

THE ITALIAN LEADER IN THE PACKAGING MACHINERY SECTOR HAS EXPANDED ITS RESEARCH AND DEVELOPMENT ACTIVITIES

Nordmeccanica, high technology for ever-increasingly modern plants

by Matteo Prati

A brand at the cutting edge of its sector, research and innovation, quality and teamwork. Italian industry made proud. In one word – Nordmeccanica, the Piacenza-based company led by the Cerciello family. December 2018 marked 40 years in business for the company, which is now a world leader in flexible and food packaging technologies.

“Over the last 20 years,” explained Nordmeccanica’s vice president Vincenzo Cerciello, who runs the company together with his father Antonio (president) and brother Alfredo (financial director), “we have expanded our product range and raised our level of technological know-how.

The major work which has been done is the engineering and standardisation of our series machines, but we have also made major investments in high technology by producing ever-more modern systems in our customers’ interest, designed and constructed according to their instructions. Unique models, therefore.

For us, 2018 was a positive year, in the context of a market which was less lively than it has been. Our sector as a whole is growing, at rates ranging from 7% in industrialised companies to as much as 15-20% in developing countries such as India, for example, where Nordmeccanica has a very strong presence. Twenty nineteen will be an important year.

We export between 90 and 95% of our production. It will therefore be necessary to perform a thorough analysis of what is happening in the world – for instance Brexit and the US-China trade war. It is quite an uncertain panorama, which leads those who have to make investments to question their choices. Our market shares remain very solid – between 70 and 80% in the packaging sector, and around 50% in others. I see an increasingly competitive market in the future. One of the requests we are seeing from the market is the possibility to make use of recyclable packaging.



From the left: Antonio, Alfredo and Vincenzo Cerciello

We await a year of change which will bring a focus on environmental policies to the packaging sector. We therefore need to review our machines, systems and technologies. Today, our biggest commitment is working in partnerships, due to how the market is structured.

In this regard, we have created well-known strategic alliances with all the biggest multinationals in the chemicals sector. We invest a minimum of 2-3% of our turnover in R&D, and we are in contact with various Italian and German universities in this regard.

Customers expect us, as market leader, to be able to offer them something which others cannot guarantee. The only way to maintain this leadership is to keep focusing on innovation. We have more than 3200 machines installed around the world – from the US and Canada to China. We have also achieved excellent results in India in the last two years. We have also been working hard in Europe, with no little success – we have managed to become the leader in the German equipment market.”