

# the Chronicles



Dear readers,

(quality), ISO 14001 (environment) and ISO 50001 (energy).

So many things were done in the last few years! New products, advanced and innovative production lines, new people and valuable minds joining our Group. Not to mention the many challenges we had to face in machining the new “lead free” brass alloys, that are still forcing us to reinvent our processing methods and treatments on a material we thought we knew very well for almost 80 years. However, one thing above all has remained unchanged: our culture towards **quality** and **transparency** that, for three generations, is keeping together the unending evolution of a group, a protagonist of the real Made in Italy.



**Quality:** starting from the product-designing, our main focus is always quality. The quality of products which are meant to safeguard both human health and the environment, and to last over time without causing problems neither to the installers nor to the final users. An ongoing challenge for us, whether concerning improvements on the existing products, or the study of new and innovative articles.

**Transparency:** towards both our workers and customers. This is indeed another key-subject among our company policies, allowing us in the last few years to obtain the certification of our production cycle, which is entirely "Made in Italy", with the prestigious award OQC (Origine e Qualità Controllata - NSF International). Moreover, we hold three system's certifications issued by BSI: ISO 9001



If we have to summarize our production's philosophy through almost 80 years of history, it is undoubtedly a story made of passion, traditions and extraordinary insights, in which our capability towards a continuous technological innovation has never disregarded the focus on people, who are and will always be the core of our unending search for transparency in our company ethics.

Our very best wishes for a Happy Easter 2017!!

*Giulio Pettinaroli* – Managing Director

On behalf of the whole Pettinaroli family



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## The new assembling line for our ¾" ball valves

Back in 2014, we took the decision it was the right time to invest in our assembling department, in order to improve and standardize our ball valves' production. The goal was to optimize the handling time and to reduce the movements of the pieces, hence switching from a concept of assembly in batches to a complete line-production. Such kind of production was only possible with a dedicated machine, enabled to assemble a ball valve from zero to the testing. In this way, we started a project: **Machine 550**.



Based both on what the market already offered in terms of assembling machines and also on our will to create a well-functioning and innovative robot, Machine 550 was developed as something easy and fast to be equipped, which could improve our quality standards. Obviously, the whole planning process was carried out step by step. The basic idea from which we started was designing a robot that could automatically fit together the ¾" body (already preassembled, together with the chrome-plated ball + the first lateral seat + the stem with the o-rings) with the second lateral seat, the union-end and the lever. Coming from two years of joint-project in constant coordination with **EL.MEC.** (a machinery manufacturer from Brescia, Italy, our partner since 1994), the new assembling line was finally ready to start in our factory plant in November 2016.

With almost 11 meters length and 3.5 meters width, Machine 550 is made of three central main assembling modules, two rotary tables and a horizontal warehouse on two levels, meant for the drying of the glue

which is placed to fix together the main body and the union-end. Structurally, its working cycle begins with the laser-check of the second lateral seat, which is then fixed on the internal side of the



*Central module: loading unit from the operator side.*



*Central module: panel for the marking of the lever.*



*Rotary table: assembling of the lever.*

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union-end. The following step concerns the full lubrication of the ball. The glue is automatically dosed and placed on the thread of the body: the union end is then screwed on it, so that the full valve's body gets closed. Anyway, such closure is a crucial step, made by a sophisticated screwdriver which is enabled to detect if there are any cracks on the body or on the union-end. Once these checks are done and only if the whole item is perfectly closed, in parallel, the valve's lever (which is still kept separate from the body) is market by a thermal transfer of the ink. From these central stations, the valve is then moved on a rotary table made of two consecutive modules, whose function is fixing the lever ([1] straight stainless steel lever, [2] butterfly or tear-drop aluminum lever, [3] wing lever), with the corresponding nut, ending the phase with a dimensional check.

