

BREVINI FLUID POWER CORPORATE NEWSLETTER



**Branches  
sales  
and  
marketing  
meeting**

**“Putting people  
at the centre”**

**We at BFP: the example  
of Werther Campaldi**

**Marco Resca  
joins BPE**

**Research & Development:  
“Forthcoming future”**

## EDITORIAL

### SUMMARY

#### APPLICATIONS

#### Solutions of the Brevini Group for Jekko in the movie "Transformers 4"

The Brevini Group did not only supply winches and wheel engines mounted on the crane used in several scenes of the movie, it also included pumps, gears, mid-pressure axial motors and mini hydraulic stations. A proportional levelling system is also being studied and requires electronic components. (Page 10)

#### HUMAN RESOURCES

#### The new improvement groups are ready to take off

The purpose of creating temporary workgroups is to regain efficiency and effectiveness in order to provide a better service to the customer by following the Kaizen method, namely through a gradual changing process, but with continuity. (Page 5)

#### FAIRS

#### Ready for Eima and Bauma China, @ Apex 2014

The fair calendar for 2014 concludes with the Bologna Fair with a major edition of EIMA which will give much emphasis to components and then the Bauma China fair in Shanghai. Good feedback was received from the fair APEX 2014 held in the RAI Convention Centre in Amsterdam. (Page 10)

#### TECHNICAL

#### News: SH11C pumps and motors

The development of innovative components for pumps and motors allows the achievement of significant benefits highly appreciated by technical magazines worldwide. (Page 7)

# Growing is possible! People placed "at the centre"



The challenge that every Italian business faces is really complex and in order to stay competitive, continue to produce and sell, clear and decisive decisions are required aimed at discontinuity with the past, even with what is recent.

The margin of tolerance that were allowed to companies for many years in terms of inefficiency and waste (which were evident) grows thinner everyday.

Better said, "inexistent".

Today, the opportunity to grow further remains a strong belief of shareholders and the management of the Brevini Group; however this depends more on the ability of each person to deal with changes that the global market imposes, regardless of the position in the organisation. Today, change is not "recommended" or "proposed", but it is essential, otherwise a setback is inevitable, even for those well-organised businesses present in the market for more than 40 years. This is why we have chosen to focus more on people. Some may say that Brevini companies' main focus have always been "people". This is true, but the changing competitive market requires decisions that to some may seem difficult to understand. Enhance people's abilities over the next years means to give space to new organisational and operational models, in some cases, concluding even long-term collaborations and in others, opening doors to people capable of bringing different experiences and innovation.



We will never get tired of saying that change is a "great opportunity" and this changing phase is a great one for all the people of Brevini Fluid Power, to get better and improve the company together, creating more synergies between all the members of the Group: Fluid Power, Power Transmission and the subsidiaries, like BPE, OT and VPS must find a way to engage in mutual dialogue with the branches and with those working with the branches and production units throughout the world on a daily basis.

It is too easy to just write down the changes that Brevini intends to pursue in order to enhance all potential capabilities that are available and those that the market offers. In reality, any change requires time, big or small, and very active involvement in sharing and participation to the changing process is needed.

We will discuss this in depth in the next Branches Sales & Marketing Meeting that will be held on 3 and 4 of December. A large number of staff will meet in Reggio Emilia from our

15 branches in Italy, Europe, Asia and America.

We shall talk about changes already made, those being made and those to be made.

We shall speak out and emphasize that "growing is possible". We can say that we "must grow" because maintaining our position is not enough. Maintaining the company's "status" creates obvious defensive risks for the group while growing opens the door to the future.

Therefore, the Future comes first, the willingness to make it and the commitment to be "open to changes" made to satisfy the external customer, our main focus, but also the internal customer, namely corporate divisions.

We must guarantee high quality products to our external customers, products that are technologically in line with times, punctual deliveries, competitive prices and an effective pre and post sales service.

We ensure our internal customer and colleagues the absence of obstacles in the pursuit of the common goal: GROWTH!

# we bfp



## FOCUS ON PEOPLE

Only in this way, the first 40 years of business of the companies that are now part of Brevini Fluid Power will be "years well spent".

In this issue of You BFP, you will see signs of these "ongoing changes". The results are forthcoming. Several indicators can be seen in the annual report 2013 approved in June (a turnover increase of 1.1% compared to 2012, EBITDA +47.2% compared to 2012) and we shall talk about some "outstanding results" in the end-of-year meeting and others will come if we are aware that accepting new organisational, operating models and relationships with customers (internal and external) must be a commitment for everyone.

