

Strengthening the organization to continue an ongoing positive trend

Salvatore Robuschi has made further investments in corporate organization and will this year begin a multi-year programme dedicated to enhancing its range of products.

by **Francesco Goi**

A company expands thanks to product innovation but also by enhancing the human resource element and the constant attention to organizational aspects. Salvatore Robuschi has focused on these latter aspects constantly improving its market shares in Italy and abroad. We met the company's CEO Giulio Schiaretti in order to consider the most recent results and analyze the current investments and medium-term programmes.

ICF - Mr. Schiaretti, have the results obtained during 2015 met your expectations?

In 2015 again the budget has been respected with a turnover increase of about 10%.

We have seen a significant growth in the first months of the year, followed by a slow-down due to the uncertainties of the economic and financial situation.

Of particular note have been the results achieved on the foreign markets, where the distributors that represent us have succeeded in achieving new collabo-

orative agreements with international engineering companies.

The Achema has also been important in the consolidation of our standing on the international markets. During the course of the last decade we have achieved a 9% increase in turnover, and in relation to the last two decades the average growth has been of 13%.

ICF - Are the investments made during recent years in the organizational sphere made a significant impact on growth?

As regards the development of the corporate sphere, the SAP management system became fully operational in 2015, and is giving excellent results, fully meeting our expectations.

The SAP system is an important factor in our company growth, and assures constant monitoring of each aspect of the company. As regards the market it confirms that a high degree of professionalism has been achieved. In relation to this aspect we are involved in transferring the high degree of know-how and experience of our staff to the company; we have started from the highest levels and are currently involving other employees.

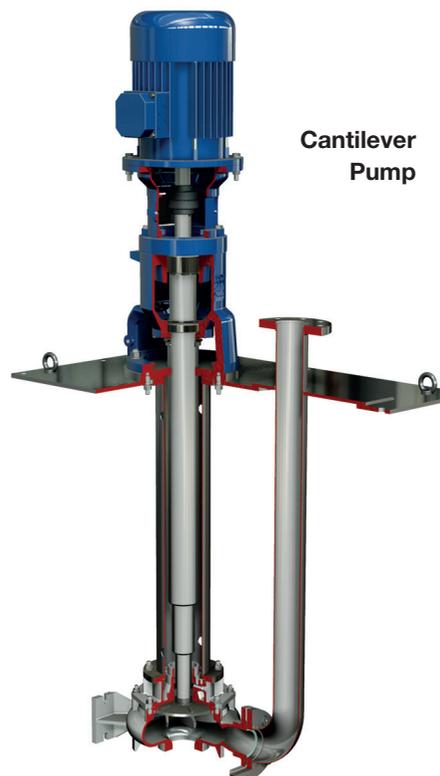
It is a demanding process, that will al-



Pumps being tested at the Salvatore Robuschi factory



RC Pump with
Vortex rotor



Cantilever
Pump



Vertical pump

low the company to achieve a greater degree of autonomy, thereby making it easier to replace individuals in the case of absence.

ICF - Which markets have assured the best results?

In Europe, which is our principal market, we have succeeded in further improving on the results achieved in previous years.

As regards the markets outside Europe, where we are committed to increasing the market share, the percentage increase has been very significant.

ICF - As regards products, are there developments planned for the short/medium term?

In relation to this, we are launching a programme aimed at production innovation, which will last for the next 3-5 years: we have in fact boosted our design team with a new member of staff. In our current factory premises we have sufficient space to double our

production turnover. In the first stage of the programme we will further complete our range, with new models as concerns processing pumps, which are proving the most successful.

Subsequently the range will be extended with pumps with delivery rates of 2800 m³/h.

There is also a programme for the engineering of pumps to order, which are again very popular: thereby giving rise to a product range that has all the necessary features to fully meet the demand requirements.

ICF - What medium-term investments are planned?

We intend to expand the assembly lines of the larger pumps, expanding the production area of the base production lines and the semi-processed goods store.

Further investments are envisaged for the human resources, to reach an even greater level of professionalism: our mission is always that of securing jobs

and assuring sustainable growth, whilst always giving priority to customer satisfaction.

