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ROLLERI *news 1/09*



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High level professional training
and management consulting for
our clients

*The periodical review of Rolleri Spa
Year 3 - Yssue 1 - January 2008*

TOOLS FOR PANELING MACHINE

From 2009 Rolleri will provide its clients with new solutions. Rolleri has gathered the experience and machinery to produce Paneling machines tooling. We kindly invite our customers to ask our Sales department for further information.



 **ROLLERI**

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Quality a constant attention

Only some years ago a company would have advantage in the market by offering a good product at a good price. Nowadays this will only bring a temporary advantage. Customers' expectations have changed and, as a consequence, also the way to satisfy them has changed.

Quality has become essential for success and survival of companies that operate in an extremely competitive markets.

The reasons that brought companies in the after-war years to adopt a quality system were different than nowadays.

What does "Quality work" means in the 2000?

It means to understand, satisfy and try to anticipate customers' needs and expectations.

The service we give to our Customers, becomes an untouchable and hidden component of our product. Something that competitors will not easily imitate. It means knowing our Customers enough to anticipate their needs and implicit expectations. In this context quality represents a fundamental lever for the success of a company in the market.

A satisfied customer is the best publicity a company can have.

For this reason, any modern company must have a Quality System. Guaranteeing to his customers reliability and seriousness.

Quality System is often seen as a mountain of forms to be filled in, designed only with the aim to get the stamp required by the customers.

This belief is extremely wrong. First because it is not necessary to fill in a mountain of forms, but specially because its usefulness goes over a simple stamp that you can boast.

A good Quality System brings to a company many advantages, such as costs reduction and productivity increase. It does not mean just to run a few tests, to note down on forms some results without valuating them, to write (or, worse, make someone write) abstract procedures that none understands.

This is not a good Quality System, this is obedience to requisites felt as imposed, this is the kind of quality that has only costs but no returns.

Work with a good Quality System means for a company to apply systematically.

Quality principles to all of its work, and to each single aspect of the productive-managerial activity, with the main goal of a continuous improvement through the customer's satisfaction path. A good quality system can not exist if it is not customer oriented, if there is no staff participation, continuous improvement and a careful analysis of the data.

Rolleri has obtained the Quality System certification in 1999. During these years we have continuously implemented it by following a development strategy that helps us to satisfy our customers' needs and expectations, and improves our staffs' daily work.

We want to give much more importance to quality, because only through quality we will have the possibility to offer a better service to our customers.

Marco Rolleri
Administrator member
Quality System manager



Research & development department

1) We've asked Mr Marco Rolleri, to shortly illustrate the history of the R&D department.

Since the very first years of our activity we realized that the growth of our company was linked to a careful and constant research of new solutions. In a highly competitive market it is necessary to give support to our customers with a modern technical service. For these reason we founded the R&D department, something that fills us with pride. During these years we have selected the most prepared technicians and have done great investments, in order to support their work with suitable working instruments.

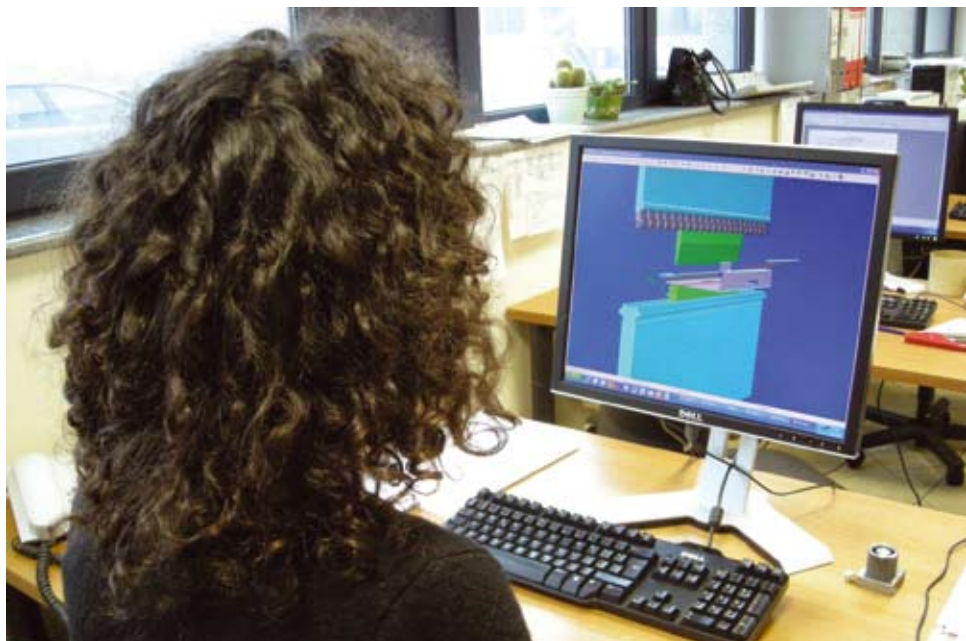
2 How is the R&D department structured? Who works in this department and which are the goals you have set for it?

