



Our “Customer service”
goes
worldwide

**Supplier Meeting 2014:
“synergies to pursue”**

**Brevini Network introduces itself
Together “we can do more”**

**The Werther Campaldi Student Project
“New challenges” with Cecilia Camellini**

EDITORIAL

TABLE OF CONTENTS

TECHNICAL

Technical Support: an extra tool

It is a "bridge" between the end customer and the technical divisions of Brevini Fluid Power. It provides technical information to support sales. (Pag. 10)

ICT

WiFi is now "simple"

New connection opportunities in the operational offices of Brevini Fluid Power. Convenient internet connections. (Pag. 15)

QUALITY

An ever more stronger and coordinated team

Brevini Fluid Power strives for quality by making continuous investments and seeking more qualified human resources. (Pag. 14)

HUMAN RESOURCES

A 2013 "a full training" year

The total training courses implemented to enhance new competencies reached nearly 10,000 hours of attendance with the involvement of more than half of the entire workforce. (Pag. 5)

Our work plan for 2014

"Working together" for recovery...

The time for complaining, when all we could say is "it is not my fault, I cannot help it, it is the economic crisis!" has been over for a while now. Today it is a time to make a statement, where everyone, customers, collaborators, employees, suppliers, banks and mainly all stakeholders can say that the goal for 2014 is to "work together for a sustainable recovery". The keyword is to "work together" for recovery.

We at Brevini Fluid Power started this "journey" in many ways never attempted before and we did it with conviction.

Shareholders first. The Brevini Group continues to invest to stay competitive, giving continuity to a group under the same ownership and a major value to a business experience whose focus in one word is "growth" for new industrial plants set out by Brevini Fluid Power and Brevini Power Transmission.

Growth means work, it means making reliable investments and the opportunity for everyone to "see beyond the crisis". From here, "work plans" and theories can be pursued. We have a work agenda that is practical and whose deadlines are met thanks to the efforts that Brevini Fluid Power has asked to all of its stakeholders for the entire 2014 and beyond. Commitment. This is the keyword, commitment.

Employees and collaborators who have to accomplish the goals set for the 2014 budget have accepted the challenge. This budget set a turnover of Euro 103.5 million to be accomplished by the Brevini Fluid Power group, with 70% from businesses abroad and margins that can guarantee the flow of the required investments. The Sales Meeting 2013 that was held in Reggio Emilia in November has sent a clear message: "alone, we cannot make it". This is why

we have a Supplier Meeting dedicated to suppliers, our new branches, new products, more emphasis to internal human resources, but also to those who have an impact on our daily work, dialogue with banks to clearly explain how we want to grow.

Transparency is another keyword. We have explained and will continue to explain why "our growth is possible" and why those efforts will be the way to recovery. In Italy there is still a negative climate, but by continuing to say that is it difficult, is not enough". This newsletter can provide you with thorough information that can be used along with those of other network companies of the Brevini Group to help us all overcome this challenge, because "growth" is possible.

Wishing you success!

Vito Bonafede
C.E.O. Brevini Fluid Power



New top management for VPS BREVINI

Vito Bonafede, managing director of Brevini Fluid Power and new chairman of the company of Bologna that further integrates with the Brevini Fluid Power group to help accomplish the systems' solutions (pump, distributor and motor). Loris Saccani, vice chairman of Brevini Fluid Power since January 2014, is now the managing director of VPS. The goal is to develop synergies

within the group by starting from those made possible with the shareholding of VPS in the Brevini Network company. The new directors were given a mandate to expedite the integration of the VPS technical office with the Industrial Group of Brevini Fluid Power. The VPS distributors are in fact well suited for applications in the mobile sector where high performance is demanded.



BREVINI GROUP

Brevini Network: “ideas to compete”

The network business that will unite Brevini Power Transmission, Brevini Fluid Power, BPE Electronics, VPS, OT Oil Technology and Lotti Cilindri are now in the operative phase.

Brevini Network is the new “open network” whose main goal is to share “value added” operating instruments to support both traditional and online sales. The topic on mergers is on the agenda for all businesses who strive to maintain and increase competitiveness. 281 businesses made up 93 networks in Emilia Romagna in 2013 which created as many innovation projects for the technological development of 16 regional districts and have recruited 297 young researchers supported by scientific tutors and dedicated managers. The most representative sector is the manufacturing industry (80%) especially in the mechanical segment. The success of the business networks is consistent with the growth in the collaboration of many small and medium size enterprises, urged by competitive pressure triggered by technological innovation and international competition. Even the Brevini Group has experienced the dimension of a network business. “We have set off the “BREVINI NETWORK” because it can be a major competitive advantage” - explained the Managing Director of Brevini Fluid Power, Vito Bonafede. “The first collaboration between Brevini Power Transmission, Brevini Fluid Power, BPE Electronics, OT Oil Technology, VPS and Lotti Cilindri, consist of advanced marketing activities with value added. By uniting the

potential of large, medium and small businesses, we can give everyone an opportunity to grow”. The marketing team of Brevini Fluid Power will be the “driving force” for the new network business. “In reality we are already heading in this direction with great effort and conviction by participating together to major fairs throughout the world”. - commented Renato Brevini, Chairman of Brevini Power Transmission and Brevini Group. “We have opened several branches in common between the two Brevini companies and points of contact with other companies that are part of the group, or are only synergies by product and application markets. We see much potential. But, we must do more and act quickly”. Many were those who participated to the meeting to set off the Brevini Network, including Renato Brevini, Chairman of the Brevini Group, Brevini Fluid Power and Brevini Power Transmission, Maurizio Brevini for Brevini Fluid Power, Stefano Iotti (Lotti Cilindri of Reggio Emilia), Angelo Becchi (BPE Electronics of Novellara), Fabrizio Cattani (OT Oil Technology of Parma), Loris Sacconi (VPS of Bologna). The advanced marketing activities in the new global market are a major field selection and cannot be renounced, given the development and reaction to the economic crisis” – explained Vito Bonafede, Managing Director of Brevini Fluid Power.



Iotti Cylinders opens the doorway to India



The technology that will govern the large river in the North of India will come from Reggio Emilia. Iotti Hydraulic Cylinders has acquired a major project for the supply of four mega hydraulic cylinders. Stefano Iotti stated that the four super cylinders are characterised by their operational capacity, dimensions, size and weight. They will be positioned in the gates of a hydroelectric plant in Lower Jurala.

They have a capacity of 270 tons each. They are built with stainless steel AISI 431 rods and were subject to special paint treatments for protection against critical atmospheric agents. This project is the result of synergies with the Brevini Group and other negotiations are being undertaken. In 2013, Iotti Hydraulic Cylinders celebrated 50 years since its foundation..