The ball valve, which is now fully assembled, is then moved to the "halt horizontal warehouse", in order for the glue to have the right time to dry off, before being shifted further to the test station. Two types of checks are made in this station: a traditional pressure test and a blow-out proof. The traditional pressure test consists of pressurizing the full body with air, which is laterally closed by two buffers, checking for potential leakages with a control unit. Conversely, during the blow-out proof the ball is pressurized, closed with air inside and so relocated in the halt warehouse. After some time, the valve is moved again in the testing station and, during the opening, a control-unit checks the air quantity contained therein. Once finished and tested, our  $\frac{3}{4}$ " ball valve passes through the marking station, where a laser automatically brands its body with any certifications or customizations required by the final customer. Last but not least, the final (optional) step is also important: the valve is shifted to the manual station where a worker, using an electronic screwdriver, can assemble a tail-piece or extra components on the valve.

In the last five months of use, we had the chance to test Machine 550 repeatedly: our set-up times takes now less than two hours. We are certainly content of what we have achieved. The next target for the second half of 2017 will be to terminate the machine with the addition of the initial module for the assemble of the ball, the first lateral seat and the stem.

**Fratelli Pettinaroli S.p.A. constantly invests in innovation and never ceases to renew its production technology.** The final goal for our assembling line of ball valves within 2018, in fact, is having three lines like Machine 550 (besides  $\frac{3}{4}$ ", probably one for  $\frac{1}{2}$ " sizes and one for 1" ball valves), in order to switch most of our ball valves' production to these personalized and efficient machines.



*Halt warehouse: drying of the glue and blow-out proof.*



*Marking station: branding.*



*Final section: optional station for the second worker.*

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## ISH Frankfurt 2017: the world's leading trade fair!!

March is the month of our annual show, whether it is held in Milan or in Frankfurt. As usual, the presence of Pettinaroli Group at ISH 2017 took place in Pavilion 10.1, Stand C38, in a central exhibiting area of approximately 110 square meters. If compared to the edition of 2015, this year we made a cosmetic reassessment of our booth, realigning the overall design to the one we chose last year for MCE show in Milan. Our technical and marketing personnel, Federico Poletti (Advertising Manager), Stefano Vicario (Laboratory Manager) and Stefano Richetti (Product Manager), made a tremendous job with a self-designed stand which represented and conveyed the strength of our brand. ISH is always a point of symbolic union for us, coming from the Italian headquarters, and for our Danish friends, since Frankfurt is exactly located halfway between San Maurizio d'Opaglio and Middelfart.



Our team from Pettinaroli A/S in Frankfurt.  
From left to right: André Bekke (Sales Manager - OEM), Kim Pedersen (CEO), Einar Ottosen (Sales Manager - Wholesalers), Sune Boesen (Key Account Manager - OEM), Henrik Kristiansen (Purchasing Manager).

Debuting for the first time over 50 years ago (Pettinaroli is exhibiting in every edition from 1972 onwards), ISH Frankfurt is definitively the world's leading trade fair for The Bathroom Experience, Building Services, Energy, Air Conditioning Technology and Renewable Energies, the world's biggest exhibition for the combination of water and energy. This year, over 2.400 exhibitors, including all market leaders from home and abroad, launched their latest products, technologies and solutions onto the world market at ISH. For five days, 200.114 international trade

## ASHRAE Las Vegas January 2017

This year, AHR International Expo took place in "the city of lights", mitigating the freezing Winter weather there was in the previous editions when the show was organized in New York or Chicago, for instance.



Our strong technical and sales team of both **Jomar** and **HCI** (the hydronic division of Jomar Group) was there, attending the show: our booth was located in Central Hall - C5615. From Italy, Giorgio Simonotti (Technical and Sales Manager for Extra-European Countries) and Alberto Calderano (Sales Manager for Spanish-Speaking Language Countries) joined the fair too.

As usual, it turned out as the most important and valid annual event for the HVACR sector of the American industry. A chance to meet both historical and new customers, partners and friends worldwide. There was also a marked turnout from the Spanish-American world, with many visitors mainly from Mexico, the Caribbean and the Central Countries.

The 2018 Show will be held in Chicago, hosting more than 2.000 exhibitors and attracting crowds of 65.000 industry professionals from every state in America and 165 countries worldwide.

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visitors from the installation trade, retail trade, firms of engineers and architects, housing and property companies, service providers, public authorities and universities met at Messe Frankfurt's fully-booked up Exhibition Centre (250,000 square meters).



