

NORDMECCANICA IS PLANNING A FUTURE BASED ON BIODEGRADABLE MATERIALS. REVENUES FOR 110 MILLION EUROS. 95% MADE ABROAD.

Packaging green

by Stefano Catellani

There is a Piacenza-based company which “packages the world”. This is the story (or the first 40 years of it) and the future of Nordmeccanica, the Cerciello family company which is now firmly established at the top of the flexible packaging sector with a market share of over 65%.

Twenty years ago, the company was taken over by entrepreneur Antonio Cerciello who developed its activities and took it global, alongside his sons Alfredo (CFO and president of Nordmeccanica China) and Vincenzo (Technical Director).

Nordmeccanica now has 300 direct employees, turnover of 110 million Euros in 2017 (+10% over 2016), of which 95% comes from overseas markets. EBITDA is stable at around 10% and supports the increasingly large investments in R&D, which stand at around 5% of turnover.



Antonio Cerciello

“In 1978, Nordmeccanica was producing 300 machines per year, with a turnover of 7 million Euros,” explains President Antonio Cerciello, who has spent most of his 78 years in the packaging sector (since 1967). “Today that stands at 3,200 machines, we’re going to hit 3,500, and provisional data suggests we will exceed 110 million Euros in turnover for 2018. Launching on the stock market and programs such as Elite do not enter into our goals, seeing as margins are good (with a peak of around 12%).

We are a family company, and we want to grow on our own two feet and take on the giants of the sector on a global level, but our choice to produce innovative products and support them with an increasingly extensive after-sales service remains a winning proposition. With our new ranges, and expansion to new markets, we are aiming to achieve turnover of 130-140 million Euros within 5 years.”

The future of Nordmeccanica and the Emilia region's packaging valley will be increasingly green and focused on mechatronics: “Ours is a story based on a concrete commitment to ecosustainability and the safety of our solutions, based on those for the food industry. We have been working on innovative biodegradable materials for some time,” Alfredo Cerciello notes, “so once again we are a step ahead, and in 2020 we will be ready to announce exciting new innovations. This is thanks in no small part to major strategic partnerships with DowDuPont and Henkel for advanced chemistry and with Siemens for Industry 4.0 solutions – and we mustn’t forget Amcor! Our machines will still be at the cutting edge in at least five years’ time, as we know how the chemical sector and electronic automation will evolve over that time.”

With thousands of machines installed all over the world, life at Nordmeccanica is increasingly international thanks to offices in Europe, the US, Asia and Africa. “As well as our factory in China, which opens up impressive growth prospects for us,” adds Antonio Cerciello, “and our three plants in Italy, we have a 10,000-square metre facility with a dedicated sales and technical support team in the US, two dedicated offices in India and Argentina, and representatives in a further 87 countries around the world. Nordmeccanica is also market leader in Germany, with a 55% market share, and is the largest supplier to German food packaging multinationals, with sales volumes of around 7 million Euros per year.”

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