

50
YEARS

SEW-EURODRIVE
ITALIA

Driving the world. Together.

SEW
EURODRIVE



Driving the world. **Together.**

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Preface by
Jürgen Blicke

Introduction by
Giorgio Ferrandino

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Buon Compleanno Italia

Legend has it that the idea to establish Eurodrives came to my father Ernst Blicke one night in 1966 while staying overnight on the camping grounds in Jönköping, Sweden. Fact is that at the end of our road trip through Scandinavia, Jönköping was selected as the perfect location to cover northern Europe geographically. Back in Germany he selected three additional countries namely England, Austria and Italy to become homes for the first generation of Eurodrives. Not only did each Eurodrive become a success in itself but together they successfully turned SEW-EURODRIVE headquartered in Germany into an international player in the power transmission field. In the spirit of my father I congratulate Italy on its 50th birthday and wish the country continued success.

Auguri
Jürgen Blicke



BUON COMPLEANNO ITALIA

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NOT ONLY DID EACH EURODRIVE
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FIELD.

IN THE SPIRIT OF MY FATHER I
CONGRATULATE ITALY ON ITS
50TH BIRTHDAY AND WISH THE
COUNTRY CONTINUED SUCCESS
AUGURI JÜRGEN BLICKLE

Preface by Jürgen Blickle



50
YEARS SEW-EURODRIVE
ITALIA

SEW-EURODRIVE Italia is 50 years old this year: a highly significant birthday, enough to write a book about! Looking back at the past to reflect on its essence, on the values of the company and the people who work for it every day, is important to ensure we remember our first fifty years. And it's even more important to focus on the very special moment in its history that SEW-EURODRIVE is going through at the moment, in what we call "the digital age". It's important for us to understand just what we have become, and what we bring with us from the past, so we can understand what we will need in the future. And so this birthday – like any birthday – is much more than a milestone in time.

Our new headquarters are also much more than they seem: not just a new workplace, a physical space featuring new

Introduction by **Giorgio Ferrandino**

forms of interaction and communication. They are also the symbol of a new approach, a new style: a change we need in order to address the future and achieve the unknown new milestones that time has in store for us. An important change for consciously experiencing this very particular and very intense moment in time, important for the economy in general and for manufacturing industry in particular, especially those of us who work in industrial automation.

This book also attempts to emphasise the importance of people and their particular qualities for the success of any organisation. Organisational models change, technologies evolve, the context we work in is constantly changing, but the key values of the brand and the people who make it unique will never change, because it is these values that ensure continuity and recognisability as the years go by. I cannot imagine a future in which we no longer need skills, reliability, vicinity, ethics and transparency: all values our customers recognise in us, values we at SEW-EURODRIVE put into practice every day.

I wish to thank all the colleagues who shared with us what SEW-EURODRIVE means to them: their contributions have created a collage representing our way of working, our soul, our heritage.

A big thanks to everyone whose testimony, work and experience made this book possible: Stefano Benetti, Giuseppe Cappelli, Giosuè Cavallaro, Francesco Di Pasquale, Giorgio Lagona, Umberto Galli, Maurizio Moioli, Alessandro Orzi, Mirko Otranto, Alessandro Tarabotti, Roberto Teragni, Giovanni Vinciguerra, Franco Zannella.

I especially wish to thank all the customers who choose us and have chosen us, and those of them who explicitly confirmed the values that we identify with, the values that underlie our daily work.

In an increasingly turbulent, volatile, uncertain world, we must have the ability to imagine the future, because that future depends largely on us, on our determination, on our commitment. To see the future we want, we need courage, dedication and everyone's commitment, from now on! Because that future begins today, and we all want to be a part of it!

The stages in fifty years of history

2017

Construction of a new building for extending Solaro's headquarters.

Renovation of the 1991's building.

Layout and assembly workshop rebuilding, implementation of processes and smart technologies > Industry 4.0.