A farewell to Antonio Tommasi, who founded Aron

A farewell to Antonio Tommasi for his contribution to the fluid power industry in Reggio Emilia, a major loss.

He was one of the founders of Aron which today is part of the Brevini Fluid Power group.

Antonio Tommasi was 74 years old. He contributed to LC fluid power and then founded Aron.

The roles covered by Antonio Tommasi yet in January of this year before his sudden passing, included vice chairman of the company of Casino of Via Gabbi and member of the management board of Lions Club Canossa Val d'Enza.

The owners, the board of directors and the employees of the entire Brevini Fluid Power have expressed their condolences to the wife and daughter of Antonio Tommasi.



FOCUS ON PEOPLE

That's "My Brevini"



Vincenzo Cattini, class of 1948, a life spent with dedication and passion in Brevini. Many changes, but they all play a major role. The values of a life in the "factory"

The first surprise was at the entrance. The "visitor" badge for Vincenzo Cattini was really a new thing (number 6 of that day early in 2014). He went from employee to consultant and then spent about 35 years in Brevini, witnessing the birth and growth of the Brevini Fluid Power group. To become a "visitor" to greet colleagues and see "his Brevini" was strange, but inevitable. The umpteenth change to deal with optimism and positiveness. A change in life after a lifetime in a "factory" with many changes over the years, including time in which the market was harder to cope with. So many battles, inevitable changes (sometimes not easy to accept) and countless successes, are all part of a life of work that now comes to an end. Vincenzo Cattini now dedicates his time entirely to his family and this goal was important for him. Perhaps it is the most important goal because it is the result of a commitment always taken as Vincenzo Cattini tells the story.

How did you join the company? How do you remember Luciano Brevini?

I joined the company at the end of 1979 and managed the production unit. I was 31 years old. Luciano Brevini offered me two opportunities. One to work within Brevini Riduttori and one in to work in the newly established Hydr-App. I felt that it was a good decision to join the "new" company that was being set off at that industrial shed in Werther Campaldi that became a partner of Brevini. During my first years of work, I gained extensive knowledge and enhanced my technical skills at the

factory of Caviago which produced pneumatic screwdrivers. This is where I worked previously. Hydr App was really small at first, it had about fifteen employees. As it often was at that time, multiple tasks were carried out at the factory. I designed in the technical office, but two hours later I had to simply deal with delivery notes, accounts, etc. I clearly remember meeting Luciano Brevini. I called up the company and talked to the telephone operator, introducing myself as "industrial technician" seeking a job with thirty years of experience". I asked to speak with someone. The operator transferred me directly to Luciano Brevini who asked me where I came from and when I could come by the company. Today, this could seem unreal, but it used to be that way. I arrived at the company five hours later. Luciano Brevini greeted me and we talked. He showed me the first Brevini and then Hydro-App which was located right in front at the time. We needed a technical point of reference for the company that was started to get going after many changes made after the start-up phase. I believe I came at the right time. Luciano Brevini visited Hydr-App quite often, mainly at the beginning, even to just chat. The company was small but it started to go really well, there was no doubt. Those working were highly independent. Even if this way of working is uncommon nowadays.

What recollections do you have from working side by side with Werther Campaldi?

Campaldi and I were very different as persons and we had different ways of working. I am a calm, relaxed person while he was easily irritated. We had different views in many occasions,

three or four times, but without any real issues. When there were differences, we went to the office and engaged in a discussion, resolving our differences. Campaldi had many ideas and this was his greatest quality. We have done many things together and in the meantime Hydr App continued to grow. Even in differences between people there a useful value that makes businesses grow if we all can look beyond and reach a common goal. It would be certainly easy to be right all the time, but it is simply impossible.

How do you feel after working thirty years in the same factory?

I worked as employee until 2007. I spent many years in the production sector and felt the desired to change, try to commit myself in other things within the company, even if things were going well and the turnover continued to increase. I took on the role of Prevention and Protection Service Manager at a time in which an entire series of unifications were taking shape, including protocols and document management. It was a useful change for every one, a very nice experience, even if difficult to handle initially. Every change results in a complex situation, but change is crucial. After a couple of years in this role, I was asked to deal with the equipment and in the last three years I was also in charge of logistics. When I decided that the "intense" work that I have done for more than thirty years was enough, I literally retired. I left the company on January 1st of this year. Obviously there is a very strong bond with this company and if required I am willing to return, but I believe that people are also part of a company's change.

Many things have changed. Today,

the size of Brevini Fluid Power and the competitive context hinder certain decisions. In my time, during the summer, there was always someone who went out to get ice cream. The environment was much more relaxed. We often worked on Saturday morning and the "extra" time was not counted, but at the end of the year there was a rewarding "bonus" and everyone was happy.

What is the best advice you can give to a young person joining Brevini? Are there any errors to be avoided?

I think the best advice to give to a young person joining a company as first job or new job is to really understand the importance of the job. Each and every one must understand how to love your job as it is a main part of life. I spent my time between my house, my family and work and I could not do otherwise. You should never expect people to say "GOOD JOB". At the end of the day, every one should be able to know how much it was done correctly and with honesty. This is the actual "good job" that really counts. As far as my experience is concerned, I can say that the error to avoid is not to be able to recognise and admit your own errors. I personally took on too many responsibilities at times, as I often I worked independently having to make many decisions. Today, deciding seems less important. I see less willingness to take direct responsibilities. I always made decisions taking full responsibility. Perhaps I wasn't understood by many. Certainly taken responsibility in the company is hard and stressful, but it helps to grow and there are many rewards that would otherwise be impossible. Hence, my message to young people is to take responsibility regardless of the pros and cons. This is the only way to be satisfied at the end of the day.

TRAINING

ITS apprentices: Brevini Fluid Power is really in the "forefront"



The company is really in the "forefront". This was agreed by students of the ITS after visiting the headquarters of Brevini Fluid Power located in Via Natta in Reggio Emilia. By opening the doors of the company to universities, Brevini Fluid Power has yet again demonstrated to believe in a school & work alliance. Twenty young students specialised in mechatronics that attend the ITS Mechatronics in Via Nobili in Reggio Emilia (part of the regional circuit that includes ITS Modena, ITS Bologna and Reggio Emilia) have witnessed what drives innovation in the field. In the first part of the morning, Eng. Maurizio Brevini introduced the company in its entirety. Next, a visit to the production division. Maurizio Bartoli, Manager of the Technical Division, Eng. Gianni De Maio, responsible for Valve Design, and Ivan Talami, Plant Maintenance

Manager, explained the work phases and the duties to be carried out on a daily basis, at any time to ensure utmost operating effectiveness. The students also visited the research and development division where they witnessed the operation of an electrovalve XDC3 with LVDT. This was possible thanks to the cooperation with Unindustria.