It is proven that in the branches where synergies of the group are created more sales are achieved. Convincing customers requires more than a single product, but rather a whole "package", as well as continued training for the entire life. This is a preliminary condition needed to better deal with changes. The Branches Sales & Marketing Meeting, starting with people that are part of the branches, aims to involve the entire Brevini Fluid Power, at all levels, because the challenge is the same for everyone, including our current and potential customers: **GROW!**

**Vito Bonafede**

C.E.O. Brevini Fluid Power

### BPE ELECTRONICS/ Marco Resca is the new General Manager

**"We put all of our efforts in creating synergies within the Group"**

BPE speeds up the process for utmost integration in Brevini Fluid Power and strives on creating "group synergies" to grow and stay competitive. Marco Resca will be responsible for leading the new development phase of the company of Novellara founded by Angelo Becchi which is part of Brevini Fluid Power since 2008. The new Managing Director reports directly to the managing director of Brevini Fluid Power, Vito Bonafede and shall deal frequently with Brevini Power Transmission to come up with mechatronic solutions able to raise the electronic content in all of the productions and systems (core competence of BPE). With 53 years of age, born in Ferrara and extensive experience in the power fluid sector, he joined the multinational Sauer Danfoss where he stayed for more than 10 years covering major roles in the electro-hydraulic area.

BPE currently employs thirty workers (one third in research and development) for a total turnover heading towards Euro 5 million (export at 40%). "Many growth



opportunities that BPE can gain consists in a new, more active relationship with the branches of Brevini Fluid Power in the world" - added Resca. For now, the most important foreign market is France; however, with the help of the branches that can ultimately enhance BPE products in the offer of solutions, we can achieve much more in the near future".

Marco Resca strives for greater "contact" even with Brevini Power Transmission, hence seeking possible collaborations based on the competence of the BPE

team on electronics. We can be a true Lab, a binding force to help foster vast collaborations. "For the development of BPE productions we certainly need to start from consolidated competencies, hence from components dedicated to lifting machines; however, the ways to grow that we have ahead of us are truly many" - added Resca. Di Marco Resca believes in a solid approach to open issues: growth before anything else.

"I believe we should all strive for growth, think on how to progress the business without taking anything for granted and aim at the potential that the entire Brevini Group can guarantee thanks to its size. BPE alone can be of minor interest to a technological multinational firm for a partnership, but if you think how we are presented as the Brevini Group, the appeal certainly increases. We must grow by maintaining the flexibility and responsiveness of a small businesses while developing organisational and operational methods for the market which we must safeguard and expand".

### Brevini Power Transmission



**Giuliano Spaggiari is the new Managing Director**



Brevini Power Transmission appointed Giuliano Spaggiari Managing Director and Board Member. Giuliano Spaggiari reports directly to Chairman Renato Brevini.

He was assigned major improvement projects to increase competitiveness.

Focus will be emphasized on operations and on sales. This is a major strategic role for the overall growth of the Brevini Group. Giuliano Spaggiari, 57 years of age, born in Correggio (RE).

After graduating and completing a Masters degree in mechanical engineering from the University of Bologna, Giuliano Spaggiari led the GS of Correggio (from 1983 until 1999). Later from 2000 to 2006 after the introduction of GS in the group Snap ON (quoted in the New York Exchange), he took on the role of Vice President of Equipment Europe.

He then left the American group and joined Comer Industries of Reggiolo where he stayed until 2014 with the role

of Vice President, Strategy & Business Development - MD and Board Member.

He speaks English, French, Spanish and Portuguese. He was board member of Assiot (Italian Association of Mechanical Transmissions Manufacturers) and of the Board of Directors of Bonfiglioli Consulting of Bologna (company specialised in the development of lean programmes for industries). He has gained vast experience in production, engineering and international sales channels, with emphasis in the development of new products, restructuring operations, implementation of lean manufacturing, M&A, growth of sales and improvement of operating income and brand positioning.



## SALES

# Since September, Paolo Martinelli is the new Sales Manager Italy for Brevini Fluid Power The “Italy Project” is getting on

*“If letter ‘I’ which stands for internationalisation is important for the future growth of Brevini Fluid Power, there is another letter ‘I’ which stands for Italy, the national market, which must be watched closely to get a balanced growth”.*



The observation was made by Fabrizio Cattani as Sales Manager of Brevini Fluid Power, with an idea to follow in order to foster and continue to foster the “Italy Project”. “Yes it is true, we are given a new boost to our presence in the Italian market and we do it in many ways with clear goals in mind” added Cattani. “The Italian market is very important for Brevini Fluid Power and in 2014 we expect to represent 30% of our global turnover”. Paolo Martinelli was appointed the new Sales Manager for Italy as of the first of September, as Claudio Vaccari leaves the Brevini group.