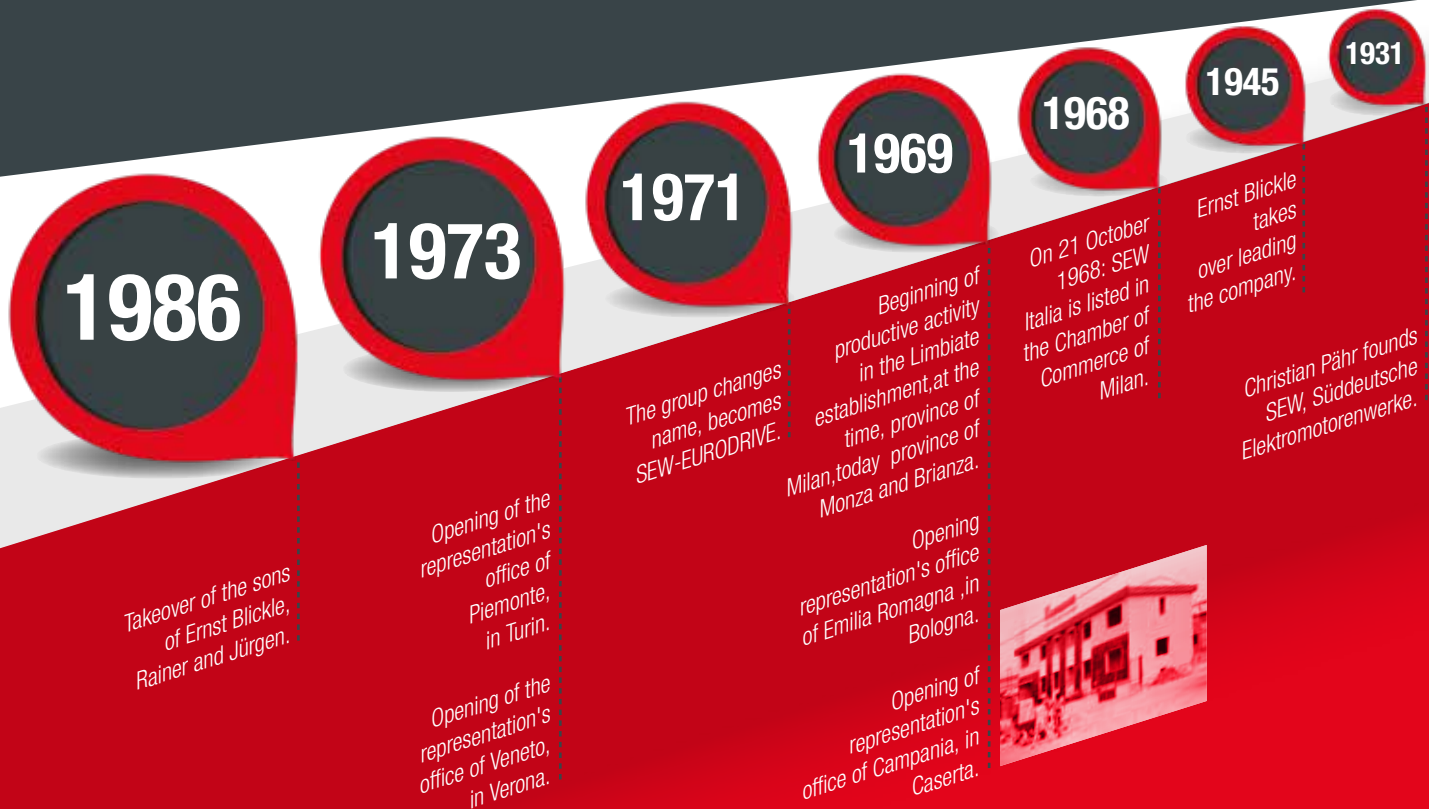
2007

In the year 2008 ended the modernization of the Solaro workshop, which allowed to move from an in line production to a production through working islands. An important investment that already implemented concepts of productive flexibility. Later on it would have been expanded with the Industry 4.0 vision.

1991

Change of location in Solaro, a few kilometers from Limbiate and inauguration of the new headquarters.





A story that keeps starting over **again**

HOW IT ALL STARTED

When we talk about a company history, when we focus on a stage of a long journey, not only to celebrate, but also to confirm its roots, its reason to be and to reflect on its evolution, we inevitably try to relive the tradition of that company and consider its vocation for innovation. Although the traditional elements, innovation is always present in the various evolutionary company's phases which plans to be long-lived, oriented towards the future and its increasingly unforeseeable factors.

Alessandro Tarabotti
(in the center), Ferdinand Arcon (right)
and Wolfgang Gult (left - the latter
export sales manager of the group
SEW-EURODRIVE, until 2004).



There are several words that express this concept well and are inspirational, but that is not always a way of being, of behaving, of acting. One of this is tradinnovation, a neologism which has a concrete and intelligent meaning for SEW-EURODRIVE. It conveys the desire to be dynamic and in continuous movement between having strong roots and skills and trying to innovate and be promoters of a new and never static culture.

By retracing SEW-EURODRIVE's history, we can outline some phases that following a temporal evolution, have their own specific raison to be and which underline the ability to constantly renew themselves.

This means to take full advantages of our origins, our strengths, our problems, our abilities and our future believing that motivated People are able to evolve and strengthen the values that underlie the success of companies over time.