**PROFESSIONAL PROFILE:
WHO IS THE ADVANCED
TECHNICIAN FOR THE
INNOVATION OF PROCESSES
AND MECHANICAL PRODUCTS
WITH SPECIALISATION IN
MECHATRONICS?**

The advanced technician for the innovation of processes and mechanical products with specialisation in mechatronics is responsible for

the design and industrialisation of mechanical processes and products, including economic and regulatory basis to all aspects of design, as well as the use of the representation and simulation software. He combines different technologies such as mechanics and electronics and deals with manufacturing activities, testing, documentation of processes and automated systems. In this context, he applies command, control and adjustment systems testing methodologies, commissioning and troubleshooting techniques. He plans and manages maintenance activities. He collaborates with the sales management by dealing with post sales activities. He also interacts and cooperates with technology facilities within the scope of his role.

info line www.its-re-meccatronica.it

HUMAN RESOURCES

2013 recorded ten thousand hours of company training

With more than 200 courses and nearly 10,000 hours of training, involving more than half of employees, Brevini Fluid Power offered many occasions for professional development in 2013, namely to better meet the growing demand in quality, the rapid growth of markets and customers' demands.

The year just ended witnessed 145 training courses held within the Brevini Fluid Power Group, several with more editions, totalling 220 training activities, 9,916 hours of actual attendances to courses and seminars and training sessions, while in Brevini Fluid Power, 7,273 hours of attendances were reported in the facilities of Reggio Emilia, divided as follows:

- 5,823 attendance hours to classroom

courses at the company or with training entities (80% of total attendance hours);

- 1,279 hours of attendances to training activities (17% total attendance hours);
- 115 attendance hours to training meetings (2%);

- 56 attendance hours to seminars (1%).

The percentage of hours dedicated to classroom training remains high. On average 20 persons are involved which becomes 24.4 if we consider on the job training. 67% of Brevini Fluid Power employees participated to at least one training activity in 2013, course, seminar or on the job training. The organisation of courses was necessary in order to meet with the various demands, including professional development, continuous

training (SW updating), training following organisational interventions, mandatory training (safety), training for new recruits and job rotation training. Major subjects include technical courses on fluid power and technical courses on product lines, not to mention managerial courses and professional development courses (from an IT, regulatory and internal procedure standpoint). Training increased in 2013 through the use of inter-professional funds, like Fondimpresa and Fondirigenti. Moreover, several technical training courses on external product lines have been organised within the scope of the corporate training school TMS in which customers and distributors have participated, in addition to branches.

COMMERCIAL

The new OT200 Silent Plus range: innovation for new applications

The increasing number of industrial and mobile applications require more external gear pumps ever more silent. OT Oil Technology of Fontevivo (Pr) has invested in research and development to stay in line with this trend and has created a new range of inclined gear pump unit 2, namely the new Series OT200 Silent Plus. "The OT Technical Division, in liaison with the R&D Division of Brevini Fluid Power have improved major technical aspects in the category of pumps OT200 Silent Plus, increasing the inclination of teeth from 4 to 10 degrees" - Explains Fabrizio Cattani. "Comparative tests have been conducted between pumps OT200 P08 (8.2cc) and OT200 P14 (14cc= standard and pumps OT200 P08 and OT200 P14 Silent Plus, in order to ascertain the change in the delivery pressure performance and consequent decrease in acoustic pressure. In straight tooth gears, the engagement takes place throughout the entire length of the area, while in Silent Plus pumps, the power transmitted is distributed differently in space and time to make the gear unit more silent". During the test, a pump GR2 Cil was mounted at first. 8cc and 14cc with straight tooth gear recently tested and powered by 1480 rpm electric motor. The acoustic pressure was measured with a sound-level metre at two different distances (20 cm and 1 m), in both cases at an initial pressure of 70 bar and later at a pressure of 150 bar. The same measures were taken at the same conditions with pump GR2 cylinder 8 cc – 14cc with inclined gears 10° Silent plus. During the test, a pressure and capacity meter was connected to the delivery of the pump in order to record the instant performance of the pressure and capacity in both cases.



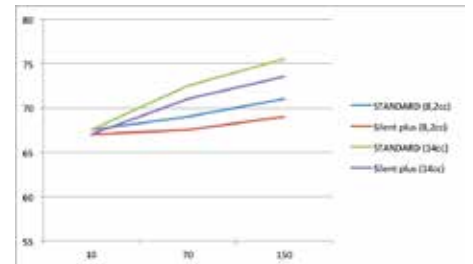
Below are the results:

| Measurement distance | 20 cm | 20 cm | 20 cm | 1 m | 1 m | 1 m |
|---------------------------|-------|-------|-------|------|------|------|
| Pressure (bar) | 10 | 70 | 150 | 10 | 70 | 150 |
| STRAIGHT (8cc) | 71 | 72 | 76 | 67.5 | 69 | 71 |
| Silent plus (8cc) | 70.5 | 71 | 73.5 | 67 | 67.5 | 69 |
| STRAIGHT (14cc) | 72 | 78.5 | 83 | 67.5 | 72.5 | 75.5 |
| Silent plus (14cc) | 71.5 | 76.5 | 80.5 | 67 | 71 | 73.5 |

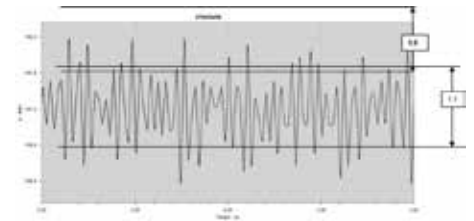
* The noise levels were measured with a background noise of about 55 dBA.

An analysis made on the delivery pressure of the pump (8.2cc) in both cases with a rotation regime of 1480 rpm at an interval of 0.2 seconds. The analysis is used to reveal harmonic components that make up the pressure signal thereby characterising them in terms of frequency and size. The delivery pressure of a pump OT200 with straight teeth is included within a Δp of 0.8 bar at a pressure of 70bar, and a Δp of 1.1 bar at an operating pressure of 150 bar. On the Silent Plus pump, the change is included in 0.5 bar at a pressure of 70 bar, and is included in 0.7 bar at an operating pressure of 150 bar. This Δp difference in delivery in the two pumps justifies how the Silent Plus versions shows a lower noise level on average of 2 dBA, compared to the standard version pump. The new range of pumps OT200 Silent Plus offers a great quality to price ratio and we are convince that it can yield great results in the industrial sector, including fixed systems and fluid power control units, as well as the mobile sector, including aerial platforms, lifters and electric forklifts.