From left to right: Alberto Calderano, Rafael Menendez, Ugo Pettinaroli, Giorgio Simonotti, Stefano Vicario, Josu Bilbao, Alejandro Menendez, Marco Sunier, Aldo Ruga.

For us, the total turnout of occasional meetings, quick briefings and pre-arranged gatherings was definitely positive, especially on Wednesday 15<sup>th</sup> and Thursday 16<sup>th</sup>, which were by far the most crowded and intense days. Visitors came from all over the world, with an unusual marked turnout of people from Middle East.

See you at our next 2017 shows!!

**NPGA Show – Nashville (USA)**  
April 21<sup>st</sup> - 23<sup>rd</sup> – JOMAR GROUP  
Single Hall. Stand: 712

**VVS 17 – Odense (Denmark)**  
April 26<sup>th</sup> - 28<sup>th</sup> – Pettinaroli A/S  
Single Hall. Stand: C4327

**ISH Beijing – Beijing (China)**  
May 18<sup>th</sup> - 20<sup>th</sup> HEITZ (Pettinaroli - Möhlenhoff - Maincor)  
Hall: W2. Stand: 08

**REFRIAMERICAS – Panama (Panama)**  
June 1<sup>st</sup> - 2<sup>nd</sup> – Fratelli Pettinaroli S.p.A.  
Single Hall. Stand: 818

**FEBRAVA – San Paulo (Brazil)**  
September 12<sup>th</sup> - 15<sup>th</sup> – Fratelli Pettinaroli S.p.A.  
Single Hall. Stand: I170

## CLIMATIZACIÓN Y REFRIGERACIÓN Madrid February 2017

The final balance of the show Climatización y Refrigeración, that took place from February 28<sup>th</sup> to March 3<sup>rd</sup> at "IFEMA exhibition center" in Madrid, this year was definitely positive. The fair closed its doors with a great offer, mainly distinguished by a large volume of news and a very professional atmosphere.



The brand Pettinaroli was represented by our Spanish partners from Bilbao (Basque Countries) **EURO-COBIL**, who participated with a stand of almost 75 square meters, mainly focusing on projects, addressing to system-integrators, OEMs and engineering studios.

The number of visitors was really impressive, if compared to the past few editions. Spain is finally emerging as a fast-growing country in the construction industry, a market that now sees the light at the end of the dark tunnel of the global crisis.

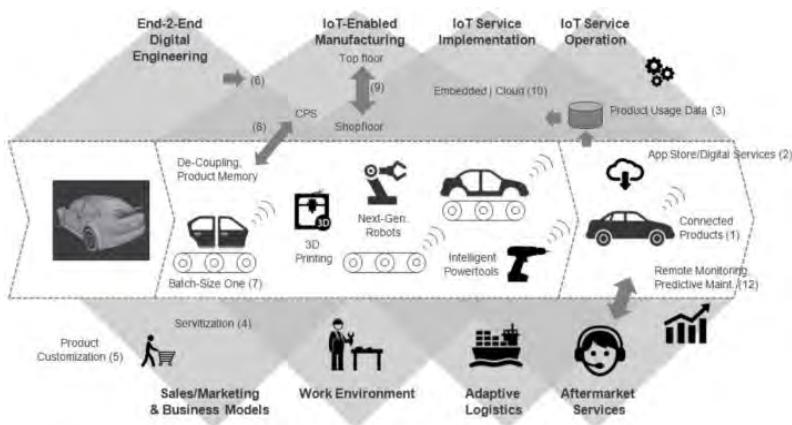


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## Industry 4.0 the Fourth Industrial Revolution is here

Throughout January and February 2017, Fratelli Pettinaroli took part in an intensive class on the so-called "Industry 4.0 and Lean Management". Such lessons were organized by the **Toyota Academy** and its network of experts (companies such as M31 and CONSIDI), in collaboration with the **Novara Chamber of Commerce**.