Now, 50 years after its foundation, SEW-EURODRIVE Italia, the Italian branch of a German multinational leader in industrial automation, logistics and processes which makes systems and technologies for various different sectors of industry, still reveals the unique distinguishing features it had when the Italian branch was founded in 1968. A long story demonstrating

the importance of starting out with solid foundations and a lot of determination to overcome the challenges inherent in all ambitious long-term projects.

SEW-EURODRIVE was registered with the Chamber of Commerce of Milan on October 21, 1968, and production began in 1969 in the plant in Limbiate, in the province of Milan (now in the province of Monza and Brianza).

The Engineer Alessandro Tarabotti, the first general manager of SEW-EURODRIVE Italia, still talks about those days with pride and passion. Tarabotti grew up in a family combining different cultures and nationalities: born in Alexandria, Egypt in 1935, he attended a German school for six years, and then a French school for another six years; this background gave him a disciplined way of working and a propensity for internationalisation, as well as mastery of these (and other) languages. The Tarabotti family returned to Italy after the end

of the Second World War, and the young Alessandro graduated from Turin Polytechnic. One of the things that stayed with Tarabotti after his years in Alexandria was his friendship with Ferdinand Arcon, a schoolmate at the French school who went on to become an engineer and was in charge of Mediterranean exports at SEW-EURODRIVE.

When they met again in Turin, the two men discovered they both worked in the same field, and in 1968 engineer Arcon told Ernst Blickle about them.

At the end of the war in 1945, Ernst Blickle took over at the helm of Süddeutsche Elektromotorenwerke (SEW), founded in 1931 by his father-in-law, banker Christian Pähr.

Until he took over the company, the former official had not had much to do with his in-laws' business. Despite this, Ernst Blickle soon mastered the technical and engineering skills he needed to lead SEW, a company on the rise, with a visionary enterprising spirit.

The SEW offices and production plants in Graben and Bruchsal already employed 600 people in 1960.



Ernst Blickle



Christian Pähr

The SEW plant in Bruchsal in 1960



A promotional flyer created by SEW-EURODRIVE Germany of the new Limbiate's plant in '69.

In the decade between 1950 and 1960, SEW's sales grew from 1.4 million to about 20 million German marks.

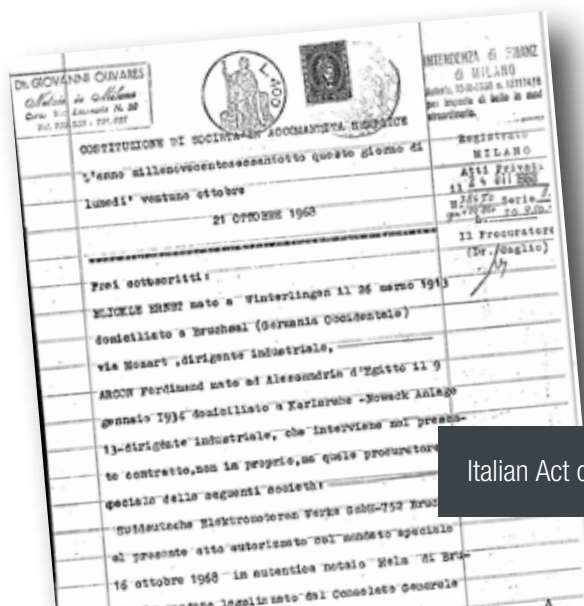
In addition to the distribution system in Germany, divided into north, centre and south, a contribution to the rapid growth of the company was made by its first foreign branch, opened in 1960 in Haguenau, Alsace under the name SEW USOCOME.

The assembly plant in Jönköping, Sweden opened its doors in 1968.

It was time to consolidate SEW's work in Italy, which had been performed through a multi-brand agency in Bologna.

Tarabotti saw the German company's potential right away and agreed to become general manager of SEW Italia.

The company opened its first sales office in via Monterosa, Milan, and hired Alberto Bandini in 1969, already an employee of the agency in Emilia Romagna, to operate the office in Viale Masini in Bologna.



Italian Act of Establishment of October 21, 1968

The early '70s were a very favourable time, and Tarabotti, who was already familiar with SEW products - having previous experiences in other companies in the industry - emphasised their distinguishing features, permitting rapid growth. The company broadened its operations with new offices in Caserta, Bologna, Verona and Turin. A virtuous circle had begun: workers and sales staff were trained in the parent company in Germany, and their background and enthusiasm led to greater sales and more new staff. In Germany, Egidio Gozzini, one of the first people to be hired by SEW, learned how to operate the

assembly line; this was essential for the growth of SEW in Italy, and Gozzini held the post of production manager until 2003.

