

A Complete Range Provides a Solution for Every Application

Centrifugal closed impeller and open impeller pumps designed for chemicals, multi-channel and vortex impeller pumps: this is the foundation of Salvatore Robuschi's core business, upon which manufacturing innovation and service are built, as the company continues to develop its presence on international markets.

by Francesco Goi

As Achema draws near, we met Michele Robuschi, general manager at Salvatore Robuschi, an Italian manufacturer of pumps for the chemical industry that has stood out on the market in recent years as a result of significant investments that have broadened its production range and optimized service.

ICF - Mr Robuschi, has your company continued its positive trend of recent years in 2011 and into 2012?

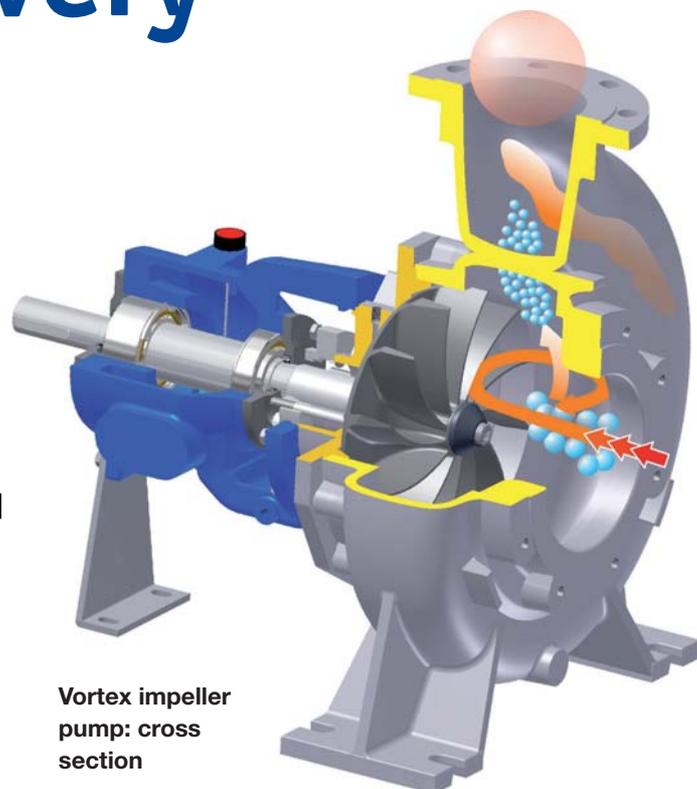
"The favourable trend continued throughout 2011 and is continuing now in 2012. Projects to advance the company are moving forward, in part in terms of human resources. The staff recently hired include two young engineers - the first joined the engineering office, while the second handles customer and sales office relations.

Today the staff of 35 people fit the bill to handle renewal, starting out with the experiences the company has gained in recent years."

ICF - What products will you be showcasing at the largest chemical trade fair in the world, Achema?

"Today we have a very vast production range when it comes to process pumps, divided into four main types: normalized closed impeller pumps for chemicals, normalized open impeller pumps for chemicals, multi-channel pumps and vortex impeller pumps.

The multi-channel pump is an innovative product, engineered in-house, for which we have managed to combine high yield (almost on a par with closed impeller pumps), a very good free travel (with the option of handling solids), low noise and



Vortex impeller pump: cross section



Michele Robuschi, general manager at Salvatore Robuschi

high suction capacity. Over the past three years, this project has become well established on international

markets, thanks to certain characteristics that make it preferable over other available types. In particular, they stand out for their excellent suction capacity in vacuum installations, also for large capacities, and the capacity to deliver high speed (1500 rpm) performance against

the competition's lower rpm and higher purchase costs.

These features

ICF - What is the common thread that links development of these new products?

"We are certainly committed to the approach we started out with – to supply the best hydraulics for every type of application. This is an advantage also from the standpoint of energy saving. Improved performance is attainable thanks to the type of product.

Our wide range goes hand in hand with the philosophy we have had since the beginning, whereby we have to provide the customer with prompt service, because it is practically impossible, especially for the final user, to keep spare

parts at hand in the warehouse. Today we

provide spare parts

in 48-72 hours and

we apply a modular principle - all parts in the warehouse are ready to be assembled. We

have an enormous warehouse, but it is the type

of design that enables us to "stitch" the various

components based on customer needs.

With this service, we have had instances where replacement parts have taken mere hours to deliver.

Product quality is something we consider vital and often we take it for granted. Service and support in the selection stage, especially when we have an effective communication with the customer, helps develop truly effective teamwork. This is the strength people know us for.

Today, also at the European Commission level, the belief is that when it comes to complex machinery, it is inaccurate to talk about the efficiency of individual machines, but the system should be considered as a whole. In Europe, as has been the case in the United States, the Energy Manager is becoming a quite common position. These managers perform plant assessments and establish where it is possible to curb consumption through particular interventions. In these situations, customer – supplier relations become fundamental. This collaboration is possible when the other party is willing to adopt the advantageous solutions that are proposed and is not limited to following a protocol."

