

Client ailored automation

To differentiate,
to personalize,
to introduce
innovation:
Moretto
Spa aims at
leadership
of the market

Upon entrance of Moretto Spa, two penetrating eyes 'scrutinize' you: they are the eyes of a cat which has become the symbol of the company. An image in apparent contrast with the technologic nature of a company which is among the five first of the global market and is specialized in the planning and production of automatism for the transformation of plastic materials. And yet, with its versatility, its vitality and its nearly 'technologic' asset of its gaze, the cat appears to be an ideal symbol for a reality which encloses two aspects working in synergy.

On one hand, the engineering vocation always projected towards the development of new technologies, and on the other the purely human aspect, which focuses on talent and intelligence as the propulsive forces determining success. At the moment, Moretto Spa generates a turnover of 24 million euro of which 70% made on the foreign market, confirming a decisive international tendency. 'We are present in more than 50 countries of the world through qualified distributors - declares the Chairman, Renato Moretto -. Three commercial branches, in Germany -Moretto



Germany GmbH-, Brazil -Moretto do Brasil Ltda- and Singapore -Moretto Plastech Asia PTE Ltd-, which assure an efficient service in Europe, Asia and South America'. Production, instead, is concentrated in Italy, in 4 plants which spreading over a covered area of 22.000 square metres. 'A precise choice - Moretto goes on to say - that allows us to maintain the quality standard particularly high as well as guaranteeing that productive differentiation, characterized by a high level of automation that represents our real strong point'. Here is the challenge of Moretto, capable, when the market seems more orientated towards a sort of more specialist production, of embarking on a new venture: to differentiate all the demands and at the same time guarantee maximum quality and ever increasingly personalize the production without touching timeliness. An ambitious challenge, if one thinks that it has required the formation of a powerful organizative machine that now produces up to 25.000 cars a day, of 4.200 different models, of which 2.100 are considered produced on catalogue. A richness recognized by numerous leader trademarks who have chosen Moretto: Whirlpool, Panasonic, Procter & Gamble, Siemens, Magneti Marelli, Teuco-Guzzini, Automotive Lighting, Honda Motors, just to name a few of them, to which one must add the giants Faurecia e Tyco -more than 35.000 employees each-, as well as the big Swiss group Rehauf. To understand the real needs of the clients, so as to elaborate specific solutions, is part of our company culture -Moretto adds -. This leads us invest a lot of resources in the ambit of research and development, to guarantee a constant innovation process and a range of offer ever increasingly vaster, more flexible and rich in innovative elements'. At the moment, Moretto offers 13 lines of products to various areas of the market; among which, particular interest is attached to the centralized transport systems, the granulation, the dosage, the refrigeration and the de-humidification which, bringing in 35-40% of the turnover, constitutes the core business of the company. 'All the productive process, highly informatized, takes place inside - Moretto highlights - from planning to production of a prototype, up to

testing, production and final inspection. We produce directly every single component which will successively be assembled. And we are capable of producing a vast range of semi finished products which, made ready -also in a personalized way- in a few days time, allow us to respond to a demand very quickly'. A policy of this

OMS&P -Original Moretto System & People-, characterized by the man of Vitruvio, drawn by Leonardo, a which is known as a symbol of intelligence and creativity. A trademark "made in Moretto" which can be found on our exclusive products; at the moment 13 projects, all protected by a deposited patent. Among these, a particular value



Renato Moretto

kind calls for the engagement of a big team: more than 200 employees, among which 13 people who spend all their time working on research and development. There is also a big engagement in training. 'The real force for growth is the people - Moretto concludes-; it is even claimed by our trademark

can be found in 'Dry Air'-a new product, conceived for micro-productions in the field of de-humidification. In February we have also launched 'X Dryer' and 'SX', an evolution of this, is already ready and will be soon presented'. The challenge is still on and not by chance, it underlines the enterprise pay off.