In 1971, in view of the success and non-stop growth of all the European branches, Ernst Blicke gave a clear signal of the evolution of what was now a mid-sized company operating on a regional scale: SEW-EURODRIVE was born.

The lifespan of SEW components was much longer than that of its competitors', eliminating the need for shutdowns.



SEW workshop in the 70s in Italy

**Their dependability, one of
the key traits of
SEW-EURODRIVE, was an
important selling point much
appreciated by customers.**

Tarabotti know perfectly well that speed was a key concern, and set up a time-saving production management system. The results were excellent, and Germany decided to implement the system in other SEW branches all over the world. Customisation and partnership, concepts that have become essential today, along with transparency and eagerness to put oneself in the customer's position, had already been characteristic of SEW-EURODRIVE Italia's staff and way of working since the '70s.

This allowed the company to offer solutions for improving machinery and give its customers a real edge over the competition.

There's often a lot of truth behind clichés. Italian imagination and creativity combined with German discipline and precision lay the foundations for a technologically advanced, flexible, innovative enterprise.

The fact that the company is a consultant that finds the best solution for specific requirements and that the product is configured and assembled on the basis of these specific needs represents the added value of SEW-EURODRIVE that makes all the difference for customers.

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Dr. Alessandro Tarabotti ist ein „Mann der ersten Stunde“ (seit 1969 dabei).



Lorenzo Minoretti, seit 19 Jahren bei SEW, leitet eine der besten Verkaufsstellen in Limbate.



Alberto Cardì, Leiter der zweiten Verkaufsstelle in Livorno, gehört seit 1973 dem italienischen Montagewerk an.



Direktionsstellen und SEW-Koordinatorin Helga Altmeppen. Sie ist seit 14 Jahren SEW-Mitarbeiterin.

Mit dem Kauf eines 11.000 Quadratmeter großen Grundstücks in der Gemeinde Limbate, Provinz Mailand, begann im Oktober 1968 das Kapitel „Italien“ in der Firmengeschichte der SEW. Mit zehn Mitarbeitern nahm das italienische Montagewerk ein Jahr später, Ende 1969, die Tätigkeit auf.

Die Eroberung des italienischen Marktes glückte. Bereits 1974 standen erste Erweiterungen auf dem Firmengelände an: Die neue Montagehalle und die Büros wurden um knapp das Doppelte vergrößert. 1983 war eine zweite Erweiterung der Halle fällig.

Nachdem SEW bereits ein Jahr vor der Inbetriebnahme des italienischen Montagewerks erfolgreich in Schweden Fuß gefasst hatte, zeigte sich nun auch in Italien: Das

Land und Leute

Italien ist seit vielen Jahrhunderten das klassische Reiseland für Millionen von Besuchern aus aller Welt. Ein Grund dafür liegt in der Liebenswürdigkeit seiner Einwohner. Und: Kaum ein anderes Land bietet so verschiedenartige Landschaftsbilder wie Italien. Jede der insgesamt 19 italienischen Regionen ist zudem von einer eigenständigen kulturellen, künstlerischen und politischen Entwicklung geprägt. Wirtschaftliche und geistige Metropole Italiens ist Mailand, die Hauptstadt der Lombardei. Die Stadt der Mode mit ihren 1,6 Millionen Einwohnern gilt als Inbegriff des „italienischen Chic“. Wichtige Exportartikel: Mode, Möbel, Autos, Flessen, Wein, Nudeln, Obst.



Stehende Gelehrte auf dem Firmengelände in Limbate und auf dem SEW-EURODRIVE-Werk in Limbate.



Seit 20 Jahren in Italien

Nummer 1 unter den Importeuren von Antriebselementen



Lukullisches aus Lazio

„Spaghetti alla Carbonara“ für 4 Personen

1/2 Glas Öl in einer Pfanne erwärmen, 100 g mageren, in kleine Stückchen geschnittenen Speck hinzugeben und anbräunen lassen. Topf mit Salzwasser aufsetzen, in das kochende Wasser 400 g Spaghetti hineingeben. Während der Kochzeit zwei Eier in einer Schüssel mit Salz verquirlen. Wenn die Spaghetti gar sind – Vorsicht, nicht zu lange kochen, damit sie beifert (al dente) bleiben – abgießen und in die Schüssel mit den Eiern geben. Sofort den warmen Speck und reichlich geriebenen Parmesan dazu geben und schnell umrühren. Zuletzt mit schwarzem Pfeffer bestreuen. Buon Appetito.