In 2017 also Italy joined the G8 countries, lavishing a program that consists of promoting investments in innovative technologies, processes and start-ups. But here a question arises: is Industry 4.0 only a national strategic business-plan or is it something more? From what we learned, of course it is something more. It is indeed a revolution and, like all revolutions, people who are part of it are actually unaware the change is taking hold. The **First Industrial Revolution** (end of the XVIII century) was characterized by the introduction of the steam engine in the industrial manufacturing processes. The **Second Industrial Revolution** (beginning of the XX century) took place with the coming of electricity, black oil and chemical products; its keywords were "mass-production" and "assembly line". In the second half of the XX century, the industrial world was then pushed forward by technology and automation, beginning what historians called the **Third Industrial Revolution** (1970-1990). And here we are: so, what about the fourth? Its keyword is "system connectivity". Electronics and internet have reached a tremendous development so that systems, both human and mechanical, can be integrated with one another creating a brand-new kind of automation: deep learning of machines, web-connection and big data analytics are the fundamental elements leading to this human-machine integration. The final result is the creation of **Cyber Physical Systems** (CPSs) which are nowadays all

## Investments in our production 2017-2018

As previously mentioned, investments in our production and new technologies are always a priority for our company, a group driven towards innovation and modernization, taking up the challenge of **Industry 4.0**.



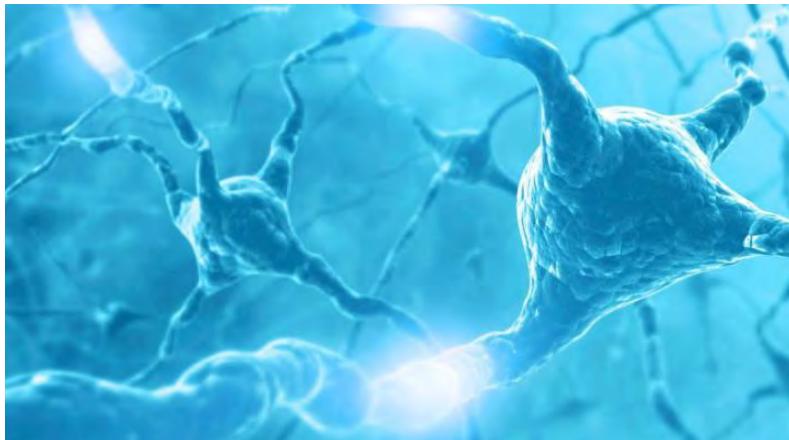
*The new measuring machine for production and prototyping controls. It is a compact measuring system with rapid and accurate optimized camera; a versatile machine designed to implement our production processes, ensuring speed, precision and quality.*

From 2014 to 2016, our investments in machinery more than doubled in terms of money, staking about 4% of our turnover every year. In the last three years, in particular, 12 new electric forklifts, an electronic CNC, a transfer machine for  $\frac{1}{2}$ " lead-free brass valves, new compressors with variable speed, a double transfer machine for our *EvoProducts* range, the vertical tool warehouse, a new efficient measuring machine, the aforementioned new assembling line for our  $\frac{3}{4}$ " ball valves and other robots entered our factory plant, whether to replace or to reinforce the productivity we had with our pre-existing

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around us, both in the factories and in our hands (think about our smartphones or new smart cars).



Business is driving the change, as usual. New technologies ensure huge savings and make systems much more efficient (from the production point of view) while customers are expecting **easier solutions** for their problems. Our system must be like an iceberg: we have to take charge of the complexity of such systems (and I4.0 is meant to provide the right tools), in order to give the customers the easiest way to be happy and satisfied. That is why the new Megatrends of the market are Servitization, ICT, B2P (Business to Person) and Green Technologies.



SERVITIZATION



ICT



BUSINESS TO PERSON



GREEN

The world is now pushing in this direction and, in the last twelve months, Fratelli Pettinaroli has been carrying on the subject of Industry 4.0 both at a national level with our association **AVR** (the National Association of Taps, Valves and Fittings Manufacturer) and at European level with **CEIR** (the European Association based in Brussels, representing the National Associations and the European Manufacturers of our industry). **This is the new challenge for the worldwide business and Pettinaroli is ready to take up the gauntlet!**

machines. Not to mention other investments such as the new software TESAR, the Pettinaroli Training Room and the many bright people joining our Group worldwide.

