTED AS GENERAL MANAGER OF OLI VIBRATOR.*



*Gianni Varini*

**Newsletter** Mr Varini, you have been with WAMGROUP® for a long time before you moved to the U.S.

**Varini** In the early days I wore several hats simultaneously. I started off in sales as area manager for northern Europe. Later I worked as sector manager for the plastics and chemical industry. Then I became product manager for valves, drives and dust

collectors. This multi-task role tapered out during the following years and eventually I kept the main focus on dust collectors. The experience with WAM® was terrific. I had exposure to a huge variety of industries and applications, not only in Italy but all over the world.

**Newsletter** In 1999 you started a new life.

**Varini** It was a big step indeed. After five years at WAM Inc. in Lawrenceville, Georgia, I was appointed as general manager of the newly established OLI Vibrator.

**Newsletter** How was this new experience?

**Varini** To start from scratch was definitely very challenging. A new location, a limited product range at that time, I was armed just with a very large “one-man-band-hat”.

**Newsletter** How is OLI® positioned

on the U.S. market today and what are the future opportunities?

**Varini** Today we are able to meet the market needs in terms of availability and cost effectiveness for almost the entire OLI® range of products. There still is a large market to be approached with new or even custom products and solutions. I can see major opportunities there. Some solutions are already in the pipeline. We believe we can offer our customer base some great



benefits: our ETL-certified assembly plant for the electric MVE range; our large inventory; our top quality customer service, and our sales constantly looking for new opportunities.



*Ribbon cutting on new assembly line in Duluth on June 28th 2012 (see Newsletter No.2/2012)*



# GIANT MIXER FOR LHOIST

ST. GENEVIEVE, MISSOURI, USA, APRIL 2013



Headquartered in Belgium, with production plants in numerous locations around the globe, Lhoist is a recognized leader worldwide in the lime industry.

The company invented a special lime product called *Sorbacal* which is injected into kilns in coal-fired power plants to absorb sulphur and toxic ingredients from the exhaust gases. Before *Sorbacal*, absorption was done using



traditional lime or soda ash. *Sorbacal* has a higher absorption ratio than normal lime and requires less product injection into the kiln. The end user can enjoy a technical and economical advantage.

With the invention of *Sorbacal*, Lhoist has been able to offer a premium product that requires particularly low dosing volume combined with an increased efficiency as compared to other products.

The first reactor for this application is located at Rheinkalk in Germany, a company that is owned by Lhoist.

It was in 2007 when Lhoist found in WAMGROUP® the right partner for the key equipment needed to produce *Sorbacal*: a continuously operating, intensive mixer/reactor which was modified to the customer's needs.

The first installation being equipped with MAP® mixing technology was a Lhoist plant in Beroun (Czech Republic) soon followed by a production plant in Hindlow (UK).

When Lhoist decided to enlarge their business, WAMGROUP® was able to contribute with new ideas and flexible, competitive solutions.

In 2012 the time was right for bringing *Sorbacal* to the U.S. market. Lhoist started production in their largest North American facility, Chemical Lime Co. in St. Genevieve, Missouri. And they started big time. WAMGROUP®'s mixing technology division was to build their so far largest machine, a continuous mixer with a total chamber volume of 25,000 litres (880 cu ft).

Production in St. Genevieve is able to take an influence on retention time, vessel loading and mixing intensity via a remotely controlled weir drive and a VFQ-controlled main drive. This has a beneficial impact on the quality of the mixed material.

One of the main reasons for Lhoist to enter a partnership with WAMGROUP® was the international presence of both companies. Lhoist is highly satisfied with the flawless operation of the mixers in the two European plants. They refer to the mixers as "hydrators". This positive experience made them feel more than comfortable about their choice for the plant in Missouri.

The foundations were poured between August and September 2012. Start-up was on April 10th 2013. The plant has been running smoothly at full capacity since May 2013.

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



## INSTITUTIONAL TRADE SHOWS

*BAUMA AND POWTECH IN GERMANY, APRIL 2013*



Exhibitions and trade shows are not only an excellent opportunity to showcase your latest products but also to communicate to potential customers the corporate key messages. The vastness of industrial sectors in which WAMGROUP® takes an interest today brings the number of trade show participations up to sixty in 2013.

Some of these events, however, excel in particular. In the Group's core sectors in building and construction the triennial BAUMA trade show in Munich, Germany, is one of these events. Another one is POWTECH which is held roughly every eighteen months in

the German city of Nuremberg. Though a lot smaller in size than BAUMA, POWTECH is the main meeting point for both OEMs and end-users who take a special interest in powder, granule and bulk solids technologies.

Consequently, both exhibitions are of institutional significance to WAMGROUP®.

In 2013 the two events came in rapid succession giving people from the marketing communications department one day rest in between the shows.



The new way of presenting the Group met the approval of the majority of visitors.

Rather than putting the entire range of products on display, WAMGROUP® tried to focus on new, innovative solutions and key messages. At BAUMA the emphasis was on decades of experience, industrial quality, large numbers of equipment supplied, as well as global presence. POWTECH, on the other hand, was a forum for high competence and know-how, problem solving ability and a one-stop-solution.