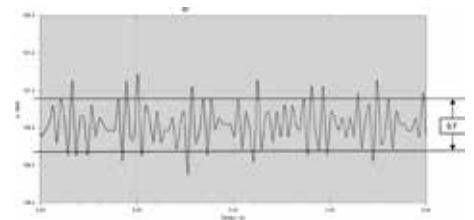
Noise level measured at 1 m



Pump delivery pressure, **with straight tooth gears** (150 bar)



Pump delivery pressure, **SILENT PLUS** NG a 10° (150 bar)



A brochure will be available soon worldwide which will include the technical features and benefits of this new range of pumps.

Three-year Industrial Plan

Brevini Fluid Power creates a new alliance with suppliers



Initial remarks are mostly positive... but now must be start working one to one and strive for long lasting partnerships.

"Challenging but realistic". "Dictated by concreteness, because today more than ever, customers and suppliers are in the same boat and must navigate in the same sea". "We expect one-to-one contacts to give a judgement, but it is difficult". "A company that shares its development plans and invites suppliers to become partners, is moving the right direction". "Cost savings is difficult to accomplish, we'll see". These are just initial remarks gathered after the meeting dedicated to suppliers which Brevini Fluid Power organised in February in Reggio Emilia to launch the work plan for the next three years and are mostly positive. The proposal launched by Brevini Fluid Power is considered to be generally "interesting and innovative" even if when we get to the point, with the proposal to reduce 15% of prices within three years, despite the expected increase in volume, tensions will become inevitable. "Together for a profitable growth". At the end of 2013, Brevini Fluid Power emphasised the word "together" with employees and collaborators around the world in the Marketing and Sales Meeting 2013 and in 2014 started again with the word "together" with customers, as well as suppliers, just as it has been for more than 40 years. "The main subject is the customer and to stay in the market trying to take growing opportunities, despite the

economic crisis in Italy, we need new alliances to improve our competitive edge. Our efforts as producers must be united with those of suppliers. This is the point of the 1st Supplier Meeting that we have arranged in Reggio Emilia achieving a great turnout which we are proud of because this means that we have built and that we can boost long lasting relationships given value to everyone, including shareholders, employees and collaborators, as well as suppliers". "Our suppliers are considered true partners. They play a major role with us for every success and every challenge to maintain competitive edge, hence mutual trust, collaboration, the alignment of strategies and growth targets that we have set out, are all essential aspects that distinguishes our relationship" .- Added Loris Sacconi, Vice Chairman of Brevini Fluid Power. The efforts that Brevini Fluid Power has taken on the field to ensure efficiency to the system of six companies that are all united within several years to give life to Brevini Fluid Power, has yielded positive results and concrete benefits on costs and improvement of quality. Punctual deliveries, reduced defects and removal of waste are challenges that can be achieved only if everyone from the chain are involved. It is from this point that Brevini Fluid Power set out ambitious goals in the three-year plan that expects an increase in turnover of

20% (Euro 150 million in 2016) which will result in an increase in volume of goods and services purchased (up to Euro 55 million). Hence opportunities, but tied to a drastic reduction in the number of suppliers that within the three-year period will basically cut by half compared to the current 630 with a cost saving of 15% (in the three-year period) and new collaborations that will be set off already from the planning phase of innovative products in the Italian production units, as well as foreign units, in view of the fact that the coordination for all purchases will be managed from Reggio Emilia. These are topics covered by the Purchasing Manager of Brevini Fluid Power, Mauro Bacci: "After the meeting there should be meetings arranged with individual suppliers. Our new vendor list will be based on the objective valuation criteria of complex performance of individual suppliers (classified in three groups: Class A, Class B and Class C). It is obvious that those who know how to achieve excellence in supplies will draw significant advantages. Our goal is to create value for every one in our supply chain. The simple discount on the price list must definitively be overcome in favour of a new long-term alliance based on continuity for growth".

SPECIAL SUPPLIER MEETING 2014

Supplier Award “first act”

There were about ninety top suppliers who animated the Meeting Centre Brevini Fluid Power in Corte Tegge. A massive turnout that awarded the efforts of a company that strives to be more “transparent” by communicating the development plans and goals that are focused on the construction of a strong Italian hub in the fluid power industry, capable of competing worldwide and meeting the demands of large international buyers, those who already make up 80% of Brevini Fluid Power’s overall turnover and yet remaining with 15% of all suppliers.

The development plans and opportunities are based on the increase in quality, on long-term relationships and on the improvement of efficiency that guarantee a real cost saving throughout the entire supply chain. This is the “vision” in which during the meeting the first Brevini Fluid Power Supplier Awards 2013 was granted to SKF Industrie of Airasca in Turin for “best service”, the Quality Award 2013 to RFC Rettifica Corghi of Novellara in Reggio Emilia while the loyalty award for the long-term partnership was given to Fondmatic

of Crevalcore in Bologna which is tied with Brevini since 1973. “Relationships that last over 40 years are for us a reason to be proud and encourages us to make our action even more effective, aimed solely at competitiveness throughout the entire supply chain, which includes our company, suppliers and obviously customers who should be the point of reference for everyone” – commented Maurizio Brevini. The second edition of Brevini Fluid Power Supplier Awards is scheduled for 2015.



Keyword “together” interview with Vito Bonafede

Why is it essential to work together nowadays?

It is essential because in order to compete worldwide we must put together a global supply chain. Suppliers are an essential part of this chain. We reasoned together in order to clarify that the strategy of Brevini Fluid Power is a global strategy aimed at growth and not re-sizing. Suppliers constitute an integral part of this strategy. In order to really be a supplier suited for the Brevini Fluid Power strategy, quality needs to be guaranteed, because if the products fail to have quality we cannot be competitive worldwide. But, there is more. Our products need to be delivered according to the times and conditions demanded by the customer and must be competitive. Our suppliers, along with us, must be willing to battle around the world in order to conquer and consolidate new market share and most of all, gain the trust of our customers.

The meeting had a great turnout, all of your suppliers involved, is this a good sign?

It is in fact a good sign and when we started to organise the Supplier Meeting we were well-aware that it could have gone otherwise, less positive. We had a 100% turnout of all our top suppliers and this means that they are interested and willing to continue to work with a company like Brevini. A group that is a guarantee for suppliers in terms of financial stability and punctuality in payments.

We strive for strong synergies interview with Loris Sacconi

Before proposing this “pact”, did you try to implement this new alliance aimed at making everyone more competitive during this difficult period, was it possible, can it be done?

Yes, we experienced it considering that we are, in many occasions, the union, a merger of various companies. We suddenly found ourselves become a big company in need of many changes. The word change can often be feared, but in our case, we have demonstrated that by experiencing it in ourselves, change is possible when there are clear ideas and when the leaders of these changes actively take part in the process and are aware that we are taken a road that will certainly lead to many improvements.

Transparency is another keyword. You offer your suppliers and the supply chain, a time to dialogue openly.

Will they accept the challenge?