For the years to come we are willing to invest more and more into technologies and robots, without losing our constant focus on **people**, but rather integrating human minds and faster systems, according to the logic of Cyber Physical Systems dictated by “the Fourth Industrial Revolution”.



*The rendering of our new ultrasonic washing machine, coming in our lathing department in May 2017.*

Our **investments for 2017** consists of: the new Microsoft Dynamic Navision software, a new washing machine, a robot and a transfer for fittings in the lathing department, plus the completion of the  $\frac{3}{4}$ " ball valves' assembling machine and the introduction of the new assembling line for 1" sizes in the assembly department.

Moreover, a tentative forecast for our **2018 investments** consists of: a full plant for the transportation of the grease and water to the robots, a transfer, another CNC and a robot for the lathing department, plus another whole assembling line for ball valves and other dedicated robots in our assembly department. **Such implementations represent an investment that will take between 5% and 7% of our total turnover yearly.**

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## Our doors are always open!!

For us, Winter 2017 was a pleasantly busy period, full of factory visits. Our headquarters in Fratelli Pettinaroli S.p.A., in fact, opened the doors to several groups of visitors, both to consolidate historical relationships, but also to have the pleasure of welcoming new partners from all over the globe.

On Wednesday 8<sup>th</sup> and Thursday 9<sup>th</sup>, February 2017, we received the kind visit of a VIP group of architects from **Azerbaijan**.



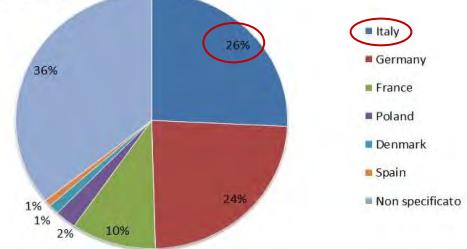
For the first time in its long history, our company had the pleasure to host two friends, Pablo and Adrian, from **Cuba**, visiting our factory plants and ending their stay with a long weekend by our beautiful Lake Orta, during the first week of Spring.



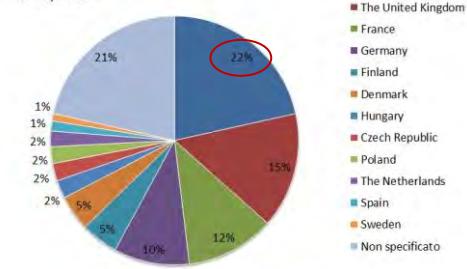
## The strength of our Italian production in Europe

The following graphs show the latest statistics published by EUROSTAT (data EUROSTAT 2015) about the European production of taps and valves, divided by countries, and the total turnover in terms of billion euros. The statistics are broken down into the three major segments of our industry: respectively, **building valves** (brass and bronze valves, our sector as Pettinaroli Group), **industrial valves** and **sanitary taps**. It looks clear that Italy holds a leadership position in all three segments.

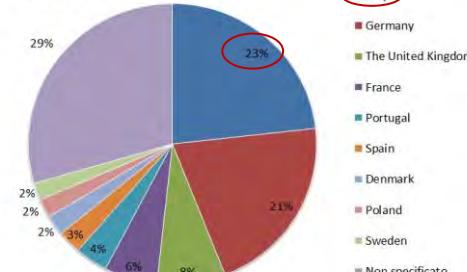
EU Production BUILDING VALVES 2015  
Total value 0,85 € bln



EU Production INDUSTRIAL VALVES 2015  
Total value 3,3 € bln



EU Production SANITARY VALVES, TAPS 2015  
Total value 4,9 € bln



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Moreover, Pettinaroli was awarded by our historical partners **UPONOR** North America (visiting us in March, after ISH Show), as its “strategic supplier of the years 2016 and 2017”!!



On Monday, March 27<sup>th</sup>, our exclusivist dealer from **China**, HEITZ, kindly joined us in Italy for a training and factory visit, with a consistent group of its very best customers from all over China.



Last but not least, our new partners from **México**, Mr. Héctor and his son, came to visit the factory on Tuesday, March 28<sup>th</sup>, sharing with us an interesting and positive meeting, and prolonging their stay all over the week.



