

Nordmeccanica goes live from Gariga and 500 people connect from all over the world

FIRST EVENT TO PRESENT LAMINATING MACHINES TO THE MARKET, FROM THE USA TO ASIA. VINCENZO CERCIELLO "SHOWMAN". THE EVENT WILL BE REPEATED ON THE 14TH.

by Patrizia Soffientini

Engineer Vincenzo Cerciello is used to telling the story of the machines produced by Nordmeccanica to serve food packaging during international trade fairs, in front of groups of potential customers; but this time - a bit nervous, yes, but also enjoying himself - he had to take the role of a showman, along with engineer Giancarlo Caimmi, to present some of the machines produced in Piacenza in front of the cameras, and show how they work live.

Yesterday, the first event-show scheduled for this summer's round aired to bring customers scattered across several continents closer to a new communication mode.

« Five hundred people connected during the hour of interactive broadcast, from the USA to South America to Asian countries, filming was done from the Gariga plant under the responsibility of a director, and at the end of it, many people asked us questions - says Cerciello, engaged in the double performance - Taking into account the time zones of the target countries, two broadcasts were aired, one in the morning at 9.30 am and one in the afternoon at 5 pm via satellite. A success. We presented Nordmeccanica's historic machines - explained the vice president - with which we revolutionized the market in the 1990s.

Worldwide, the "Live Streaming Events" format has seen the new models of the compact couplers scroll through: Simplex SL, Super Simplex SL, Super Simplex E 800 and Super Combi 5000. And the digital print coupling technology developed with Hp.

"When Nordmeccanica entered the market, the machines were very large and completely different from one another. We invented the concept of "compact machine" and also other things, including the qualitative standardization of the machines, because they don't necessarily work only when customized or adapted to the customer".

"We invented the concept of compact machine."

It is the manufacturer that decides how the machine should be made, and then integrated and updated; it is the manufacturer that selects reliable and constant partners, hence Nordmeccanica's choice to rely on a single brand for electronics, electricity and mechanics, - Siemens - and on other manufacturers for components: *"So we vouch for the machine, the process and the components we choose."*



Some moments of the live broadcast that reached hundreds of contacts and the Nordmeccanica team

This makes the purchase of this equipment more advantageous, and technical support for mass production is also greatly facilitated.

"Anyway, our machines are constantly updated, we change products like glues, we change speed, we never sit on our laurels and every improvement we make comes as standard." Another point of warranty explained to international customers is the machine factory assembly made before taking it apart again and shipped.

"Never sit on our laurels and every improvement we make becomes standard."

Vincenzo Cerciello was a little tense during this unusual and extremely captivating endeavour:

"I also had to rehearse before the live presentation." Of course, in this mode, one fails to grasp the atmosphere created by a live audience: "But we've had positive feedback from customers and the team and time has flown by."

The new experience of remotely presenting a complex industrial product was successful; the market is adapting and, in post-Covid times, this appears as a suitable formula to reach many people, without having to move from Piacenza and capitalizing on the results. On the 14th, there will be another worldwide broadcast - Libertà has given ample consideration to it - to present the latest generation machine, the Triplex.

THE TURNOVER

Nordmeccanica has a turnover of around EUR 100 million.

EMPLOYEES

There are 220 employees in the Piacenza factories, and about 80 from satellite activities

SIZE

After starting off in a 3 thousand square meter location, now Nordmeccanica spreads over 30 thousand square meters.

ITALY AND WORLD

Nordmeccanica is based in Piacenza, Strada dell'Orsina, and in the Gariga plant; the company is also present worldwide with many branches and sites in New York, Buenos Aires, Shanghai, Mumbai.

THE LATEST ADDITION

From the first models built in the 1970s to the most recent and innovative Triplex SL One-Shot.

SOLVENT-FREE

The coating technology and effective material management for solvent-free adhesives was created in 1978.

In 30 years of research, increasingly innovative know-how has been developed and bears the signature of Nordmeccanica. The absence of solvents and consumption cut down in half are the two most appreciated advantages for these machines today.