This is a major decision based on the knowledge of competences and management style, proven even on the latest role assigned to Paolo Martinelli, as Branch Manager of Brevini Fluid Power Distribution, since July 2013. Paolo Martinelli is 46 years old and has been with Brevini since 2002. In the past, he worked for major companies in the fluid power sector. Paolo Martinelli will be the Group Sales Manager of the Italian Branch

Network. Brevini Fluid Power Distribution has its headquarters in Monza. It started in 2013 offering a better service to customers who need small quantities of products and fast deliveries. With this customer-oriented perspective, Brevini Fluid Power Distribution has enough stock and a smooth flowing facility making it extremely efficient.

SAMHydraulik Lombardia with headquarters in Bergamo, plays a major role in supplying axial and orbital SAMHydraulik products and Brevini Hydraulics proportional distributors. The Branch is able to make product transformations, assemblies and testing, offering a top quality service to all customers.

Brevini Fluid Power Veneto just inaugurated its new branch in Padua. It is a fast growing business operating in the Triveneto area capable of offering customers not only fluid power products, but also mechatronic packages and systems.

Brevini Centro Sud has its offices in Rome. This Brevini Branch can supply products throughout the entire South Central Italian region.

Paolo Martinelli will also coordinate the business activities of specialist sellers for the product lines Aron, Hydrapp, BH and SAM, as well as several Agents.

“The completion and expansion of the Branch Network is a fundamental factor for Brevini Fluid Power’s sales strategy” - commented Fabrizio Cattani. Response time and flexibility are two major factors of the market that we are dealing with in these difficult



times and will be key for success in the future”. In Italy and in the world, Brevini Fluid Power aims at consolidating or creating branches in major markets to guarantee a worldwide presence. Functional facilities with own technical office, a warehouse where to make modifications and assemble products in order to provide the best possible service to customers. “We are heading towards this direction because we are convinced that the future of businesses that are truly able to stay in the market will be inextricably linked with the quality of the service- concluded Cattani.

**Below some benefits that Brevini Fluid Power intends to offer through its own branches:**

-  reduced delivery times thanks to local warehouses
-  easy and speedy customisation of products based on customers' needs
-  timely technical assistance
-  sales force close to customers

## HUMAN RESOURCES

# The new improvement groups, ready to take off

### Working groups

From Wikipedia, the free encyclopaedia.

*"In ambito aziendale si ha la formazione di un gruppo di lavoro quando persone appartenenti ad enti diversi, o con professionalità diverse, si riuniscono ed operano assieme in maniera coordinata per affrontare e risolvere un problema che non sarebbe risolvibile singolarmente dai singoli componenti o dalle loro funzioni aziendali di appartenenza".*

A working group is an ad hoc group of subject-matter experts working together to achieve specified goals. The term sometimes refers more specifically to an interdisciplinary collaboration of researchers working on new research activities that would be difficult to develop under traditional funding mechanisms.

Dealing with economic and industrial changes ever more evident globally, requires a re-evaluation of the logics that were effective not to long ago.

Industries and businesses cannot be immune and protected with respect to competitors from emerging countries, including the crisis that has affected everyone.

Brevini Fluid Power has asked a question to understand what instruments and what methods must be used to implement positive actions aimed at regaining efficiency and effectiveness, giving customers a better service.

One of the instruments chosen by Human Resource Management led by Emilia Acerbi to set off the new organisational development phase is the creation of temporary workgroups. It is a widely used strategy

experimented by large businesses of every sector. Brevini Fluid Power is founded as a series of businesses grown independently with different work histories and methods.

"It is therefore essential to continue with the daily perseverance in the commitment to develop a unique organisation while maintaining the distinctive character of each of the seven product lines and different production facilities". Explains Emilio Acerbi. Those who wish to pursue continuous improvement can certainly find an answer in Kaizen methods.