R&D department of Rolleri SpA carries out every day a research activity addressed not only to external clients but also to the

internal ones. Many are in fact the changes and innovations introduced in our productive system, changes that have improved our work. Specially in the sectioning department, where productivity has sensibly increased thanks to our intervention.

To be underlined is the narrow collaboration with the colleagues of the technical dep. Our designers have full responsibility for research projects of new products, formulations and production processes. Two are the operators that work together with me, Mr Mazzocchi Domenico and Mr Cassinari Marco, that work together with the internal designers.

Mr Mazzocchi is "Head" of this department (He is in fact the inventor of the ROL1 System (Rolleri patented) I wish to highlight the close contact of collaboration that links our dept. with other B.U, in particular (As already noted before) with the sales and technical offices. We organize every week working groups. This is an opportunity of comparison with the



trade responsables and the Area managers, to analyze the market and consider the requests we might have.

An optimization of the product represents for the customer a cost reduction. To put into practice all of this, it becomes important to constantly maintain and strengthen contacts with the market. So R&D department becomes the interface with customers and suppliers, even through visits to the customers' workshop. The main goal of the department is to be a forerunner in the development of new technologies and products of a higher quality, that will improve customers work and lower its' costs.

The strategy of innovation in R&D department is based on three principles

1. constant research of new ideas, products and technologies
2. technical know –how to "process" the market needs. Deciding which improvements should be taken in consideration
3. identification of new opportunities to exploit technologies and scientific discoveries.

3) This department has already given important innovations. Now we address the question to Mr Domenico Mazzocchi, inventor of the Rol1 System, the innovative and exclusive vertical quick clamping system for press brake tooling, and ask him to show us in details which are the innovations introduced in these years.

Speaking about product, we are proud to confirm that we have obtained the grant of the European



patent for what concerns ROL1 System. This represents an important step of a long way that has, as a final goal, the extension of this patent to the extra European countries. Last innovations are the introduction of the ROL1 pneumatic system, ROL2 system (a quick mechanical clamping system for lower tools), and finally ROL3 system for the hydraulic clamping of the upper tools. We have several new projects which we are working in, linked in particular to the lower clamping systems.

4) How would you describe your relation with the customers and what technical studies are related to customer's needs?

Incentives come often from customers because they require us special solutions, that we can satisfy only by using application programs in the lead, like the system of analysis FEM, bending simulators, CAD 3D. Technological innovation is on the basis of R&D department. Our department has a special cnc press brake machine that we use to do some tests. We establish with our customer a direct relationship, made of meeting and exchange of ideas, we collect market requirements and we propose alternative solutions.

Our team is made of expert people with the aim to understand and give a solution to customers'needs.

In order to be always updated on last news, to receive in advance filmed sequences and photos, we invite you to subscribe our mailing list and visit our web site **www.rolleri.it**, on which you can see and download a video that better illustrates ROL1, ROL2 and ROL3 Systems.

Tomatis

Tomatis Vittorio Snc was founded in 1963, in Cuneo, at Madonna delle Grazie.

Since the beginning the company was an outside contractor in the field of the sheet metal working, Giving service for oxygen cutting and bending different productive parts. With the years Tomatis has grown and today it boast about 70 employees.

The establishment is about 10.000mq and includes, besides traditional workings, numerous oxygen-flame cutting machines, plasma cutting, laser cutting and 3D laser cutting for tubes.

In its early days the company found good customers between, agricultural machinery manufacturers. Today Tomatis customers come from different productive fields, such us self moving machinery, industrial vehicles or construction.

In order to improve the service given to clients, Tomatis has given particular

attention to technological innovation, renewing machinery and using the best products in the market.

Shears and mechanical press brakes used at the beginning, became today's facilities, that include oxygen-flame cutting machines, plasma and laser cutting, and of course cnc press brakes.