Yes, we believe that the time where in a relationship our outlooks were hidden is over and where we benefit simply from a supply chain. Today the supply chain and in particular suppliers, must participate and must know the minimum interests of Brevini Fluid Power, what is it, what is it doing and what does it want to do, if we want to have results from a collaboration.

SPECIAL SUPPLIER MEETING 2014



Despite the global production dimension which will record further expansions after China, the coordination of purchases will be managed from Reggio Emilia. Is it better to have partners rather than suppliers, and involve them even in the planning process and in new products?

Specially in the planning process we asked our suppliers to become our true partners. Only a more synergetic customer/supplier relationship will allow us to head in the right direction. A customer-supplier dialogue is a must from the time we start to plan. Development and even production logistics, we are convinced that they must be a result of a collaboration because in our company we have so many resources that we can offer to our partners so that the entire production system can gain a benefit, but even suppliers have specialisations that can be strategic.

**“Quality is absolute value”
interview with Maurizio Brevini**

Cost savings seems to be the main topic, but there is another word to keep in mind: “quality”. Is it as important?

Certainly, in order to gain actual benefits in terms of costs savings, we need to work 100% within our organisation and the supplier plays a major role. Cost savings cannot longer be understood as in the past when the supplier used to be considered a “cow to be milked”. Today this is a major aspect required for the improvement of our technical divisions in the best possible way, including quality divisions, as well as purchasing divisions, all in a coordinated series that we need to introduce high quality products to the market with the right service for the customer, because even the customer has evolved significantly. Customers’ demands are no longer those of the past, they are no longer willing to act as our warehouse, they are no longer willing to wait for products hence it is crucial for everything to work properly and suppliers are the driving force behind the business.

In just one word... partner?

Yes, certainly. We now offer the actual chance to cooperate ever more with us. We seek more chemistry, in the sense that we bring in projects, make new products, offer our suppliers what is excellent for us, but often suppliers may have a know-how that is greater than ours in certain aspects, hence they must also be able to contribute to change and improve the initial project. This means to be a “partner” even an external supplier and is in fact an external part of the company.

**“We award those who follow us”
interview with Mauro Bacci**

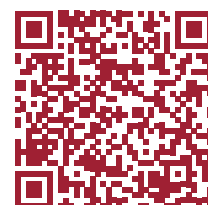
You decided to grant three awards with three key concepts within. Three awards, why?

Starting from this year our goal is to demonstrate that certain individuals are fundamental for us and are worthy of an award. This year we chosen three awards (loyalty, service and quality); however, over the coming years we may add others, such as awards for technology innovation and hence, more opportunities for suppliers who would like to offer new technology innovations in the coming years.

What you are offering now is mainly a pact, an alliance for everyone to benefit in a market that is difficult for everyone. What are the key areas of this dialogue collaboration between suppliers and customers, why is it so decisive today?

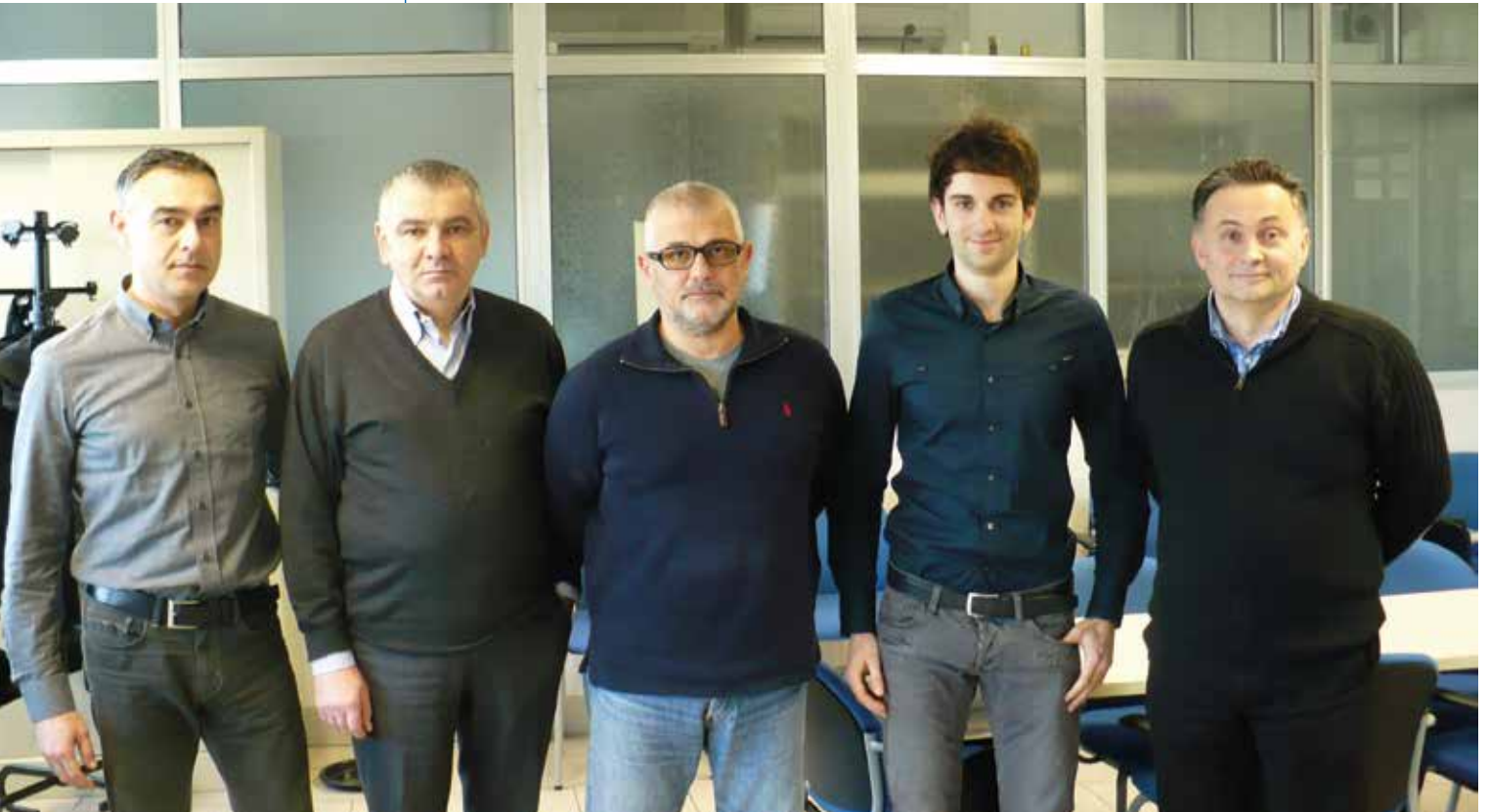
The effectiveness of the supply chain everyday becomes discriminating in selecting suppliers. We count on this restructuring and optimisation of our supplier fleet, namely to have the most reliable and flexible suppliers who are cost effective. I believe this is the only way to be able to overcome the challenges of the market at this point in time.