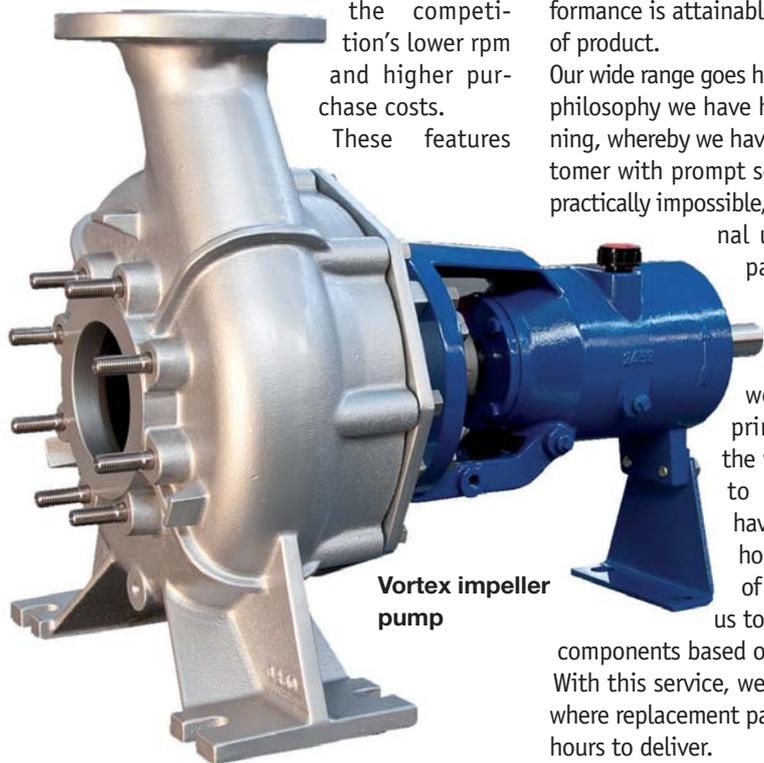
Multi channel pump



ICF - Exports now generate approximately 50% of your revenues. How are you able to maintain the efficiency of service abroad?

"Efficiency begins with training staff internally. Researching dealers abroad is a particularly difficult task. Even when we do find them, when we find an expert in

Multi channel assembling



Vortex impeller pump

have helped it become established internationally, as far away as Chile, Peru, China and India among others.

In the vortex impeller pump sector, three new models were recently developed which can pump solid matter of up to 200 mm in diameter.

The latest model, launched early in 2012, is the evolution of an existing model applied to a larger pump size. It is a valuable addition to the range, and is used to pump different types of large solids, even very long.

Products of particular significance include the cantilever vertical pump, suitable for installation in wells, vats and tanks, which have proven particularly successful in recent years. They are especially recommended where there is no level control: the pump is undamaged by 24 hour operation, even dry. The flushing is wholly external, enabling it to handle abrasive media and operates under difficult conditions (for example up to 500°C)".

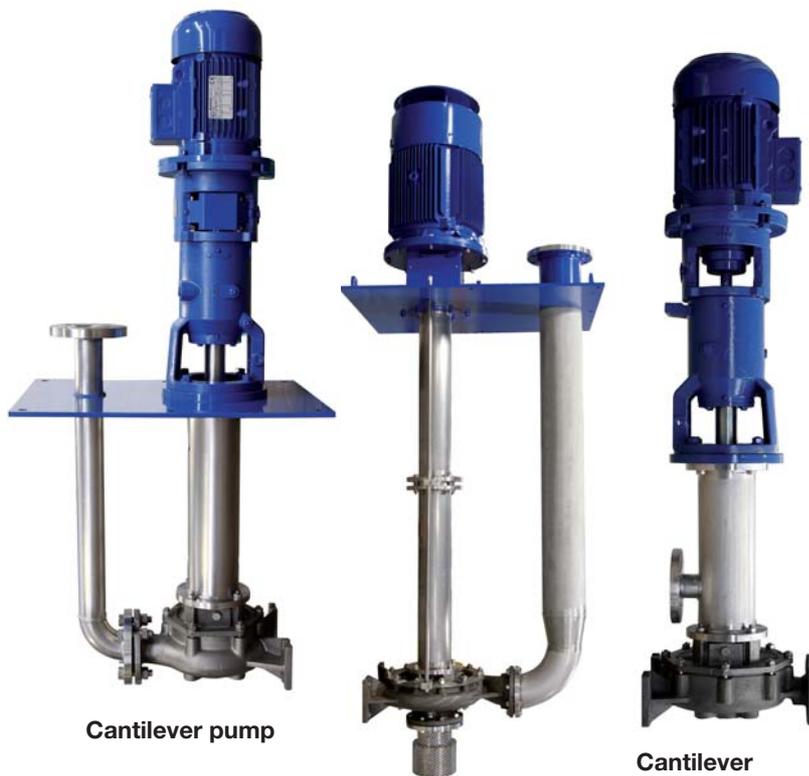


Headquarter of Salvatore Robuschi

the matter interested in taking on the applications, it takes 2-3 years to optimize relations.

We can provide valid support, but it is essential that we can count on capable and enthusiast people, who can do what we ask and be "our eyes" on the plant.

When we are able to establish a relationship of trust with such a dealer, the situation generally takes off quickly. As an example, revenues grew by 500% in the Netherlands in just a few years. This happens, naturally, also thanks to the references that are acquired in the country where the company consolidates its presence and establishes good operations. Our dealers may be manufacturers of all types



Cantilever pump

Vertical pump

Cantilever external mounting type



Open impeller - investment casting

of pumps, a purely trading entity or a trading company with workshop facilities."

ICF - On what markets do you have the opportunity to significantly expand your presence?

"Foreign markets certainly have the greatest potential. Traditionally we began looking to consolidate exports on European markets, but now we are realizing that the opportunities may come from different markets. The opportunities are there: we just have to be ready to seize them!"

NPSH test



ICF - Achema is coming up. Is an exhibition of this scale still a point of reference? Does it still offer interesting opportunities?

"In my opinion, fairs are still important, but it is important to take part at those few that without question have a great name and attract high numbers of visitors. The fair is not just an opportunity for an exhibition, we take pleasure in showing the people we work with the results of what we have been doing. It is, more than anything, an opportunity to get together with customers and suppliers. It is important to work hard in the months leading up to major fairs. Meetings at the fair are also useful for planning collaboration based on technical information we already have or consolidating existing relations."