The word Kaizen is the union of two Japanese terms: KAI (chance, improvement)

and ZEN (good, better), which translates into Continuous Improvement. This term has been used often in the past 25 years, not only in Japan, but progressively in Western countries. It refers to a practice aimed at the constant improvement of manufacturing processes that have recently found a wide range of applications in industries and even in the health sector, banking institute, etc. The vision of Kaizen's philosophy is to make changes in small steps, but with continuity while fighting against

any sort of waste ("Muda").

The basis for change is apparently simple: encourage everyone to make small changes everyday whose overall effect can progressively improve the entire corporate organisation. The Managed Improvement Groups announced and illustrated in June and July, finally starts in September with training sessions for participants to the Managed Improvement Groups on subjects such as: Kaizen, Lean Production, "fight against waste", Management of Projects and Problem Solving. The lecturer will be consultant Engineer Bertuzzi of the Firm Base. Later in autumn, the actual works of the Improvement Group will be set off to pursue efficiency and resolve special corporate interests. Each team will focus on one issue organising periodic meetings to come up with organisation solutions to be presented after a few months.

There will be 48 participants, 6 workgroups made up of 8 persons each from all the corporate areas. The work of the groups will be led and supervised by the consultancy. The teams will focus on subjects,



such as quality, production planning, procurement, post-sales technical assistance, industrialisation and ICT projects.

The mix of competences is the basis of the project which follows the logic of a creative thought and brainstorming. The participants to the Group come from numerous corporate divisions with different skills, even unrelated to the subject that the group will discuss.

It is often proven that the farther you are from a problem the more you can see without filters and bias. A strategy that can help find winning ideas and innovative solutions. Another certainty is participation. Each person of the team is called to play an active role within the entire course.

The skills gained by each participant will allow for the replication of the methods that can later be extended to other sectors of the company.

The purpose is to disseminate Kaizen's continuous improvement concept to the entire organisation, so as to regain efficiency and effectiveness in all corporate processes, striving for customer satisfaction.

## CAD 3D drawings are now available to users



From June, Brevini Fluid Power has added a new feature to its website. Authorised users can now search and download 3D drawings from thousands of BFP articles. Customer can download drawings in 4 different formats (igs, jpg, step, x\_b). Currently this feature is available only to companies of the BFP Company, but after a brief period of adjustment, it will be available to customers who make such request in addition to other services. The service allows users to search for drawings simply by entering the description or code of the file, even partial.

## BRANCHES/ SALES AND MARKETING MEETING 2014

# Growing is possible: The response of Brevini Fluid Power

## Two full days on the 3rd and 4th of December to set off new development plans

The date has been set and expectations are high. An intense day of work dedicated to discussing future strategies of Brevini Fluid Power has been set for the 3rd and 4th of December at the Meeting Centre in Via Balla in Reggio Emilia. "These are strategies based on the willingness to pursue growth goals which can be achieved if we learn how to work together and strengthen synergies within the Brevini Group". A presentation - invitation, is that of President Renato Brevini who sums up the goals of the Sales and Marketing Meeting 2014 which will bring together Italian branches, as well as European branches and those from Asia and America, to discuss the work agenda for next year. Priorities,

decisions, projects and targets that will be the common subject of work for the entire Brevini Fluid Power. The preliminary plan fine-tuned by the Managing Director of Brevini Fluid Power, Vito Bonafede in agreement with the Board of Directors, sets out precise steps and marks the times for a "double work session" which is expected to be quite intense. The works will be set off with introductory analysis by Renato Brevini, President of Brevini Fluid Power and Managing Director, Vito Bonafede.

The common thread of the meeting is growth: "Growing is possible" The response of Brevini Fluid Power". The reports and history case videos will provide an in-depth description

of the adopted operating solutions. The first day of the talk show will conclude with the open conversation "Growing is possible" that based on the solid and successful experience, good management practices in the branches and in applications, the contributions of Renato Brevini, Vito Bonafede, Giuliano Spaggiari (new managing director of Brevini Power Transmission) and the Firm Studio Base of Modena will be possible. The final plan is being defined and there are other figures that can contribute to the meeting. Economist journalist, Stefano Catellani, will be the host. The Sales Manager, Fabrizio Cattani, will analyse the trend of sales in the context of future plans and the business plan up to 2016. Later, there will be discussion on more technical issues associated with innovation on the product range with a word by Maurizio Brevini who will open new scenarios based on the new information system (ERP) which will be made operative by Brevini Fluid Power over the next months. The sessions of the first day of the meeting will also cover the following specific areas: Human resources and the new operating organisation (Emilio Acerbi), finance management (Giorgio Borghi)

