

GUERRINI S.p.A. A REALITY IN THE HEART OF ITALY

Many years ago, in September 1962, Mr Valerio Guerrini decided to change career to become an entrepreneur in the Marche, a central region of Italy, where industry was just beginning to develop.



At the time, the Marche was already a region which was well-known for the production of accordions (Soprani), small domestic appliances (Lenco) and electrical equipment (Ticino, Elios, Ilme). Demand for the production of very small high-precision turned parts was ever increasing.

Mr Valerio Guerrini, in his twenties, was in the middle of an apprenticeship with a small sub-contracting firm. He quickly understood what the market required and decided to take up the challenge by setting up his own workshop. Today, 45 years later, the company which bears his name is at the top rung of the ladder, not just in Italy, but on a European scale.

Tornos automatic turning machines were in operation during this period, specially made and reserved for the production of turned screws used exclusively in the region's industrial products, but Mr Guerrini, in tune with future development, quickly grasped where the interest lay: in expanding his activities to cater for all high-precision automatically bar turned products. This intuition was the foundation stone for the current success enjoyed by Guerrini S.p.A. as well as a first for the region, which is now home to

at least four of the largest Italian automatic bar turning companies!

Thanks to considerable financial investment, the first two sliding headstock turning machines were bought, providing access to a rapidly expanding market, the market for small bar turned parts.

In a period of strong growth, the market grew sharply from the beginning. From then on, the goal was above all to "catch the train" of quality and precision required for the products demanded.

For Mr Valerio Guerrini, it became immediately clear that large amounts of will and professionalism did not count for much if not backed up by suitable means of production. So it was with this in mind that Tornos supplied the up and coming company Guerrini had created with its first high-precision turning machines.

For many years, Tornos would come to represent one of the essential foundations of the Guerrini company. As time went on, and continuing today, the collaboration between the two companies helped provide continuous energy, while allowing the company to develop.

Interview



Family picture, M. Guerrini with his three daughters and sons-in-law.
From left to right: Silvano Cittadini: factory manager, Panina Guerrini: quality control, Valerio Guerrini: CEO, Sylvia Guerrini: head of marketing, Giampaolo Giacché: head of sales, Antonella Guerrini: reception, Maurizio Tavolini: head of production.

In the years following the company's creation, the Mr Guerrini's passion would remain in the family genes. This explains how his three daughters, Antonella, Panina and Silvia, joined the company, as did their respective husbands, Maurizio, Silvano and Giampaolo, all now successful in their strategic positions within the Guerrini company, now a limited company

Guerrini today

What was once a small company in Numana, on the shores of the Adriatic, with its two turning machines,

now has its head office in Castelfidardo in a newly acquired site covering 7500 square metres.

It employs 80 members of staff and has a park of 110 machines on the cutting edge of technology including 65 sliding and fixed headstock turning machines, 15 secondary operation machines and 8 machines for the assembly of small electrical components.

As far as Tornos machines are concerned, there are 30 cam-operated and CNC single-spindle turning machines, as well as three multi-spindle SAS 16.6. Tornos has played a very important role in Guerrini S.p.A's success and continues to do so today.

Other fixed headstock machines from Index, Eubana and transfer machine from Wirth & Gruffat have also contributed to this success.

In order to get a better idea of the position held by Guerrini in today's market, I put several questions to its current President, Mr Valerio Guerrini.

E. Pitton: Which market sectors does your company target?

Valerio Guerrini: Due to the fact that we produce parts to order, based on customer designs, we are not limited to the market sector for which the parts are designed. Currently, the type of activities covered by our production concern industrial electrical equipment, which today represents 25 % of our turnover, the automotive sector is growing sharply, pneumatic and hydraulic sectors, gas, electronics, as well as component sets.

EP: What are the main materials you currently machine?

VG: Currently, we continue to machine brass and steel, in equal amounts, 50 % in each. Brass is used for production we continue to carry out today on Tornos sliding headstock cam-type machines and mainly on machines working for the electrical sector. It should be pointed out, though, that the ever-increasing demand from the automotive and pneumatic sectors increasingly require the use of tough materials which are difficult to machine.



EP: How do you intend achieving the productivity and quality levels required for today's market?

VG: Our company is continually on the look out for production methods on the cutting edge of technology. We have always believed in the value of extensive dialogue and a close partnership with the major machine-tool producers. As far as we are concerned, Tornos and Index are the "major players" but we do remain very open to new productions which would extend our scope of technology and therefore also our productivity.

EP: Does the ever-higher demand for levels of precision in materials which are extremely difficult to machine not cause problems?

VG: Guerrini S.p.A. is ISO 9001 certified on the market, which sets the company's productive process apart. The ability to create synergy between human resources and production methods, which has always been the basis of our company, enables us to provide a declaration of conformity for the production process, should the customer request it. Machining is under constant surveillance and controlled by modern systems collecting data which is transferred to a quality control equipped with the most up-to-date end product inspection equipment.

EP: What kind of criteria and internal directives are needed to achieve these results?

VG: First of all, a detailed and meticulous analysis of customer needs and requirements. Then implementation of the product on a production system to achieve a result which is cost-effective both for the customer and our company.

EP: In that case, what determines the choice of production and control systems as far as investments for Guerrini S.p.A are concerned?

VG: Guerrini S.p.A., and in particular its President, have always held human values and relations with third parties in high esteem. This applies to their own personnel and partners including, of course, their most important suppliers. Therefore, the choice of a

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production system, of a machine-tool, for example, will always be the result of consultation agreement between production managers and corporate management. The main criteria to be taken into account are, in order: precision, reliability, ergonomics for ease of use, assistance, spare parts and finally the collaboration relationship proposed by the supplier.

EP: What was the main reason for choosing Tornos?

VG: We started out in 1962 with two machines which were not from Tornos, but we realized very quickly that Tornos represented the main basis of our company and that a large part of our success was due to the long years of collaboration between the two companies. The machines are our guarantee, today as in the past, of high levels of precision associated with high quality levels, ease of use as well as reliability and sufficient technical support for spare parts. However, the main reason for bringing Guerrini S.p.A. and its founder and Tornos together is the constant collaboration in "know-how" which has always been based on sound and sincere human relationships.

*E. Pitton
Tornos Technologies Italia S.r.l.*