Watch the “Supplier Meeting 2014” video on our YouTube corporate channel [brevinifluidpowerIT](#).



TECHNICAL

Pre-sales strategy: our new Technical Support



“It is a fact, the customer often contacts the person whom he knows in Brevini Fluid Power. We all do it for convenience and simplicity and these leads to difficulties in getting answers, resulting in an organisational redundancy within the Brevini Fluid Power Group”. This is the starting point that has open the doors for change, even in the pre-sales division and Roberto Fornaciari, the Technical Support Manager of the Axial and Orbital Unit, tells us how the new Technical Support Service was created and how it will work. “During a growth process of a business it is inevitable that we get to a point where we need to move from the logic of thinking that “we have always done

it this way” to a new perspective of thinking “let’s do what we need clearly and straightforward without any redundancy in roles, resources or means”. The inevitable organisational changes that the progress of the Brevini Fluid Power has imposed over the past years have caused, at times, the customer to be disoriented, encountering difficulties in identifying the person in charge of providing the necessary technical information for sales. We asked ourselves key questions. What does the customer needs the most? What technical information does the customer need to make its job easier and more effective? How is the technical information being processed within Brevini

Fluid Power?”. The exchange processes of technical information with customers have been analysed in detailed through a series of meetings and questionnaires in order to identify the needs and subsequently understanding what functions that support customers must be divided and distinguished clearly with a dedicated pre-sales and a post-sales team. With these analysis in mind, Brevini Fluid Power decided to invest in resources and means used to open a new pre-sales division. This is how the TECHNICAL SUPPORT division was created and simultaneously the pre-existing Post Sales division was revamped with the purpose of making it even more efficient.



Technical Support: Two letters to “work better”

The purpose of the Technical Support (TS) division is primarily to act as a “bridge” between the end customer and BFP technical departments, a division whose aim is clearly to provide technical information to support sales, hence provide all the necessary technical information before the customer issues a purchase order. For this reason, the Technical Support division was placed with technical application specialists in all product lines so as to expedite the information being processed between BFP and the customer, the purpose being to guarantee the optimisation of time management, as well as costs and quality of the work. Hierarchically, the Technical Support Division was devised and allocated under the control of the technical division, in this manner the Technical Support Division can get information from the various planning and development divisions, providing the market all the necessary information without going through the internal corporate divisions, hence guarantee the customer one specific reference person.

More concretely, the purpose of the Technical Support Division can be summarised in six parts:

1. Analyse the application technical requests of customers/branches and provide adequate solutions in due course.
2. Support the internal and external sales workforce by providing information about the systems and applications.
3. Help internal and external customers, as well as branches so that they can obtain the

technical information on BFP products that is not included in the catalogues.

4. Support the internal and external sales workforce in making comparative and dimensional analysis of competitors.
5. Visit customers and branches to help them choose the right systems from the entire range of BFP products.
6. Become a “library” of BFP, a collector and disseminator of information on applications and systems.

The new industrial plan launched by Brevini Fluid Power strives to supply “systems” and not only components.

The goal of Brevini Fluid Power is to suggest and provide the customer a series of components to allow the control and functionalities of the machine, hence relieving the customer from having to carry out costly and complex calculation or assessments. The purpose and the willingness to be alongside the customer from the initial phases of the development stage of the machine, providing technical support, the calculation and simulation tools that Brevini Fluid Power can guarantee until the final tuning of the customised solution.

Expected benefits

1. Customer satisfaction, in terms of being able to obtain highly technical information directly, in other words, time management.
2. Increase sales of products and systems (provide support to the division)
3. Exchange information quickly and on time.
4. Cultural growth on Brevini Fluid Power products and systems.

Conditions for the application

Identification and involvement of customers and branches of the Technical Support division “a favour for a favour”, namely exchange of incoming and outgoing information. From this standpoint, customers and branches must feel as part of the project and share information by exchanging experiences. “It seems obvious – concluded Roberto Fornaciari

- the willingness and the efforts of Brevini Fluid Power to effectively meet the demands of customers and the market. The

new Technical Support Division and the practical demonstration of this operative philosophy. We have now a new division at our disposal which knows exactly where to “obtain technical information” needed to help customers who are searching for solutions of products or systems. Likewise we are aware to have defined the most transparent and direct processes on post sales, AM, PM and customer, conscious of given a more clear vision of our organisation and our willingness to what our customers have to say.



INTRODUCING THE TEAM

Who is in charge of giving life to the Brevini Fluid Power Technical Support Division?

A team of professionals highly qualified in different product areas and well-motivated.

Claudio Chiesa

Axial and Orbital Unit

chiesa.claudio@brevinifluidpower.com
Tel. +39 0522 748700

Adriano Chiesi

Italy Orbital Unit

chiesi.adriano@brevinifluidpower.com
Tel. +39 0522 748700

Claudio Mainini

Proportional Distributors

mainini.claudio@brevinifluidpower.com
Tel. +39 0522 748700

Lorenzo Motti e Fabrizio Lusuardi

Systems and Valves

motti.lorenzo@brevinifluidpower.com
Tel. +39 0522 748700

Nicola Gorrara

Pumps and Gear Motors

technical@ot-oiltechnology.com
Tel. +39 0522 628761

Andrea Torelli

Electronic Components

bpecom@bpe.it
Tel. +39 0522 662357

Mario Polpatelli

On-off Distributors

info@vpsbrevini.com
Tel. +39 051 6511530

WERTHER CAMPALDI STUDENT PROJECT

A lesson by Cecilia



To those young people who received a study grant, but also to those who already work with Brevini Fluid Power, the Paralympics swimming champion has explained that the keyword is to “try”

and I believe this is always a good starting point. I myself think about my future in the world of work with a certain concern. Perhaps I will be a shrink for homeless people under the bridge, but I will certainly not give up. I will take the initiative and try with determination and will.

Giving up before trying is already a defeat. You must have the strength to dream. During times like this, we need even more". In a few words, this is the "lesson" of Cecilia Camellini, paralympics swimming champion of Modena. She trains with Alessandro Cocchi to represent Italy of Reggio Emilia. She participated to the end of year meeting of Brevini Fluid Power which coincided with the awarding of the students involved in the support project "from high school to university" launched by Brevini Fluid Power. Cecilia studies psychology at Cesena. "I like to see people's minds. The human mind fascinates me. So many things can flow out of a human brain. One day I would love to help athletes who are going through tough times". In the factory, just as in the sport, the challenges seem infinite for those

who are at a disadvantage, just like young Italians who go to university during this crisis that seems to hinder any chance in getting into the job market. This is exactly the same for athletes who compete and have an impairment. It was very exciting and intriguing listening live to Cecilia Camellini and her accomplished challenges. She talked about courage and being able to make it. Despite the difficulties, limited from birth, you have beaten record over record in the pools around the world, winning two golden medals at the Paralympics of London 2012. You won and set two new world records for 100 meters freestyle category S11 with a time of 1'07"29 and for 50 metres freestyle category S11 with a time of 30"94. Now, just as her peers, she faces other challenges. University education, not to mention joining the job market, these are complex issues for all Italian Students. The "lesson" of Cecilia Camellini, the strongest Italian swimmer with a sight impairment, is a point of reference and is a great excitement. Her words are encouraging for everyone.