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Ing. Mario Lorenzini, seit 1970 bei SEW, leitet die Filiale Turin.



Teodoro Veltri, Leiter der Filiale Genua, leitet das Unternehmen seit 15 Jahren.



Er leitet die Filiale Vercelli. Roberto Bonaldi, seit 15 Jahren bei SEW.



Alberto Bonaldi, Leiter der Filiale Bologna, führt zu den Mitarbeitern der ersten Stunde. Seit der Unternehmensgründung 1968 ist er bei SEW.

A group photo from 1988, in the Limbate headquarters, with around the photos of the management of those times.

All this and the excellent quality of its products allowed Ernst Blickle to transform a small family-run company in Bruchsal into a global enterprise.

When he passed away in July 1986, the success story continued through his sons Rainer and Jürgen Blickle, who became chairs of the SEW-EURODRIVE Group in 1987.

Lombardy, like the German region of Baden Württemberg, including the town of Bruchsal, where SEW-EURODRIVE is based, is considered one of the “four engines of Europe” for its outstanding economic performance due to the presence of highly innovative enterprises. Sixty years after SEW-EURODRIVE's foundation and twenty-three years after the establishment of SEW-EURODRIVE Italia, the increase in turnover and the number of employees made a bigger plant necessary to respond to the company's growth and development.



Rainer Blickle



Jürgen Blickle

And so the new plant was opened only a few kilometres from Limbiate, in Solaro, in 1991, laying new and solid foundations to continue to live a successful business adventure.

By the time, during 2007 and 2008, the constant growth of SEW-EURODRIVE Italy has made necessary the modernization of the Solaro workshop: an important investment that has allowed to move from an in line production to a production through working islands. A significant modernization that already implemented concepts of flexibility, efficiency and agility. Later on it would have been expanded the first formalizations of a fully automated and interconnected industrial production which, from 2011 onwards, were known under the name of "Industry 4.0".

Solaro headquarters at the beginning of the 90s.



Inauguration of new Solaro headquarters in 1991.



Cutting of the cake during the inaugural ceremony:
Rainer Bickel with his wife and engineer Tarabotti.



**Think global,
act local**

BEYOND SLOGANS

Thinking global and acting local is something that has always characterized the SEW-EURODRIVE group and that takes shape every day in the proximity to the customer and in the research for specific technological solutions for individual customers. This way of being has been applied with greater awareness since the beginning of the 2000s.

After Tarabotti's direction, more focused on the production and technological and electromechanics's evolution, the engineer Maurizio Mojoli, who took over SEW-EURODRIVE Italy in 2002, recalls that it was necessary "to move from a product orientation to the market orientation, obtaining more visibility with constant and continuous work both towards external and internal customers; I focused a lot on brand recognition up to customer intimacy (customer relationship) and then I dragged the whole organization in that direction."

If we have to live rather than simply survive in global organisations, we must be able to continue to adapt, to learn, to rapidly evolve and to move between two polarities.

Certainty is accompanied by uncertainty, and extreme globalisation demands that managers have an ability to think globally but also to know how to act locally in the right way for that specific market.

The term Glocalisation was coined in Japan in the eighties, imported into English by the British sociologist Roland Robertson in the nineties, and then taken up and developed by the sociologist Zygmunt Bauman.

Zygmunt Bauman can also take credit for summing up this new philosophy, this new approach to markets, in only four words, in a particularly evocative phrase which was soon on everybody's lips, because it's easy to remember and internalise:

think global, act local.



Maurizio Mojoli, General Manager
of SEW-EURODRIVE Italy
from 2002 to 2013

If globalization breaks down the constraints of space and time, large multinational companies need a mixture of global ingredients to be measured in local contexts. An approach that SEW-EURODRIVE Italy has managed to apply efficiently, focusing increasingly on the specific needs of its customers. "In practice it means having a local presence with a global organisation and mentality " – recalls Maurizio Mojoli in a 2012 interview:

“ *We need to have a presence in all the places where the key players in the process operate, to have the same knowledge and culture so that we can give them the same type of support, and to have the same equipment and machinery to offer them the same kind of product. All this is achieved through a combination of factors: a far-sighted strategy, a propensity for long-term investment, a product that can be reproduced anywhere, and a standardised staff training.*

To us, this means having a critical mass that allows us to achieve economies of scale, that allows us to absorb minor crises or regional recessions in the industry, that allows us to offer our customers the same level of service all over the world.

”

A system of modular technologies permits millions of customised configurations and allows SEW Eurodrive to offer unique know-how in industrial, logistics and process automation. Know-how distributed all over Italy, with Drive Centers guaranteeing a direct presence to respond to companies' needs and give concrete meaning to the slogan "Think global, act global".