The choice to invest on a laser machine (the first laser machine arrived in 1998) has represented a thorough turning point for this company because, besides the guarantee of a high quality cut superior in comparison to the traditional technologies, it has allowed the company to increase the production and answer with promptness to customers' requests.

The major feature of the laser cutting fixtures is high automation, that has appeared since the beginning the successful strategy.

One of the most valued requirements made by the customers is, in fact, the rapidity in the delivery of worked material. The widespread necessity to speed up the



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Italy



production process in each phase. The effort, in order to satisfy these requests is the exploitation of the fixtures even on three shifts (an example is the laser cutting) Each machinery has in fact a loading and unloading system that speeds up the production and allows a great flexibility even for what concerns job order for few pieces.

At the present time the machinery fleet of the company is composed by shears of various dimensions, (up to 6000 mm and 12mm of thickness), four pantographs for the oxygen-flame cutting, two laser cutting, seven laser cutting fixtures (five with dimensions 3000x1500 and two of 2000x4000), one 3D laser for tubes and different bending machines with, a maximum tonnage of 7000 mm for 700 ton of power.

Bending department suddenly met a great work increase, due to the new cutting technologies that had improved precision of the final pieces and increased the productive range of these products. The necessity was to buy new

machines of bigger dimensions, and in 2005 the company decided to purchase a new press brake 4000mmx400tn.

Results obtained with this machine and the high number of requests from their customers made it necessary to purchase a new fixture, of bigger dimensions. It is in fact a press brake machine with a length of 8 meters and a tonnage of 1200 ton. The investment, without doubts one of the most important faced by the company during the last years, will allow them to manufacture specific parts that require a higher tonnage because of the characteristics of the material with which they are composed.

In recent years technology has given us harder steels, which are becoming more common every day. This kind of steel supports more weight and holds bigger structures but in the bending face of production machinery and tooling become more and more important, as a bigger tonnage is required.

The correct use of these new materials is, for a company like Tomatis, basic to be able to offer best solutions to their customers.

In 2008 Tomatis Lamiera has strengthened bending department and increased cutting laser machines, with the purchase of a new fixture with dimensions 4000x2000, completely automated. The aim is to improve further the service offered to the customers and the quality of the final product.

A new year, rich in novelties and bets for the future, that Tomatis Lamiera wants to face with the optimism and the resolution that have always distinguished this company.

www.tomatis.it





AluSommer metal constructions

The History

For more than 30 years among the biggest Austrian constructors of face buildings, company AluSommer was founded in 1966 as individual firm by Mr Michael Sommer in his native country, Stoob. At the beginning this company had only eight employees and was specialized in the production of shutters and rolling shutters.

By 1972 could boast 30 employees that worked on a 1200 m² surface. In 1973 company increased the production range by introducing new products, like windows and aluminum doors.

On 01/05/1999 the individual firm Michael Sommer became AluSommer Srl.

Today AluSommer is one of the most important metal constructions producer in the Austrian market, and thanks to a ten-year experience on this field, it can offer best quality aluminum and glass constructions.

The firm major customers are constructors, architects and entrepreneurs. For these customers, the technical office of AluSommer plans and develops aluminum and glass fronts. On an internal surface of about 16.500 m² 230 employees work and mount every year, with the support of one of the most modern production plants, more than 1500 tons of glass and about 1200 tons of aluminum profiles. Which are then used for the production of about 120.000 m² of constructions made of aluminum and glass.

Products and services

Design, development, production and assembly of

- Windows, doors and main doors made of aluminum with heat insulation
- Front continuous "Upright and cross"
- Structural fronts
- Double layer fronts
- Aluminum sheet fronts
- Special constructions made of glass and metal
- General services for covering of buildings
- Roadblock for sound- proofing.



View of the perforated sheet of the motorway (Sound-proofing).

Germany



Roadblock for the sound-proofing

Boundary Canton Aargau – Zürich Hardturm

An important factor for the productivity and the quality in the sheet metal working of AluSommer is represented by press brake tools produced by Rolleri. For the production of special tools AluSommer can always rely on Rolleri technicians, that give always innovative and exhaustive answers.

In the planning of roadblocks for the sound-proofing on the border Canton Aargau – Zürich Hardturm in Switzerland. AluSommer has used a special tool built by Rolleri, with which they have realized both the internal perforated sheets and the external sheets. Each single component of the perforated sheet and the entire sheet has been manufactured with only one press brake tool.

The clients

Clients of AluSommer are:

- Managing directors
- Companies and business firms
- Public firms
- Building contractors and in particular investors.