"Winning is not enough. Winning the Olympic medal was certainly a great satisfaction. I worked a lot because I didn't want others pass me. I am very aggressive, but even outside the sport, challenges are complex and being aggressive is not enough. I am a proactive person. I encourage people to always "try"

“making a difference is up to you”

Nelson Mandela (1918-2013)



This is how the “Campaldi” project will grow a postgraduate degree

In the 12th year of the Student Project “Werther Campaldi” those awarded with a study grant were Michele Chiapponi, Matteo Manzotti, Luca Bonomo and Nicolo Morini and in June, the study grants will be awarded at Itis Nobili. These will be the last ones. The Werther Campaldi Student Project is getting ready for a new evolution inspired by synergies within the Brevini Group. This will be a “group” project and not only of Brevini Fluid Power. “The Werther Campaldi Student Project will head towards this direction and we will be announcing the new guidelines of our commitment next summer” - explained Mirco Campaldi (son of Werther Campaldi), Operations Manager of Brevini Fluid Power”. The target is a postgraduate degree and the first contact is certainly the University of Modena and Reggio Emilia; however, there will also be long-term visions and room for collaborations in Italy and abroad. “We have faith in these operations that bind schools with businesses and we will make investments with conviction in this direction, even in the future” - added Vito Bonafede, Managing Director of Brevini Fluid Power. This is one of the answers that we are trying to put against the never ending crisis. Let’s invest in human resources that will lead the group over the years”. Not only “brain drains”, but also young people who bet on their future by keeping high



The 12th year of the Student Project “Werther Campaldi”.

Those awarded: Nicolò Morini, Michele Chiapponi, Matteo Manzotti and Luca Bonomo

grades, year after year, in order to be admitted to the Campaldi Student Project. “We are proud to walk alongside so many young people who have been giving substance to our training programme for more than 12 editions now and over the years it will be even more geared to “top professionalism” to ensure competitiveness to our business” – added Mirco Campaldi. “Today, we all have to face challenges and we are all changing our mentality. According to the latest statistics on the job market and in particular youth work in Italy, we are facing a greater problem, open a future to young generations” - added Loris Sacconi, Vice Chairman of Brevini Fluid Power. Today, we must all feel committed to this challenge and try to change this situation. But, everyone must take part. Including entrepreneurs. This is why Brevini Fluid Power and

Brevini Power Transmission, which form the Brevini Group with 2,500 employees, have decided to set out a plan to boost the Werther Campaldi Student Project. We think as a group to integrate and enhance competences and ambitions. We think globally and focus our efforts on post university education with a doctorate in research or other degrees that we are considering for the years to come and for our long-term programme. Our company has become a multi-national business and we strive to continue to be competitive”. Topics discussed by Maria Licia Ferrarini, Vice Chairman of Unindustriali Reggio Emilia, Responsible for Education and Relations with Schools and Chairman of CIS, training school of Unindustria: The businesses of Reggio Emilia want to continue to be leaders in Italy and in the world, even in more innovative sectors.

Enhance the abilities of our students not only by meeting the demands of equal intergeneration, but also by improving the competitive edge of the businesses that will fill them or that will be established. Innovative ability, competence, enthusiasm, the will to learn and long horizons, are precious resources that can give young people a true driving force for change. The Brevini Group from an educational standpoint, has extensive and positive experience hence our idea is to invest in new studies such as Doctorate in Research which bind universities even more with businesses.

The video news dedicated to the awarding of the 12th edition of the student project is available at www.werthercampaldi.it and on the corporate channel YouTube [brevinifluidpowerIT](https://www.youtube.com/brevinifluidpowerIT).



QUALITY

A superteam for Quality

The new organisation chart has been set out for the quality and technical assistance division of the Brevini Fluid Power group.



It is the time for Maurizio Brevini, executive board technical manager of Brevini Fluid Power, to “lead” the superteam and oversee the quality control and technical assistance service area

with utmost attention (the Technical Assistant Service). According to the new organisational chart, Eng. Maurizio Brevini assumes the role of GROUP QUALITY DIRECTOR.

Five sector managers report directly to Maurizio Brevini:

Vanni Catellani (responsible for the Technical Assistance Service and Returned Products)

Davide Piccinini (responsible for the Quality Control of the Plant Samhydraulk)

Antonio Chiessi (responsible for Supplier Quality Control and supervision of customer non-conformities)

Roberto Ferretti (responsible for the Quality Control of the Plants Aron/HY)

Stefano Garimberti (responsible for Quality Assurance)

The five sector managers are responsible for six areas.

All Repair Management assistances report to the person responsible for the Technical Assistance Service and Returned Products.

The BFP Metrological Room and the Quality Control Plant Samhydraulk report to the person responsible for the Quality Control of the Plant Samhydraulk.

All operators of the Customer Non-Conformity Analysis Areas report to the person responsible for Supplier Quality Control and supervision of customer non-conformities).

The Quality Control Acceptance Division of the Plant HY and the Quality Control Acceptance of the Plant Aron report directly to the person responsible for the Quality Control of the Plants Aron/HY.

Scrutinising of “non-conformities”. Pursuing excellence

Antonio Chiessi becomes the



“Supplier Quality Manager” for the re-structuring phase of the quality area of Brevini Fluid Power.

This is a key role. When “non-conformities” are detected they generate many serious problems. Non-conformities have a negative impact and inevitably extend the time required to complete a production process, hence delaying the delivery.

“Our goal is to have the highest number of “free pass” suppliers, namely those who demonstrate to know how to gain and keep a high level of reliability”. – added Chiessi.

There is still a lot to do before reaching this standard. Right now “non-conformities” are under control, but we need and we can reduce them. There is a risk for increasing non-conformities. Speeding up orders and delivery times poses a risk. Our vision leads us to make our suppliers more responsible even in terms of quality control and hence the chance to identify “non-conformities” at the root. The new position set out in the organisational chart of the Brevini Fluid Power quality area will work in liaison with the quality assurance division, conducting quality checks on each plant, along with the purchasing division, the technical division and with the person in charge of industrialisation.