and operations (Mirko Campaldi) with new solutions aimed at improving punctuality in delivery times. The plan includes four dedicated workgroups that will be used to gather the first reactions on what will become the work agenda for 2015. The first day of the meeting will be concluded "Italian-style" with an event at the restaurant "La Perla" a few kilometres away from the branch of Via Balla, with speciality foods from Reggio Emilia. On the 4th of December (Thursday) the works of the meeting will resume with sessions dedicated to the marketing plans, to the support that will be given to sales even thanks to the activities of the network business Brevini Network and to products. Later on the same morning, the products of BPE Electronics, VPS and Ot Oil Technology and partner Lotti Hydraulic Cylinders for 2015 will be presented, along with the axial line, orbital line, valve, control panel and proportional valve lines, supported by video cards.

In the afternoon after the award ceremony, the Sales Award 2014 will be granted and then Managing Director, Vito Bonafede will summarise the conclusions of the meeting.



**BRANCHES SALES AND  
MARKETING MEETING**

3-4 DECEMBER  
**2014**





## TECHNICAL

New components for pumps and motors have been fine-tuned

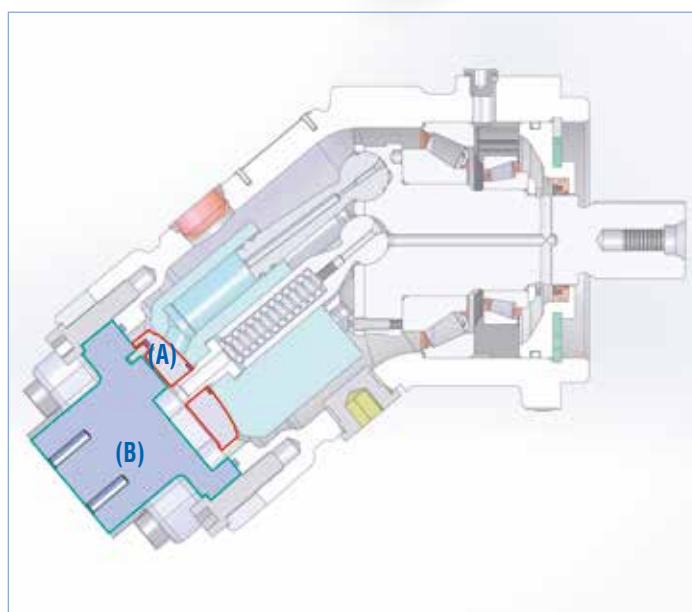
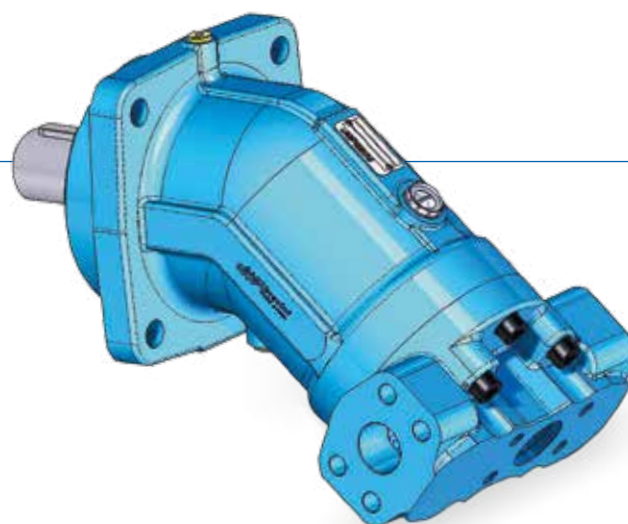
# SH11C: new X ray features

The challenge that Brevini Fluid Power has decided to face by investing in developing new solutions for the axial product range SH11C is quite ambitious. Provide the market pumps and high power density long lasting fixed-displacement motors and operation reliability, in addition to being able to operate continuously up to 420 bar.

The goals have been fully accomplished. The previous version H1C75 had 5 kW/kg while the new version SH11C 75 reached 10.5kW/kg (+106%). It is just an example to give a parameter for displacement 75cc. Brevini Fluid Power has invested on major resources with firm belief in order to launch the 8 new displacements, now available in the market as: SH11C 55-63-75-90-108-125-160-180 cc. Moreover there are 2 other displacement versions 20-30cc coming soon. The products are expected to be launched in 2015. The new products are now described in detail in two separate technical catalogues: one for the pumps and one for motors which can be downloaded from the website [www.brevinifluidpower.com](http://www.brevinifluidpower.com). The new range SH11C was widely tested in R&D and the bench results are consistent with those of major competitors. Considering the

remarks from specific applications, situations have been analysed, including CFD studies and calculations that have revealed a structural limit of the SH11C system used as pump, linked with the configuration of the passage areas of the fluid between the lid, cylinder block and distributor which is critical in the transient inversion phases between high and low pressure and vice versa.

