

The globalisation of the markets has meant new rules and a particular effort on the part of technology suppliers. We talk about this with one of the sector's leaders, Renato Moretto, who also reflects on how 2007 and K fair have gone.

## AUTOMATION FOR PLASTIC INDUSTRY



*In 2007, once again, your company has grown, and it is not for the first time. What is the approach that has allowed you to keep this favourable trend going?*

Yes, this year, once again, we have seen an increase in demand which is being translated into a two-figure increase in our turnover. The competition is always tough and the markets quite changeable. It is important that we never get out of the habit of questioning what we are doing, or of fighting constantly to get the upper hand over increasingly fierce competitors.



**Renato Moretto, owner of Moretto S.p.A.**

*The companies in your sector are also very active and successful on the international markets...*

The dynamics of market growth has changed completely over recent years. There is considerable emphasis on relocation, and there are various reasons for this: the cost of labour and logistical considerations, as well as the desire to take on potentially attractive markets from within.

Every company applies its own strategy. Guided by our customers' needs, we, too, have to adapt. For example, we have to reckon with

the phenomenon of concentration, which has led to the formation of very large industrial groups, which can have tens of thousands of employees.

*What are the new customer demands that need to be met?*

A multinational enterprise today can have facilities in as many as 20 or 30 different countries. As service suppliers, we have to follow the evolution of our customers, and we can never afford to miss a beat. Customers have to be served in Russia, just as they are served in Australia, in the United States or in Korea; in short, wherever they decide to set up a collaboration agreement or open a plant.

This makes the market both dynamic and tough in its approach, also from an economic point of view.

Companies that produce technology are a driving force, and they operate in a way that obliges us always to be looking for new contacts and entering into new collaborations. These companies tend to concentrate their services. The parent company is still the home of the purchasing office, which wants direct deals with us suppliers, price lists and favourable purchasing terms. Moreover, since our products are destined for subsidiaries spread all over the world, we have to establish relations with local users too.

*Does this also apply to the Italian market?*

Many Italian processors, too, both small and medium sized, have become offshoots of international organisations. There are now very few



companies that are still able to promote their own products independently.

In spite of all these factors, we have managed to establish ourselves very well, focusing on remaining highly flexible. This is without forgetting the ever-important price-quality factor, which nowadays everyone takes for granted.

*So, in this international setting, technology plays second fiddle to organisational aspects and service?*

Not at all. I am firmly convinced that technology continues to be a factor that, like true quality, sets one apart from the rest. Obviously, it is becoming increasingly difficult to get this concept across, because the price factor is always so prominent. On the other hand, it is becoming more and more difficult to contain today's ever-increasing general service and structural costs. We therefore have to draw upon all our resources and focus on excellence, creativity and innovative ideas, that is on a high-level product.

We are satisfied with the results we have achieved: a recent customer satisfaction survey confirmed that we are well regarded on the market, and this encourages us to proceed in the direction we have chosen.

*Are you satisfied by the response on the domestic market, too?*

There continues to be a "buzz" on the domestic market. In 2006, in the wake of the Plast fair, we recorded some extraordinary results, in excess of our expectations; the trend has continued to be good in 2007, too, in spite of our flagging economy. We are satisfied: the investments are out there, even though, in the main, it is the large companies that make them.

*What about your product range... Will you unveil any new products in 2007 or instead concentrate mainly on optimising existing ones?*

Our aim is always to stand out for our creativity. At the K fair we unveiled, among our top products, Gravix, a gravimetric dosing unit for large volumes, designed

above all for extrusion and able to process the widest range of material types, from flakes to granulate, from coarse re-ground materials to very light, powdery materials, etc. The machine, which can operate at up to 5,000 kg/h, has been widely tested and has been unveiled for the first time at the Düsseldorf fair.

Another attraction was the evolution of our dehumidifying system X-Dryer, which is now applied also to machines destined to be used for the largest scale production. A medium sized/large model can guarantee considerable savings on energy, up to 35,000 – 40,000 euros/year. Thanks to its particular features, X-Dryer is especially attractive to processors, who constantly find themselves having to absorb a series of increases in running costs.

*What, in this regard, are the advantages offered by X-Dryer?*

X-Dryer, by guaranteeing considerable energy savings, allows the operator to increase its profit margin. One need only think that, in plastics processing, electrical energy powers most equipment and automations and is usually the second largest source of expenditure.

Two other very important projects will reach completion between the end of this year and the first few months of 2008, once the reliability and industrial tests are complete.

*Do you agree with those who still place great store by trade fairs, or instead share the doubts of those who feel that they have lost some of their significance, in favour of other forms of marketing and promotion?*

In my opinion, trade fairs are becoming increasingly important as opportunities to relate to others, to share information, and to weigh up one's own competitiveness. In this sense, the K fair is particularly attractive, being able efficiently to meet the needs of today's global market. On the other hand, the other important international fairs are much more influenced by the scenario in the countries in which they are staged.

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In the previous page: the DGM 1080 by Moretto

On the top: the new X-Dryer 600 dehumidifier for large-scale production

At the left: the Gravix gravimetric dosing system

At the right: centralised dehumidification system