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

## THE ROAD TO A GLOBAL E.R.P.

*PONTE MOTTA, ITALY, SEPTEMBER 2013*



*Eugenio Giannotte*

The complexity of identifying as well as cheaply and efficiently accomplishing all the organisational and technical tasks required to achieve the definition of an appropriate model for a WAMGROUP® ERP (Enterprise

Resource Planning), has delayed the project on its way to implementation more than once. As Eugenio Giannotte—WAMGROUP® Chief Information Officer since January 2013—puts it: “Setting up an ERP is not an IT task but a corporate project which involves all the departments of the company. Procedures and workflows need to be adapted, while all staff have to be genuinely and utterly committed to changing towards a new organization”. Giannotte adds: “Following the rules of presumably best practices and with great efforts, not only from IT but also from the Corporate Purchasing and Legal Department, in the first months

of 2013 we have managed to realign our activities on the Corporate ERP project. Since June a team of IT, Business Process Owners and Key Users has been working on implementing the system in parallel with two trading subsidiaries (a large one: WAM Italia and a smaller one: WAM Belgium). These will be followed by a large manufacturer (WAM China) and a smaller one (WAM Croatia)”.

While final modelling and implementation will be completed by the end of 2014, roll-out with all WAMGROUP® subsidiaries will take four to five years.

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



# GREEN ENERGY FROM RONCUZZI®

## INSTALLATION OF HYDRODYNAMIC SCREWS BECOMING MORE FREQUENT

Green or renewable energy is a topic of particular interest to industrial and emerging countries alike. Apart from wind power, solar energy and biogas production, hydropower exploiting small to medium size water courses is becoming more and more popular in various areas. Italy, where WAMGROUP® member RONCUZZI® has so far supplied 30 Hydrodynamic Screws, is one of a number of countries that provide special incentives for this technology.

After the installation of two 3.4 metre diameter screws in Gravellona Toce near Lago Maggiore, in February 2013 RONCUZZI® placed three units of even larger size for the biggest hydroscrew plant in Italy to this date. The screws are located in Olevano Lomellina in the province of Pavia, near Milan. In



parallel the three screws bridge a drop of three metres reaching a nominal flow rate of 15 cubic metres per second. The total power generated amounts to 400

kWh. Annual production is estimated at 2.9 million kWh. By operating the plant, 670 tons of oil can be saved per year, thus avoiding 2160 tons of CO<sub>2</sub> emission.

A sister plant was started up in July just a few kilometres down the

road while an even bigger installation will go into operation nearby in 2014.

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



## WAM PRODUCT CELEBRATES 10TH ANNIVERSARY

*BREZNIČKI HUM, CROATIA, JULY 2013*

On July 1st 2013 Croatia became the 28th member state of the European Union, an event that has brought about great expectations from the population in terms of economic development of their country.

The employees of WAM Product, the Group's Croatian manufacturing plant, had double reason to celebrate since 2013 is the company's 10th anniversary. On July 4th, after their lunch break, workers and office staff gathered in the factory for a commemorative photo of a day to remember.



# NEW PRODUCTS FROM SPECO® DIVISION

PONTE MOTTA, ITALY, AUGUST 2013



Just in time for WEFTEC®, the Annual Water Environment Technical Exhibition & Conference held in Chicago in October and the major meeting point for people from the industry, the SPECO® Division of WAMGROUP® is promoting two new products in their range of waste water treatment equipment.

The first one is GRITSEP™, an innovative fluid dynamic sand and grit classifier which was designed using

advanced simulation software to be the most compact, economical solution, engineered for easy on-site assembly, reduced storage and transportation cost, as well as minimum maintenance costs. GRITSEP™ achieves a high level of sand/grit separation from sewage, as well as extraction and dewatering of solid residue.

The second product is a self-cleaning screenings compactor called WASTECOM™. Thanks to the particular design of the screw, screened fibrous materials can be

easily handled. The WASTECOM™ Compactor consists of a modular drainage chamber with a hopper, a compacting unit and a special flush end pipe for discharging the compacted material. Moreover, the drainage chamber made from SINT® engineering polymer enables self-cleaning and self-lubrication of both drainage and compaction chamber.

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



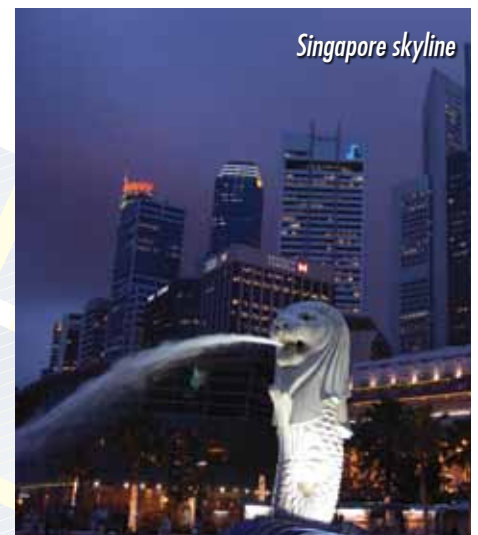
## Next Issue Preview

Founded by Sir Stamford Raffles as a trading post of the East India Company in 1819, Singapore has developed into a global hub as the world's fourth-leading financial centre. Its sea port is one of the five largest in the world. Singapore's Changi Airport ranks number seven among the busiest airports worldwide. The island state's geographical position and its multicultural population make it an important trade centre for all of South East Asia.

Cooperation between WAMGROUP® and Kelvin Goh, who later became general manager of the Group's fifth foreign trading subsidiary, goes back to 1983. By setting up WAM Far East

in 1989 as a WAM® franchise, doors could be opened not only to international groups based in Singapore but also to surrounding countries such as Malaysia, Indonesia, Brunei and the Philippines. In the present, a now fully controlled trading subsidiary, called WAM Singapore and managed by Angelo Vincenzi, coordinates the Group's business activities in the area.

In the next issue of our Newsletter we will focus on the special features of an area which promises to offer great opportunities for business in a variety of industries over the next decade. WAMGROUP® looks forward to seize all these opportunities.



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.... winning spirit*

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