Human Resources

AluSommer invests both in the business equipment and in the complete and constant vocational training of its staff. You will always find young people between the staff, most of them have attend a three-years study for metal technicians, others the double four-years course for metal technicians and technical designers.

As award for the efforts done in the field of business vocational training, AluSommer has obtained the state recognition of "training business"

Continuous investments in staff training has been and will be in the future an important factor of success for AluSommer.

Future challenges

The constant growth and the development of the market of the East Europe will be in the next years for AluSommer a hard point.

Moreover, due to the present climatic conditions in Middle Europe, among products offered by AluSommer there will be also movable devices for protection against floods

www.alusommer.at



View of the entire sheet.



ElectroAlfa International Srl

ElectroAlfa is a renowned Romanian company with relevant experience in the electric energy industry field that holds a leading position on the market. Low voltage and medium voltage electrical panels produced by ElectroAlfa are designed for households, commercial buildings, industrial buildings, public buildings and lighting systems. ElectroAlfa has 450 employees and has started in 1996 to implement a quality management system in accordance with the international ISO 9001 standard, certified by SRAC, TÜV CERT, IQ NET and Germanischer Lloyd.

We talked with Mr. Emanuel Romaniuc, production manager at ElectroAlfa.

"Mr. Romaniuc, Electroalfa produces a lot of metallic enclosures for electrical panels. What about your bending sector and tools for this sector ? "

"We own 4 CNC press bakes produced by top brands in the machine tool market and due to the big number of new projects we are constantly looking for bending tools for these machines. Press brakes are very important because the bending process actually decides about the accuracy of our products. The quality of our products is number one issue at ElectroAlfa, we export all over Europe and therefore from designers to press brake operators all have a huge responsibility. We have produced for example electrical panels for very sensitive applications (as the Nuclear Power Plant) and always our products have fulfilled all quality requests. Bending sector and bending tools have their role in achieving this quality level".



World



"You are a good customer for Rolleri bending tools (punches and dies), what is your opinion about them ?"

"The quality of Rolleri tools is very good, delivery term for standard tools is excellent, support for choosing the right tools is very good".

"How do you appreciate the support offered by local dealer, SM TECH?"

"Very good support on technical and commercial side",

www.electroalfa.ro





SCHMIDL

Founded in 1993 from Mr Klaus Schmidl, company Schmidl Stahl design GmbH was specialized since the beginning of its production in tubular tyre working, in particular pipes and fencing. After a few years, with the purchase of lathes and milling machines, company Schmidl can widen its production and manufacture final products by chip removal.



The following investment in 1996 with the purchase of the first press brake machine, followed by an equalizer shears and a punching machine, lets company Schmidl GmbH to dominate the market in the field of sheet metal working. Success of their products and satisfaction of the customers are the two elements that push the management to invest and widen his fleet of machines, by purchasing new press brake machines, shear blade and cnc punching machines. Anyway, the truth turning point in the growth of the company was represented in 1998 by the change to the computerized planning. Thanks to the high level specialization and the skills of an Interior Architect and the program 2D Cad, Schmidl GmbH is able to develop unusual and innovative solutions for his customers.

Over the years Schmidl has never given up investing in its machines fleets, that today is composed by 3 punching machines, 1 Trumpf laser cutting machine, one Beyeler cnc press brake machine of 3 meters length, 2 shears, 2 saws, 2 boring machines, 2 lathes, one milling machine, 2 press brake machines, 5 welding machines and finally one super calender and one buffing machine.

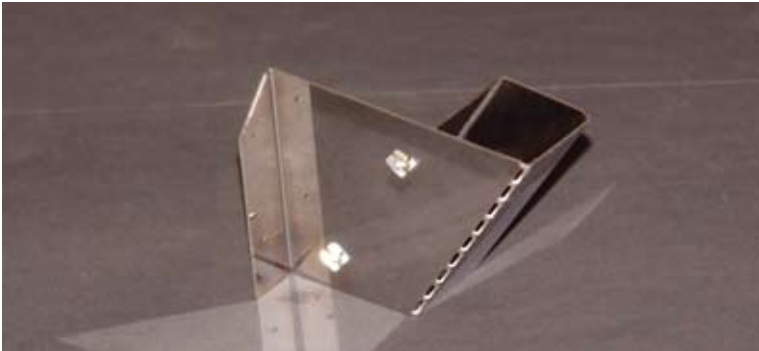
The conjunction of the capital and the skills of the design engineers of company Schmidl Stahl design has allowed the company to widen the range of products by including new products such as door handles or furniture handles and the construction of complete furniture.