The study has also allowed us to ascertain that by using a single distributor for motor-pumps, similar to H1C, there is a non-optimal operation due to the instant pressure peaks generated in the transients. Brevini Fluid Power has opted to apply new components for use only on SH11C PUMPS, in particular distributors and lids. The solution applied to the range SH11C operated by a pump, allows for the control of the transients between high and low pressure with patterns directly proportional to the direction of rotation and with wider passage areas with respect to what was originally planned; basically, an optimal solution with dedicated components. Today, the product is considered highly performing and competitive mainly thanks to the new components used.



### (A) Distributors



*New left and right pump dedicated distributors have been defined making a niche of specific compensation. The cam pin was taken back to the centre with stamping of the displacement. (Below an example for distributor 108 cc - right)*

### (B) Covers



*Double drill bit (except for version 108) and right and left stamping.*

**Maurizio Brevini “The new unified organisation is operational and investments are being made to strengthen the activities of the team”**

## Research & Development: “Forthcoming future”



### Research and development

*From Wikipedia, the free encyclopaedia.*

**Research and development (R&D, also called research and technical development or research and technological development, RTD in Europe)** is a specific group of activities within a business. The activities that are classified as R&D differ from company to company, but there are two primary models. In one model, the primary function of an R&D group is to develop new products; in the other model, the primary function of an R&D group is to discover and create new knowledge about scientific and technological topics for the purpose of uncovering and enabling development of valuable new products, processes, and services.

“This definition would be enough to reaffirm that in a fast changing market, the ability to innovate is destined to be more and more important everyday” - added Maurizio Brevini - Vice President of Brevini Fluid Power and leads the Executive Board Technical. The research and development sector (R&D) in Brevini Fluid Power will play a major role and is an investment fully in line with our business strategy”. The work programme set off in 2013 led to the creation of the Research and Development Plant in via Denti 3 Reggio Emilia and is based on this line of development involving a significant investment. An investment is not a cost. It is a decision to stay in line with innovation. A decision which translates into concrete facts and improvement that customers of Brevini Fluid Power can see everyday.

“We have created just a team of eight people dedicated to research and development who work in two facilities which will be unified progressively in a years time.” - explains Maurizio Brevini. In the past, the research and development area was divided between former Aron in via Natta, SAM Hydraulik in Via Denti and Hydr App in Via Moscova 6. The



operating and functional re-structuring process took eighteen months, but the results are already evident and are very positive”.

Alessandro Sassi is the R&D Manager of Brevini Fluid Power and outlines the advantages of the new organisation: “The new research and development facility is equipped with six additional sound proof chambers in addition to two already installed chambers in via Denti, giving us an total sound-proof area of nearly 350 square meters. All cabins will be equipped with control and remote acquisition systems manageable from the outside in order to guarantee utmost safety, even with high power testing. The traditional machine division was kept as it guarantees flexibility and quickness in the realisation of equipment of the R&D. The construction of a metrological station has been scheduled to test the size and control the maintenance of metrological chains of various measurement instruments. Moreover, the simulation capacity has been boosted in order to reduce dispersion of tests and increase experimental test productivity and sensibility. Two of the cabins will

be used for tests lasting 24 hours a day divided by low and high power, 82 kW and 250 kW, respectively. The other six were divided by power and type of product even if they can be re-converted in any type of test if necessary according to a functional diagram”.

**Systems chamber** (350 kW) where the axial motor lines, proportional and traditional distributors will be made in addition to the systems.

Closed chamber circuits (180 kW) where all the production pumps will be made (from 6cc up to 226cc)

**Mid power chamber** (105 kW) prepared for the development of the entire orbital unit, including distributors and solenoid valves

**Low power chamber** (25 kW) for the characterisation of gear pumps and electric motors for control units.

**Central chamber** with dedicated benches used to test and prepare prototypes of mini hydraulic stations.



**Valve chamber with built-in modular electronics** that will allow for the characterisation and fine tuning of electronic controls on hydraulic control.