In China they write 質量 but it is pronounce perfection, 完美



In companies that just like Brevini Fluid Power direct their business internationally with production sites all over the world, gaining an identical level of quality regardless of where the “production plant” is located, is a

target to achieve. This target can be achieved by Brevini Fluid Power with the Italian production units and those in Yancheng in China.

Jack Li is responsible for the quality of the products in Yangheng. He has been working for Brevini Fluid Power Yancheng since 2009 as Quality Supervisor. c“l joined Brevini Fluid Power Yancheng in 2009 as control manager of processes and management tools” –explains Jack Li. “The company was just incorporated, hence all the quality control preparation and measuring, as well as the entire management of tools was developed by me”. Since 2010, after completing the training of new Quality Control operators, Jack Li started to focus on the QA area (quality of suppliers). Jack LI

was responsible for the control of incoming materials and the quality of suppliers. “During this time, I relied on my skills on process control and quality control of products of machines with CNC numeric control, flow process control, forging process, heat treatments and surface treatments.” – explains Jack Li From October 2010 until today, the role of Jack Li has become quality supervisor. “Over the last three years, I developed all the procedures of the quality division in liaison with the colleagues of the parent company of Reggio Emilia and I put together the entire personnel dedicated to these tasks”. – concluded Jack Li Today in Yancheng just as in Reggio Emilia, we work on the flow diagram, on process control, on control of incoming materials, on the control of suppliers and con quality control. We track goods even on transport ships and we supervise the statistics and conduct data analysis directly, as well as the management of goods and so on”.

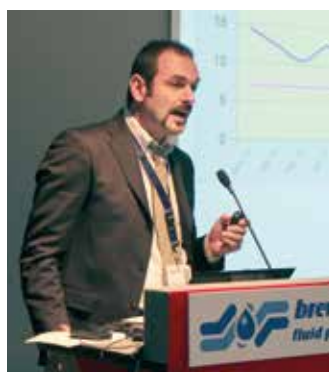
From November to December 2013, Jack Li took a training course on professional development at Brevini Fluid Power in Reggio Emilia where he was in direct contact with key individuals of the group.

In 2014, Jack returned to Yancheng to implement the basis of the new quality management system to obtain the ISO 9001-2008 DNV certification by the first semester of the year.

CUSTOMER SERVICE

“direct contact”

A map with contact details to reach the right person at the right time. A single point of reference and many new services, including order tracking.



Customer Service is the division used to interface with customers when rendering services. This is a key role in the growth plans launched by Brevini Fluid Power and the “global” map allows customers to reach the right person quickly at the right time.

The map is easily detached from the last page of this You BFP issue for a regular and effortless consultation and is the confirmation that the promise was kept. The new Customer Service is standardised for the entire Brevini Fluid Power group, we have it and it works. In the map you will find direct contact details, including emails and telephone numbers, but the actual news is the team “It is true there is not just one dedicated person and this is a big step forward”. - explains Maurizio Paglia, Customer Service Manager “We have created teams where abilities are spread and shared, hence there is always those who can give an



answer to queries whether they are from emails or through telephone calls that are now direct and not put from the switchboard”. The teams are divided into macro geographical areas: ITALY, EUROPE, USA, OCEANIA AND ASIA with a dozen of professionals providing “correct answers” which will be further supported by advanced IT instruments accessible directly by customers online through www.brevinifluidpower.com, as for example, order tracking. Now customers can check the order status at any time, even without having to contact the Customer Service department which in the future may satisfy even simple order requests on standard catalogue

materials. The new “single contact” Customer Service is definitely a step forward and the standard language is still English.

Our efforts are great because we need 12 positive experiences to neutralise an unresolved negative experience, as stated in the marketing manuals. On average one customer speaks with 9 persons about a positive experience and to 16 persons about a negative experience. (Understanding customers by Ruby Newell-Legner).

“We look forward to your comments and remarks to allow us to improve even more”. - concluded Maurizio Paglia, Customer Service Manager.

ICT

Brevini full “Wi-Fi” capabilities

The term Wi-Fi in the field of telecommunications means a technology and related devices that allow a user terminal to connect with a local network wireless (WLAN) based on the specifications of the standard IEEE 802.11.

The main facilities of Brevini Fluid Power in Reggio Emilia are equipped with a wireless data network to allow guests access to the Internet without problems. Since 2014, visitors (partners, customers and suppliers) can count on a service similar to that

of hotels or airports that allow web navigation, to check own email, access own recourses online without the need to use personal connection devices. Access credentials can be requested to switchboard operators who will provide them immediately and free of charge.

Access is guaranteed during the entire stay of the guest (even for consecutive days) and is unique for the entire available coverage. Internal users of Brevini Fluid Power may also connect their own corporate devices to the WiFi network to access the Internet and even

own internal resources, just as if they were connected via cable connection. The current hotspots are located in the following areas: PVD – via Moscova 6 (Customer / Buyer meeting rooms and management meeting room), IGH – via Natta 1 (General Management Office, Administration, Sales Divisions, Training Room, Production Planning Room), PLM2 – via Moscova 10 (meeting room and offices), IMC – via Balla 1.

Any device or user terminal (computer, mobile, palm, tablet ecc.) can be

connected. to this type of network, if integrated with the Wi-Fi protocol technical specifications. To connect the device to Wifi, simply contact the switchboard and register.



Worldwide Customer Service

Together to make a difference



**Maurizio
Paglia**

Customer Service Manager

ITALY

salesitalia@brevinifluidpower.com



**Walter
Pergolis**

+39 0522/270413



**Nadia
Marmiroli**

+39 0522/270608



**Silvia
Carpentieri**

+39 0522/505882

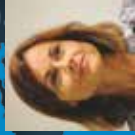


**Sandra
Nasi**

+39 0522/270628

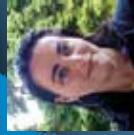
EUROPE

sales europe@brevinifluidpower.com



**Simona
Mussini**

+39 0522/270615



**Lorena
Guidetti**

+39 0522/505818



**Rita
Scolari**

+39 0522/270410



**Luca
Lorzio**

+39 0522/505819

AMERICA

salesamerica@brevinifluidpower.com



**Luca
Lorzio**

+39 0522/505819

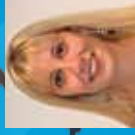


**Chiara
Salsi**

+39 0522/505875

OCEANIA

salesoceania@brevinifluidpower.com



**Chiara
Salsi**

+39 0522/505875

ASIA

salesasia@brevinifluidpower.com



**Edea
Corbelli**

+39 0522/270647



**Annalisa
Messori**

+39 0522/270409



**Chiara
Salsi**

+39 0522/505875

AFRICA

salesafrica@brevinifluidpower.com



**Luca
Lorzio**

+39 0522/505819



**Chiara
Salsi**

+39 0522/505875