The specialization of the company in the field of iron working allows his over 100 regular customers to avail of personalized projects each one following his personal needs. The dynamic feature of this company is the continuous improvement. But if on one side many goals have been achieved, many others still have to be reached. Among future projects there are the mass

production of sheet metal parts and special products, and tubular tyres. Moreover, in a market always more exigent, quality certification is one of the objects on which Schmidl GmbH will focus his resources in the immediate future.

www.schmidl.de



Exhibitions in 2008

Exhibitions represent for our company a fundamental moment, because they are a special occasion for us to get in contact with the end users and to acknowledge market needs

This year Rolleri was present at Lamiera Exhibition in Bologna (from 14th to 17th May) with its own stand. This Exhibition can be considered, for the press brake tooling manufacturers, the most important Italian Fair and has gained a corroboration, in terms of participation, that has passed the most optimistic forecasts.

A great success thanks to the strategic position of our stand, near to some of the most important worldwide press brake machine manufacturers, and to the fact that a higher number of these manufacturers had equipped their press brakes in exposal with Rolleri tooling

Two are the outstanding qualities that distinguish company Rolleri, since many years indiscussed leader on the of press brake tooling market. These qualities are "Constant Reserch" and "customer satisfaction"

During Lamiera Exhibition we presented Rol1, Rol1 PN and the new Rol2 Systems. Considerable was the satisfaction of Rolleri management for the success obtained with the presentation of these products, appreciated not only by our most loyal customers, but also by many visitors from all over the world .

In 2008 we had the opportunity to meet our customers during three other Exhibitions, Cimes Exhibition in Beijing, Bimu in Milan and Euroblech in Hannover.

The necessity to participate in Cimes Exhibition in Beijing is linked to the foundation of a new detachment of company Rolleri. This new office is directed by one of the Rolleri Administrator member, and has begun "to turn his commercial gaze" towards the worldwide emerging countries, Far and middle East

An International characteristic has characterized 26 Edition of Exhibition Bimu/ Sfortec that, going against our expectations (Actually Bimu has always represented for us a bet, because it is an Exhibition focused in particular on working machine manufacturers and auxiliary products for the machining of the tools and the technical sub-supplying) has seen an increase of 10% of visitors, from European and Extra European countries

At Euroblech Exhibition in Hannover the presentation of the new Tools trolley was an indiscussed success. It is tools-holder trolley that allows customer to transport tools in total security, thanks to the light structure and easy handling.



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Exhibition



Rolleri Cultura d'Impresa

In a phase in which the market is in constant evolution and competition becomes tighter every day. The background, the behavioral approach, the skills and abilities of a person. What we might call PROFESSIONAL COMPETENCE of a person, becomes a fundamental aspect in the development of a company.

In 2007 Rolleri has enlarged the company with the foundation of "Rolleri cultura d'Impresa Srl". A new firm born from the experience in human resources management that Rolleri has gathered in these years, a firm that offers professional training to modern companies ready to face a growth path.

"Rolleri Cultura d'Impresa" started from practical and effective bending technical courses and technical drawing courses. Something highly useful for Rolleris' clients. These courses came as a result of growth experienced by Rolleri in the last ten years, solving bending problems. Using the ability of the educators and consultants that worked with Rolleri for the past years, a wide range of professional training courses is now available for clients. This offer is renewed every year, including



more than 30 specific courses, divided into the following areas: sales and purchase, marketing, commercial, logistics, communication and human resources development.

Training through Rolleri cultura d'Impresa represents an important resource for modern companies, representing an evolutionary lever that allows to face the market in an appropriate way and to catch all the opportunities of a globalized system characterized by very fast changes.

Besides training Rolleri cultura d'Impresa Srl organizes and runs business meetings with great care for team building activities.

At the moment Rolleri cultura d'Impresa works on the Italian market, but through Rolleri SpA in a short time we aim to export our activities abroad.



Tools Trolley

At 2008 Euroblech Exhibition in Hannover
Rolleri has introduced the Tools Trolley.

It is a trolley tools holder conceived by R&D
department that allows handling of the tools
with total security

Rolleri Tools Trolley will grant you a great save of
time, will preserve your tools and make the work
of your operators easier. This system has been
studied to carry tools with different connections,
Promecam, Trumpf or Beyeler on about 35
shelves and with a maximum load of 600 kilos.



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