As a company of great family values and care, “hospitality” is one of the key-words of our group’s philosophy. Our doors are always open for factory visits and trainings to anybody who wants to strengthen and consolidate the business relationships with us.



## BIM *Building Information Modeling*



Pettinaroli is now BIM ready!! For the second consecutive year Eng. Paolo Montafia together with our technical team attended a full course made of 5 lessons on BIM.



More information are available writing at:  
[bim@pettinaroli.com](mailto:bim@pettinaroli.com)

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## Pettinaroli France: a new and efficient network

Our efficient and dense commercial network in France never ceases to reinvent and renew, with only one goal: to guarantee the best service possible to all our customers in the French market, both before and after sales.

With a constant support from our sales office in Carmaux, the updated list with the agents representing Pettinaroli S.A.S is available at our official webpage:

[www.pettinaroli-france.fr](http://www.pettinaroli-france.fr)

The screenshot shows the Pettinaroli France website. At the top left is the company logo with a stylized 'P' and the text 'PETTINAROLI S.R.S.'. Below it are images of various industrial valves and fittings. A banner below the logo reads 'Toutes les informations techniques et commerciales sur le site officiel' and provides the website address 'www.pettinaroli.com'. To the right is a map of France divided into colored regions representing different sales territories. Below the map is a table listing agents with their contact information and the departments they cover. The table includes columns for Téléphone, Fax, Portable, E-mail, and Départements.

Téléphone	Fax	Portable	E-mail	Départements
Harald BIGOT		0693026158	harald.bigot@gmail.com	14 - 27 - 28 - 86 - 91 76
Eric LADRIERE Jean-Louis LE MOAN	0369350435	0613243976 0679710115	contact@atecs.fr	02 - 59 - 49 - 62 - 88
François VANNIER		0675600060	francoisvannier@free.fr	08 - 10 - 21 - 81 - 92 15 - 89
Michel WALLISER - CAE	0389358848	0697394524	mjw.cae@wanadoo.fr	67 - 88
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SARL ARCY'S Albano RIBEIRO	0479288904	0689506744	albano.ribeiro@club-internet.fr	01 - 39 - 60 - 71
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Pettinaroli S.A.S.	0563881320	0563801370	info@pettinaroli-france.fr	75 - 77 - 78 - 91 - 92 93 - 94 - 95

## JOMAR GOUPE News from our sales team

**Marcos Valladares**, Northeast Regional Business Development Manager, entered the sales team of Jomar Group at the beginning of this year. Marcos graduated from Bryant College with a Bachelor of Business Administration. He has more than 10 years of experience in sales management to the plumbing, heating, industrial and HVAC markets bringing valued solutions to engineers, contractors and wholesalers. His territory will include all of New England, New York, New Jersey, Eastern PA, Maryland and Washington DC.



**Bryice Mainville** is being promoted to Midwest Regional Business Development Manager. In this new position, Bryce will maintain a territory that includes Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, North Dakota, South Dakota, Wyoming, Montana, and Nebraska.

**Chuck Haik**, National Sales Manager for Gas, just exhibited at the CGA, the national trade show for natural gas, running from Sunday, April 2<sup>nd</sup> to Tuesday, April 4<sup>th</sup> in Halifax, Nova Scotia, Canada. Chuck was also a speaker at a conference held in the fair, talking about Gas Bypass Valves, sided by our technical and commercial guru, Giorgio Simonotti, from Italy.



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## Pettinaroli Denmark: website and catalogue 2017

Pettinaroli A/S North Europe is finally pleased to present the **English version of our new website**. Such version is almost identical to the Danish one, so that foreign customers can find all the product descriptions and data-sheet they need in English language.



Besides being an efficient provider of components, systems and comfort solution for the plumbing industry, Pettinaroli A/S supplies also a wide selection of valves and **OEM products** for other manufacturers. Our OEM range mainly consists of four product groups, meant for industrial customers both for the Danish and export markets; EvoSix (our smart 6-way valve), EvoPICV (our full range of dynamic balancing valves), Filterball (our unique ball valve with incorporated strainer) and Kits PCS (reassembled and customizable kits for radiant ceilings and HVAC applications).



