



The group of around fifty of Nordmeccanica Group's agents from all around the world to celebrate the company's 40th anniversary
PHOTOS: LUNINI

Nordmeccanica's 40th – 3,500 machines around the world

Today sees many luminaries of the packaging industry, from India to China, arrive in Piacenza to celebrate the local company's anniversary

"Naples was beautiful. Marvellous! But I chose the grey skies of Milan ..." and those, no less grey, of Piacenza. This is how Antonio Cerciello told the story of his journey north through Italy twenty years ago, ending in taking over a Piacenza-based company founded in 1978 – Nordmeccanica.

The company makes enormous laminating machines, primarily for the food and pharmaceutical industries. Company president Cerciello, with his sons Vincenzo and Alfredo, found skills, expertise, tradition and fertile ground in our area. Today is the fortieth anniversary of Nordmeccanica Group, and many industrialists, customers and partners from all around the world, have arrived to help them celebrate.

For a day, Piacenza is becoming the Italian packaging capital, an area in which it already boasts a commanding position – it is not by chance that amongst the honoured guests is Vincenzo De Luca, Italian Ministry of Foreign Affairs Director General for promotion of the country's economic system, and ex Italian consul general in Shanghai. From China to India, the attendance is impressive. After a tour of the plant, a gala dinner will be held in the Collegio Alberoni's Sala Arazzi, the perfect occasion to network and build further alliances.

"I am thrilled, today is a dream come true," repeats the president who, having been awarded Piacentino of the year in Bobbio in 2018, highlights the promotional work that the company performs on behalf of Piacenza.

"There are 3,500 of our machines in action all around the world, up from 300 twenty years ago. Written on them is not just Nordmeccanica, but also Piacenza – I'm proud to live here, proud of our great technicians, and I hope to continue with the development which has seen us grow our turnover from 7 million back then to 100 million now." This growth included the 2014 acquisition of Prato-based Galileo Vacuum System for the metallisation of paper and plastic film: "The company failed and we took it over – now, four years later, we have completely relaunched it."

Nordmeccanica's two-day event began yesterday with the company's top management meeting with the 49 international agents for a technological refresher course on highly complex machinery: "The agents support our sales," underlines Cerciello; "they are the ones who have the market in their hands, the ones who have to go 'door to door' with the customers."



The technical event with the Piacenza-based group's agents.

The market is lively even now, and is looking for new prospects: We see India growing very much together with South-East Asia, and our latest expansion involves various African countries; we took the risk of opening an African office with a sales staff of fifteen, and the first order has already been signed. Africa means: Kenya, Uganda, Tanzania, Ethiopia, as far as the coast of the Indian Ocean, to Madagascar.

Today, Nordmeccanica employs 280 people full time (210 in Italy, between Piacenza and Podenzano), and provides indirect employment for a further 180. This evening, the company will be in the spotlight alongside its three hundred guests. These include: Filippo Velli, Global Technical Sourcing director for the Ferrero Group; Giuliano Busetto, CEO of Siemens Italy, Ulrich Lehner, Vice President of Novartis Institutes for Biomedical Research, members of the Henkel family, Javier Constante, Vice President of packaging for American multinational Dow Chemicals; Ashok Chaturvedi, owner of Indian company Unflex. Representatives from Austria, Australia, Germany and Argentina will also be present. Arriving from China is Xia Jialiang, President of the country's packaging sector industrialists. The Italians include Alberto Nicolini (Castagna Univel), Claudio Gerosa (Cellografica Gerosa) and Pier Luigi Miciano (Coveme Spa).

After all, Nordmeccanica operates in different continents with seven different plants and in partnership with DowDuPont, Henkel and Siemens for industry 4.0 innovations in high-tech packaging machines: remote controlled machines with real-time diagnostics and configuration of operating parameters, even functions which can be downloaded online.



ANTONIO CERCIELLO

"And, as our most recent step, we have taken the risk of opening an office in Africa which will allow us to reach various countries."