Italy Drive Centers

Drive Centers perform sales functions, technical and commercial support for strategic sectors of SEW-EURODRIVE Italy which are: Automotive - Food - Beverage - Post & Parcel - Airport - Metal - Plastic - Construction & Building Material - Warehouse Logistics.

Drive Center Milan

- In business since **1968**
- It follows all the industrial sectors of SEW-EURODRIVE Italy and in particular Metal, Airport, Warehouse Logistics, Construction & Building Material, Post & Parcel, Plastic.

The headquarters of Solaro

Drive Center Verona

- In business since **1973**
- It follows all the industrial sectors of SEW-EURODRIVE Italy and in particular Metal, Food, Beverage, Post & Parcel, Plastic, Construction & Building Material.

Drive Center Turin

- In business since **1973**
- It follows all the industrial sectors of SEW-EURODRIVE Italy and in Automotive detail, Warehouse Logistics, Metal, Post & Parcel, Food.

Drive Center Bologna

- In business since **1969**
- It follows all the industrial sectors of SEW-EURODRIVE Italy and in particular Food, Beverage, Warehouse Logistics, Post & Parcel, Plastic.

Drive Center Caserta + Pescara office

- In business since **1969**
- It follows all the industrial sectors of SEW-EURODRIVE Italy and in particular: Automotive, Warehouse Logistics, Food, Beverage, Airport, Plastic.



BREATHING THE SAME AIR

In a reality like the Italian one, which is very diversified and marked by specific features suitable for the areas and types of industrial activity according to the regions, the SEW-EURODRIVE's pay-off "**Driving the world**" takes on a deep meaning. It also means living the same social fabric of the client, knowing his culture, breathing his same air so that together we can move the world forward and make a contribution to the technological progress of industrial automation.

The Drive Centers of Bologna, Caserta, Milan, Turin, Verona and the Sales Office of Pescara are a widespread presence that ensures proximity and promptness to the sectors of its customers, with a deep knowledge of the various regional territories, its markets and its actors.

As long ago as 1969, a pool of people organised and managed orders from a central office in Limbiate. Those were the days of the telex machine, and a lot has happened since then; everything is a lot faster and a lot leaner these days, with the support of information technology and micro-electronics, and we can decentralise a whole series of tasks while at the same time giving the Drive Centers greater autonomy.

A telex station at the end of the 60s.

A lot has changed in the past fifty years. Technology now allows us to connect up and give our customers instant answers, but the skills, know-how and flexibility of what used to be called branches of SEW-EURODRIVE Italia are still daily implemented in our Drive Centers.

Furthermore, to keep up with the times, it is necessary to build on past experience, but at the same time be mentally open and projected towards a path of continuous innovation.

As Roberto Teragni, Regional Sales Manager of the Drive Center of Milan, highlights -

“ *The mere fact of being a company that has customers in many sectors, acquired in so many years of business, gives many ideas to develop new applications; and it is not enough to be technically very competent, but it is a deep knowledge of the market and the customer's relationship that really make the difference. I have been in SEW-EURODRIVE since 2015 and I already perceived it as a dynamic and concrete company from the outside. What we are seeing today is a very important moment in time; Industry 4.0 is a true revolution, and we are all working hard to ensure that automation really makes a difference for our customers. We are the first to adopt it, in our plant here in Solaro.* **”**



Roberto Teragni,
Regional Sales Manager
of the Milano Drive Center

The Drive Centers have quite different stories and experiences, but they are united by many points: everyone puts the needs of their customers at the center of their efforts and in every Drive Center there is the will to proceed in a path of professional growth and improvement that can bring concrete benefits to its customers. This is the SEW-EURODRIVE style, characterized by reliability and professional competence, which is applied every day in customer relations; that are not mere buyers, but rather partners to work together with on the development and technological evolution that can guarantee lasting success to the companies that choose SEW-EURODRIVE and their own customers.



SEW-EURODRIVE event
"Intralogistics 4.0" dedicated to
"smart" solutions in order to increase
productivity, flexibility and efficiency
of logistics in the factory.

Drive Centers operate as a single reality, even if located in different area. There is a digital display system that shows the workloads of each Drive Center. The Solaro Contact Center, which acts as an administrative coordination center, ensures that flexibility is declined in a workload management according to the needs of individual customers. All of this eliminates the distances and allows an increase in flexibility and speed of corrective actions. A way to concretize the commitment of SEW-EURODRIVE Italy in customer satisfaction and punctual delivery.