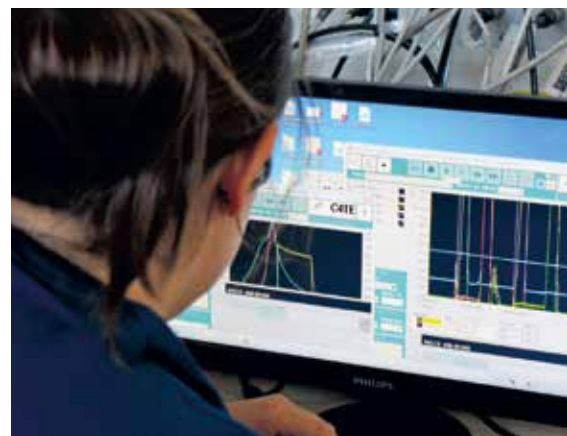
## Advantages

The plan to unify the all research and development roles strives to draw concrete and growing advantages over time thanks to a greater sharing of knowledge gained in the various experimental divisions. In fact, the level of efficiency and value has increased thanks to the creation of an actual team with increasing points of view thanks to a daily dialogue, hence increasing the time to find the fastest possible solution. Moreover, the new organisation has consistently improved the availability of instruments and hence the potential of the division, primarily overlapping roles in the various companies.

The creation of the new team guarantees Brevini Fluid Power a vision of the system resulting in a considerable advantage with respect to single component companies that only offer a single part of a system. In fact, Brevini Fluid Power is heading towards this direction by becoming a market leader, making its systems the strength for the company". The team consists of: Felice Fornaciari, Stefano Corradi, Brizio Epifani, Roberto Minozzi, Alessandro Sassi, Luca Zanichelli, Federica Franzoni and Alessandro Giliberti.

"The use of new technologies, like the numeric simulation allows us to assess sustainable costs, even solutions that would otherwise be difficult to bring to completion.

The unification brings together the R&TD divisions of production brands of the Group under one "roof" whose primary goal is investing on all product lines and obviously boost the availability of equipment and qualified persons for testing, resulting in an increase of efficiency and effectiveness of the division and the quality of the end product". - added Maurizio Brevini We intend to continue heading towards this direction by making considerable investments in R&D to improve the product range".



## APPLICATIONS

### Brevini and Ormet with Jekko in the Transformers movie



Brevini Group has supplied complete winches and transmission units for Jekko "Mini Cranes" used in the Transformers 4 movie. It is a made in Italy success. A showcase that unites Ormet of Colel Umberto in the province of Treviso, engaged in the lifting and handling sector for over 40 years, Brevini Power Transmission and Brevini Fluid Power of Reggio Emilia. In fact, the two companies supply winches to Ormet for many years and recently even wheel gearmotors. A consolidated partnership making Brevini Power Transmission a global supplier of winches for the many applications of Ormet. "A relationship that is been consolidating progressively thanks to our ability to create synergies on complex and innovative projects making customisable solutions" - explains Stefano Brevini of Brevini Power Transmission. The product line Jekko deals with planning activities of special machines on order. The decision to use mini cranes Jekko SPD 360 for several action scenes have made Ormet machines visible outside the circuit of most frequent applications such as: construction, glass-facade applications, lifting of construction materials, panels and

beams for industrial maintenance, agriculture and large quantities of materials for transportation where the space available is confined. The hydraulic winches of the series WHL 015 of Brevini Power Transmission on the mini cranes Jekko SPD 360 in the lifting system, as well as the motorwheels of the series CTM of Brevini Fluid Power are used to lift loading belts that move the product range Jekko. "The range of components is vast thanks to the possible synergies with our group and is able to meet the most innovative demands". - concludes Stefano Brevini Seeing them work in the movie "Transformers 4: Age of Extinction" with great success in movie theatres worldwide is certainly a reason to be proud". "We are often protagonists of great events, we were at sea in the Island of Giglio involved in the operation to straighten the Costa Concordia, we are now part of this spectacular movie that relies on market winning applications; constructors choose Brevini because is a quality guarantee".- added Maurizio Brevini, Vice President of Brevini Fluid Power.

## FAIRS

### Apex: positive results for the Brevini team



The RAI Convention Center of Amsterdam hosted the 2014 edition of Apex at the end of June. Three days for the Brevini Fluid Power team in ten meetings at the stand where the entire range of products offered by the group for the sector was displayed. There were about fifty thousand visitors, one hundred for each exhibitor, so many were the opportunities to get to know customers directly. All of Brevini Fluid Power product lines were of great interest thanks to a complete range and high quality solutions.