A greater number of employees will also act to consolidate our strong points; which are flexibility, speed in the processing and the delivery of new products and spares, and warehouse availability of modular and easily replaceable parts.

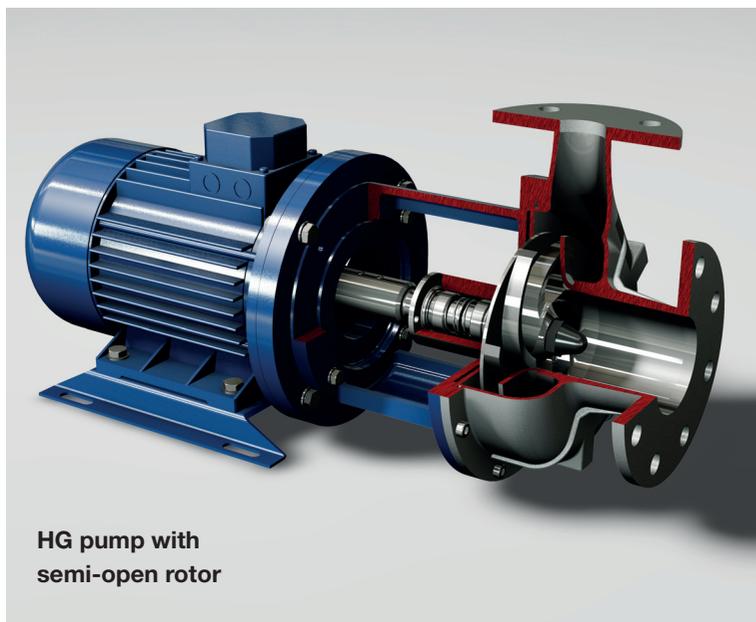
ICF - As regards the promotional instruments of the operations...

We have recently completed the new company Internet site, which contains over 400 assembly drawings, in four formats.

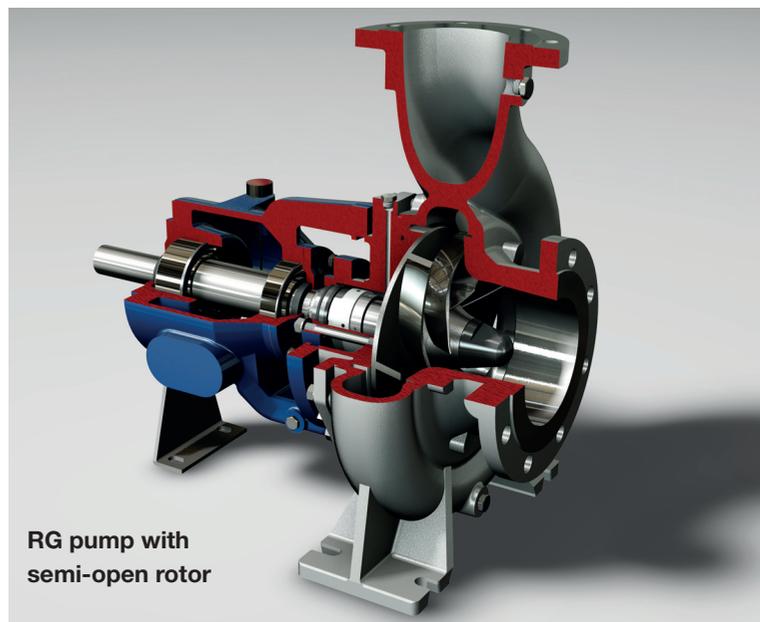
This is a way of satisfying the frequent requests from the engineering technicians, giving them the possibility of positioning the pumps in the lay-out of their systems. Another ambitious objective that we have set ourselves, is to make it possible to provide the client with complete order traceability. It will be possible to have all the re-



