



CONSTANT DIVERSIFICATION

Eurosicma was established in 1965 and its activities have spread over three generations. The company employs the latest technology – but this is not all, as Agnese Bresin finds out when she speaks to Francesco Redaelli, area manager and communication coordinator.

Eurosicma SpA is an Italian group of companies manufacturing automatic horizontal fold and flow pack packaging machines. It manufactures moving, feeding and packaging machines and automatic lines for the food industry and other sectors. The company was founded in Milan by two school friends, Filippo Ajani and Trentino Redaelli, who had no background in the sector but developed a project to design and produce horizontal wrapping machines equipped with disc feeders for sweets.

Today, machines for packaging sweets, chocolates and biscuits remain the company's core business area, but throughout the years a strategy of

diversification has allowed it to enlarge its range of products and access some niche markets with great success, including forming and packing machines for beauty care and pharmaceutical items such as plasters and cotton buds.

Group structure

Eurosicma's technical office and commercial back office are organised in three separate divisions: candy, line and care. Every division has a well trained, multilingual team which has specific know-how in its field and acts

as an interface between the company and its clients, always ready to look for the best solution to meet any requirement.

Eurosicma's recently renovated main production plant is located at the historical industrial area of Segrate near Milan. This plant currently employs around 90 people on a total area of 10,000m². Owing to increasing orders, the company is now planning to find another area in which it can extend its manufacturing capacity.

Oms, a company within the group, is responsible for the manufacture and assembly of the mechanical parts of Eurosicma's machines. Active

since 1978, its factory is based in Brescia where it currently employs 45 people and manufactures products also for other companies in addition to Eurosicma.

The software arm of the group is Oasys, a company which was established in Milan in the 1990s. Oms and Oasys were established in order to fulfil Eurosicma's ambition to be as autonomous as possible, relying on its own all-Italian soft- and hardware suppliers.

Finally, Eurotekna is a company specialising in collection from oven and sandwiching biscuits and crackers. It joined the group in 2008, bringing >





with its competence in sandwich and plain baked goods, offering edge or stack feeding solutions to be combined with Eurosicma's machines.

Branching out

Eurosicma has registered a significant increase in its turnover this year, from around €16 million in 2010 to €28 million in 2011 – particularly impressive when considering the state of the European economy over the past few years. When Mr Redaelli is asked about the reason behind this boost, he talks about the highly customised solutions the company is able to provide for its clients, the top level technology applied to the machines, the important investments in R&D, the particular importance it places on after-sales services and, most significantly, its ability to find new market sectors to expand into.

Diversification has always been on the pillars of Eurosicma's business strategy and it seems to be paying off. The latest segment the company has entered is the instant noodles market. This market, which is of hardly any interest in Italy, is actually very active in Asia with India bringing in particularly large sales.

The BRIC countries are in general the ones that provide the largest amount of work for Eurosicma. South-east Asia has always been important and remains so to this day, while Latin America is also showing great potential. In contrast, Europe is not currently a so fruitful market, even if Germany and Poland show the highest potential.

The tip of the iceberg

Mr Redaelli goes on to explain that, since the company is already present throughout the world, geography is hardly considered a key factor to increasing sales. The strategy that Eurosicma has been employing is one of constantly looking for new applications for the technologies it develops, repositioning the brand and diversifying its production. To begin with, as mentioned about, the company dealt only with confectionery and pharmaceutical products; its second generation entered the bakery and chocolate markets and now noodles are producing the best results. "But this is just the tip of the iceberg," says Mr Redaelli. What will the next market niche be? □

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