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# Nordmeccanica goes “live” with viewers from all over the world

SECOND EPISODE OF THE STREAMING TRANSMISSION FROM THE ORSINA FACTORY: FOR THE “TRIPLEX” CAMERAS, TECHNOLOGY OF THE FUTURE

by Betty Paraboschi

Is it harder to run a company with 220 employees and 100 million euros in turnover or to be on stage conducting a broadcast? «It's not very easy to be on stage,” Vincenzo Cerciello admits a few minutes before the second episode of the “Live Streaming Events” format begins, with which Nordmeccanica talks about itself and its machines.

The first, which was broadcast live last week to approx. 500 people, focused on the company's historic machines, those that revolutionized the market of the 1990s. Now, however, a state-of-the-art machine, the Triplex, has been presented: and to do so, Nordmeccanica has created an actual show, with a real crew, cameras and control room. For one afternoon, the Orsina branch hosted the show: once again, Vincenzo Cerciello took over the role of showman, next to his father, Antonio. Among the guests, there was also the mayor of Piacenza, Patrizia Barbieri.

«We are the only company in our sector to ever create such an event in streaming – explain Vincenzo and Antonio with great satisfaction – It's a way to get our customers interested and to show them the validity of our machines that are constantly updated». This time, too, there was no lack of audience from all over the world: from South America to the United States to China and other Asian countries.

## We are the only company in the industry with a similar event » (Vincenzo Cerciello)

«We have chosen to focus this second broadcast on the high-end machinery sector and how they have revolutionised the market - continues engineer Cerciello – and we will end with the topic of sustainability: if it is true that this period has in fact shown the need to always ensure an effective barrier when it comes to packaging, so is the fact that we must aim for an increasingly sustainable world».

So the next episode of the format already has a theme, and even a recording date: October 7 and 8. In a few months' time, then; and now there is plenty of time to enjoy the results and success of a broadcast that has again recorded hundreds of contacts. And that has reconfirmed the “good road” travelled by the company that from three thousand square meters has gone to occupy an area of thirty thousand.

«We maintained the same turnover as last year,” Antonio proudly notes as he prepares to watch the broadcast. The show in English features the coupling machines, and the latest and most innovative Triplex SL One-Shot, right from the company, and which has been filed in all its parts during this episode. «I had to study the timing of live television – says Cerciello – I had to learn how to make a TV show. And it's not that simple. But they and we are all very happy: Nordmeccanica is the first to create such a format, and for us it is a great satisfaction».

And the same goes for those who saw it live, on world.

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Filming was carried out at the Piacenza headquarters in Nordmeccanica, in Via Orsina.  
PHOTOS BY MAURO DEL PAPA