Giovanni Vinciguerra with the staff of the Drive Center of Caserta and the offices of Pescara (Aurino E., Avallone G., Di Fonzo D., Marinelli D., Marrandino L., Milone G., Munno R., Vernetti G., Volpe E.) during the dinner at the Sales Meeting 2017

“ *Being close to the client, establishing a relationship in both professional and personal terms, is something that has distinguished SEW-EURODRIVE from the outset. - remembers Giovanni Vinciguerra, Regional Sales Manager of the Drive Center of Caserta - This exciting but difficult task has produced excellent results, and will continue to do so thanks to the motivation, team spirit and profound commitment of the people who work in our Drive Center in Caserta and our offices in Pescara. We consider ourselves not so much a work team as a sort of second family, in which our enthusiasm and reciprocal support make us unique and ready to tackle problems of all kinds. A family of simple people who want to help our customers respond to the technological challenges industries face in our market at this time. This vicinity to our customers is part of the SEW Eurodrive philosophy, and we put it into practice every day in the central and southern Italy as well.* **”**

Vinciguerra's words show the desire to set challenging goals despite the difficulties, which is a strong characteristic of the spirit that, since 1968, distinguishes the Drive Centers of SEW-EURODRIVE Italy.

The Bologna Drive Center opened in 1969 under the leadership of Alberto Bandini, who worked in the Emilia Romagna sales office before being hired by SEW-EURODRIVE.

In the late '60s, customers in the regions of Emilia Romagna and the Marche primarily worked in agriculture and ceramics. What made SEW-EURODRIVE Italia stand out, even then, was its ability to solve particular problems and work side-by-side with its customers.



Alberto Bandini,
First director
of Bologna Drive Center

Sales grew steadily until 2002, then the company went through a tough time between 2003 and 2006, but, as Alessandro Orzi - the current Manager of Bologna Drive Center - recalls, "When I took over at the helm in 2007 we saw what I might call a rebirth".

The number of customers grew, thanks in part to the fact that SEW-EURODRIVE offered advanced electronic solutions in addition to conventional reduction gears, while physiological staff turn-over brought in a new generation of people with plenty of determination and a strong team spirit, so that customers felt that SEW-EURODRIVE Italia was truly working along with them, driving on-going growth.

"We also moved in 2007, allowing us to set up a showroom and a training room," Orzi continues. "We invited all our customers to come and see our products for themselves and find out more about our solutions. In 2006 we might have seen three or four customers in our office in a year, from 2007 we receive visits from more than a hundred.



Alessandro Orzi,
Regional Sales Manager
of Bologna Drive Center



A dinner and the poster to celebrate 2015,
a year full of satisfactions for
the Bologna Drive Center.

If it is important to be on the territory, to be physically close to the customer, the fact of having, at the same time, an international presence and support can certainly be a distinctive element much appreciated by the customers. Having an interlocutor that supports the customer even abroad, a sure reference point that supports the company also in factories outside Italy, makes SEW-EURODRIVE a reassuring choice for all those Italian companies that operate in foreign markets. This also allowed SEW-EURODRIVE to achieve important goals and ambitious goals.



We cannot ignore the specificities of industrial districts in order to build a lasting and personalized relationship with customers. And it is impossible not to take into account customers' own customers in order to satisfy, in Italy as abroad, the most diverse production requirements. An approach that requires extreme flexibility and well-coordinated business processes, so that the individual regional realities can benefit from a global organization.

An Italian industrial area in which this type of flexibility is definitely important is Triveneto. The characteristic aspect of the so-called North East "model" is, in fact, given by the fact that the industrial fabric is born and grows unexpectedly and without particular planning, with a good dose of resourcefulness, tenacity, creativity and risk acceptance. Since the seventies and up to the nineties many micro and mini enterprises, thanks to the socio-economic situation of the period, have had a dizzying growth in terms of turnover and size in Veneto, Trentino Alto-Adige and Friuli-Venezia Giulia. SEW-EURODRIVE has been present in Verona since 1973 and has supported and supported many companies with personalized advice and high added value.

Stefano Benetti,
Regional Sales Manager of Verona Drive Center

“

Establishing a partnership with manufacturers and end users that goes beyond merely technical aspects makes all the difference, especially in a place like the northeast, and this is what has allowed us to more than double our sales in a decade,” says Stefano Benetti, Manager of the Verona Drive Center since 2003. It often happens to support customers in their development and growth, from a small business to a company with an important volume and turnover. Having collaborators who own very high technical skills, combined with an excellent ability to relate, is the basis of a lasting and profitable bond.

”

Inauguration of the
new Verona headquarters
in 2012.