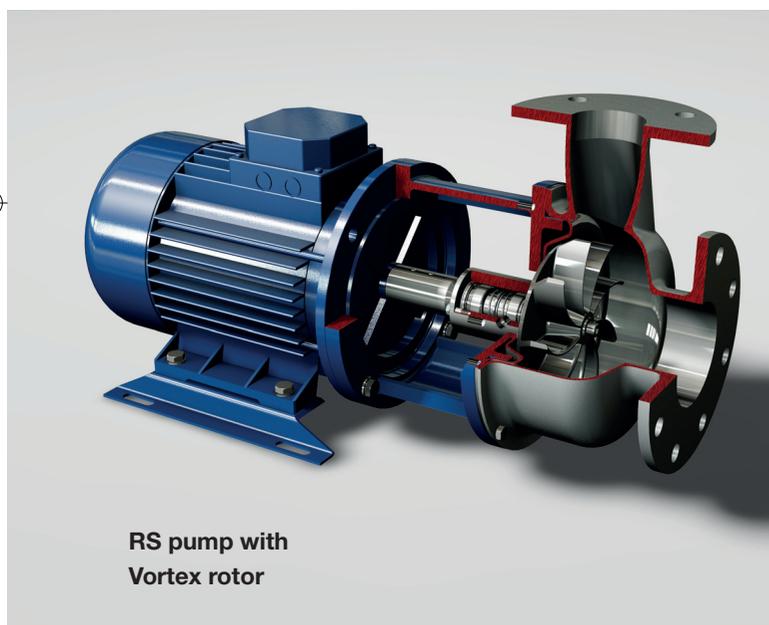
Pumps



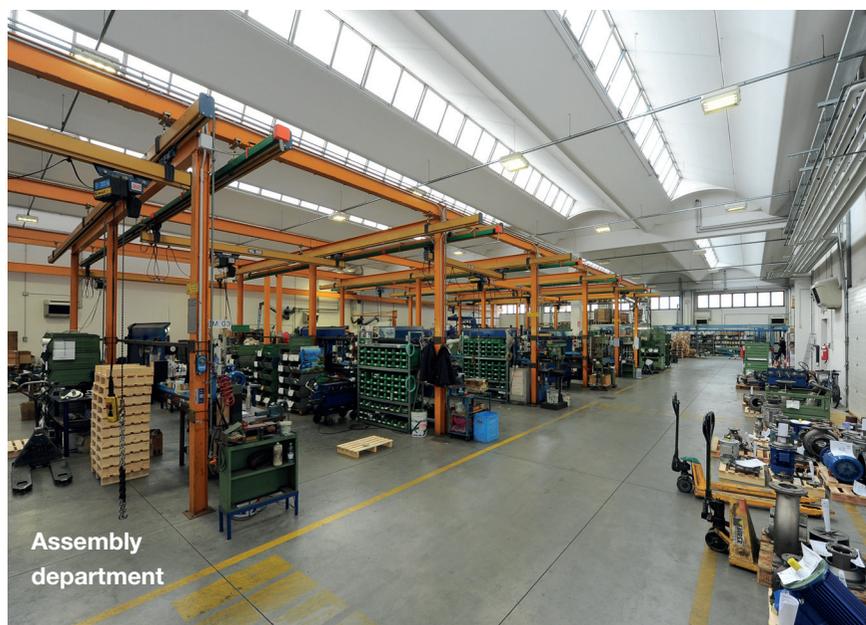
HG pump with semi-open rotor



RG pump with semi-open rotor



RS pump with Vortex rotor



Assembly department

quired steps under control: from the supply of the illustrative materials and certificates down to the various process stages relating to product preparation and delivery (pump assignment, collection, assembly and dispatch). It is a procedure that we usually apply internally which we have made accessible to the users, through the internet. We have always given priority to delivery efficiency and speed: this service will act as a further way of assuring to-

tal customer satisfaction. As regards the boosting of the technical office, we have intend to include a person specifically dedicated to the development of the Internet site and the handling of the SAP system, in order to make it possible to improve integration and to render the process more automated.

ICF - It appears from all this that you have reached a certain degree of sat-

isfaction, which bears well for future developments also...

In recent years we perhaps would have had the chance to achieve even more significant results but we have preferred to make investments in the structure (in terms of management systems and personnel), as we believe that this approach is more appropriate in order to preserve and consolidate the unique features that characterize our operations. ●