### Ready for EIMA 2014



"Production of components is a key factor in innovation for the agricultural mechanic sector and the presence of Brevini Group will be more evident in the context of Eima Componenti, specialised fair dedicated to components, an original character of the fair of Bologna that makes it a big even for "business to business". Manufacturers from around the world display an unlimited variety of products, including spare parts and accessories, all of which constitute a technology core of mechanization and define

the progress and improvement of machines and equipment for the agricultural sector. Plenty of room was given to integrated components thanks to the synergy between mechanics, hydraulics and electronics that play a decisive role in innovation of products in terms of reliability, performance, energy savings, respect for the environment and safety. Date from 12 to 16 November Bologna Fiere. Brevini Fluid Power and Brevini Network will be at Pavilion 18 stand A41.

### Bauma China 2014 with the "Dragon" stand



The last fair scheduled for 2014 will be Bauma China in Shanghai from 25-28 of November. With 2,718 exhibitors from 38 countries and about 180,000 professional visitors from 141 countries, once again breaking a new record in 2014. This international industrial event is not just convincing for its great turnout, but also because of the quality of the exhibitors and visitors who are just as impressive. All major international operators exhibit their machinery and products in the Bauma China Fair. 93% of visitors have decisional powers and are seeking specific new solutions: CEOs, managers, investors and buyers from around the world and mainly from major growing Asian markets. The Brevini Group will be present with a large stand in Pavilion No. 5 Stand 250.



## The facility PVD was dedicated to Werther Campaldi twenty years after his passing “The Value of Work”

***In 1974 along with Luciano, Corrado and Renato Brevini, he made a commitment to grow new activities in the fluid power sector.***



The facility of Brevini Fluid Power “PVD” in Via Moscova was named after Werther Campaldi. “The values of making a business and work were and will remain the same: honesty, commitment and vision. In one word, the devotion and certainly the efforts of Werther Campaldi along with that of my brother Luciano to create a new business is part of this dimension”. - added Renato Brevini They both put great emphasis on young people and training which is the basis for the quality of products and the success of a business. They both love production and the factory was, is and must be a key factor for industrial growth”.

The factory that today produces valves and distributors is the result of a development project pursued with courage and tenacity of a business idea that in 1974 Luciano Brevini, along with brothers Renato and Corrado, proved with Flli Brevini back then (today Brevini Power Transmission) whose purpose was to diversify from the gear unit sector and power transmission entering into the power fluid sector which then grew with mechatronics. This was the start of a “group logic” that today puts Brevini among top world players.

Werther Campaldi joined Flli. Brevini in 1964 when he was just 16 years

old. Ten years later, working closely with Luciano Brevini, he followed the development of Hydr App step by step (today Brevini Fluid Power) until 1994. “Those years lived by my father were years of growth and intense work”. - commented Mirco Campaldi, son of Werther, Operations Manager of Brevini Fluid Power. Years dedicated to the development of a group that today is able to compete worldwide. Perhaps, unrepeatably years in many ways, but perhaps a guide for our future. It is with this in mind that Werther Campaldi Student Project was created and will expand over the years, adapting more and more to new demands of businesses that just like Brevini Fluid Power compete worldwide. We will address young people with high educational profiles in order to enhance talents”. Twenty years after the passing of Werther Campaldi (20 July 1994, at only 46 years of age) a wall was built in the operations facility in Via Moscova 6 in memory of Werther Campaldi. His commitment and devotion were fundamental for the new business. “Today, even more than the initial years

of this company, respect, corporate cohesion, willingness to work in a team to achieve results collectively and not individually, are irreplaceable values and can be of great help to compete better, even in the large business that the Brevini Group has become”. - added Loris Saccani, Vice President of Brevini Fluid Power.

The voices and so many memories of workers of the past and present were united to remember Werther Campaldi (Werther Campaldi joined Brevini 50 years ago) and the so many students from Reggio Emilia that are part of the Werther Campaldi Student Project that were accompanied since 2001 with a study grant from the diploma with ISS Nobili to the degree in Engineering.

“Our future comes from a long story and a strong bond between people who wish to build something that lasts over time”. - commented Vito Bonafede, Managing Director of Brevini Fluid Power The future must be built even today with the same efforts of the past and this is the message that keeps the memory of Luciano Brevini (passed in 1982) and of Werther Campaldi alive”.





3-4 DECEMBER

# 2014



## BRANCHES SALES AND MARKETING MEETING