Last but not least, we are now ready with the **new product catalogue 2017** of Pettinaroli A/S, in three languages: Danish, English and German. The catalogue is available online at our page: [www.pettinaroli.dk](http://www.pettinaroli.dk). Whoever needs it physically, he can obviously receive a copy by calling +45 6341 0900 or texting to: [info@pettinaroli.dk](mailto:info@pettinaroli.dk).

### TECHNICAL OFFICE The Italian brand-new team



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**Alessio Piazza**

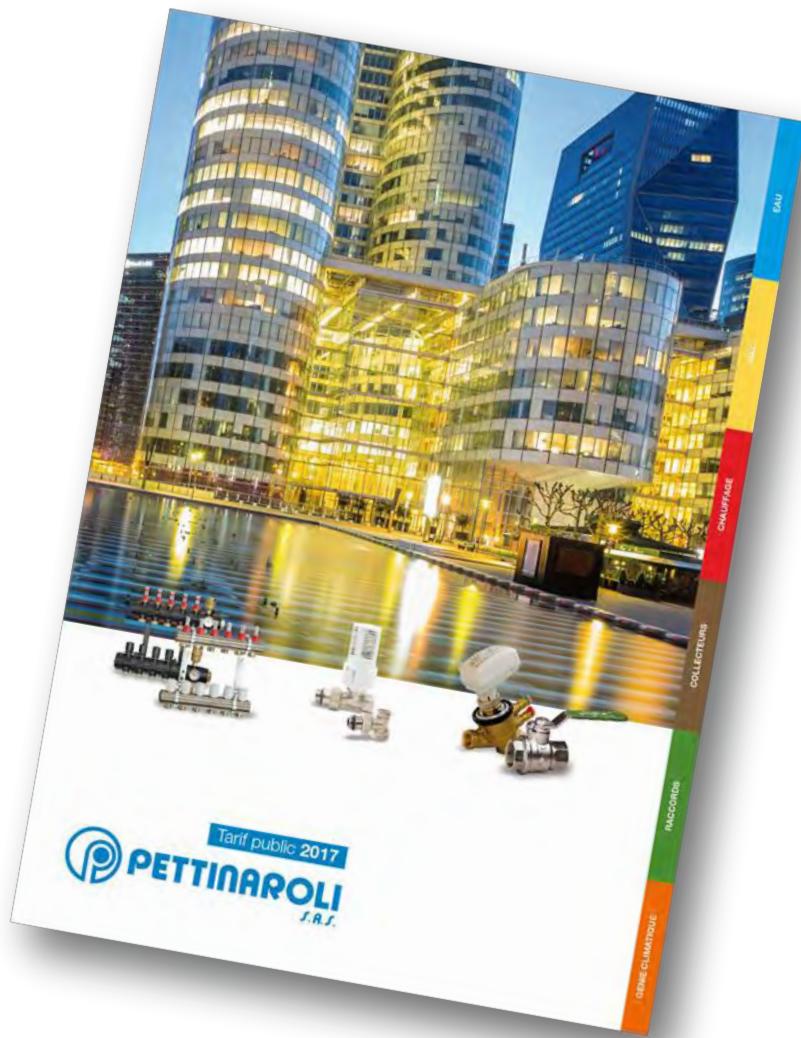
[utec@pettinaroli.com](mailto:utec@pettinaroli.com)

The Technical Offices for product-designing in our Italian headquarters, Fratelli Pettinaroli S.p.A., now have new resources and renewed vigor. Besides our senior engineers Liborio and Sergio, in January 2017 also Mirco Molonato joined the team. Mirco comes from more than 16 years of experience in our industry and has already taken the responsibility of the product development of important projects that we will disclose soon. Moreover, also Alessio Piazza entered Pettinaroli, remaining until August 2017, for a six-month internship.

## The new *Tarif Public Pettinaroli 2017*

**will be available by June!!**

A complete reassessment of our French Catalogue, with technical data and graphs, including our full range of Evo-products "Génie Climatique" designed for projects.



**Pettinaroli Group – The Chronicles, Issue Nr. 3 will be available in July 2017.**

We wish you and your family a Happy Easter!!