In 1973 the Drive Center of Turin also began its activity. Those were the years of the oil crisis, of austerity, of the first alternate plates. In a city where the automotive industry is so dominant, SEW-EURODRIVE immediately realized that the business would have always had discontinuous performance. Already then, therefore, SEW-EURODRIVE began to be seen as a company you can count on because it keeps its promises and it is punctual although the uncertainties. It became a strong reassuring and distinctive element that would have founded the basis for long lasting collaborations throughout the Piemonte territory. Since then, the Drive Center of Turin has continued to increase its skills and adapt its processes to never disappoint any customers. As a result of an unchanged approach, which has evolved over time and continues today to push over and over again improvement in SEW-EURODRIVE Italy.



A photo of Turin during the 1973 austerity.

“

We're investing a lot in cutting delivery time even further," remarks Giuseppe Capelli, Manager of the Turin Drive Center since 2010. "Our customers appreciate this a lot. In a market where the trend is not always regular, knowing you have access to our urgent service, with which we guarantee delivery in response to our customer's needs, is something that really makes a difference. And it's one of the keys to our success. Knowing how to wait, to work hard and not give up, to persevere in striving for excellence, are characteristics of our team. Perhaps the fact there are a lot of athletes among us allows everyone to implement this philosophy with such determination.

”



Giuseppe Capelli,
Regional Sales Manager
Of Turin Drive Center.



Inauguration of the new Turin office in 2003.

The Drive Centers's history and the testimonies of its actors bring out a value that goes beyond technological competence, markets or business organizations: the value of people. Because only the commitment, passion, tenacity and humility of people can fuel long-lasting professional relationships, in an attempt to build a future with a better quality of life and work. Only certain values and the will of every person to push a company in a continuous improvement and not to give up to the difficulties of every day. It developed a lively awareness in all employees, customers, suppliers and business partners who have been the distinguishing feature of SEW-EURODRIVE Italy in the last fifty years.





our levers for change

IT'S THE PEOPLE THAT MAKE THE DIFFERENCE

Keiju Matsushima, a professor at Tokyo's Hosei University and one of the world's greatest experts on robotics and the Internet of Things, says "It will be increasingly necessary to replace 'hands' with 'minds', and our companies will more and more often be seeking knowledge professionals.

To make the society of the near future sustainable, we cannot plan on stopping the digital revolution, but we must work to find a new balance between man and technology, raising the measuring stick of our goals and aiming to achieve better quality of life. A new balance that requires us to be thinking people."

It is in this context that people play an even more important role;
it's people that really make the difference.

Being clear about a company's mission, vision, values and distinguishing features is essential to ensure that everyone is pulling in the same direction to achieve more and more challenging goals.

A company's mission is its purpose, its reason for being. It's important to know who you are and why you are doing what you do, and to have a goal to pursue, a vision to aim for.

Our distinguishing features identify what we are particularly good at, what our customers recognise us for and why they choose us. These are the features that make us stand out from the others, which is why they require the hard work and commitment of everybody who works for SEW-EURODRIVE Italia every day.

Expressing our values is fundamentally important, because they can only be seen through our actions.

Our values are part of our business culture, and they cannot go unsaid; they must

be expressed, and they must guide our employees' everyday actions if we are to continue on the path to excellence.

Flexibility, teamwork, ethics and transparency are the values that guide the way people work in SEW-EURODRIVE Italia.

In a continually evolving company which combines growth of its business with growth and improvement of its employees, **flexibility** means willingness to take on new tasks and change the way we perform existing tasks.

This implies the desire and the courage to go down new roads and learn new skills.

Team spirit is essential in an increasingly complex context, and in SEW-EURODRIVE Italia, the creation of multi-departmental teams for implementation of specific projects has improved the level of teamwork between people in different departments, while helping them get to know one another better.

In a world that is changing at ever-growing speed, we increasingly need to emphasise people's creativity and skills.

Organisational models will be less vertical and more horizontal, and managers must not only understand the evolution and complexity of the market but identify the best productive solutions and underline the value of teamwork. Having a holistic vision of the organisation, going beyond hierarchies and focusing on plans, with the involvement of specific talents, requires a true change of attitude.

This can only happen if people are willing to put themselves on the line, to work together to achieve a common goal, knocking down organisational and hierarchic barriers.

The motion that represents the spirit of SEW-EURODRIVE is not only physical; we must ideally move toward a non-place to make room for teamwork. This happens in SEW-EURODRIVE Italia's Digital Innovation department, a form of non-vertical, organisation which is based not on a template but on holacracy, overseeing all the innovative projects and the processes underlying these projects with the involvement of different people and departments in the company. SEW-EURODRIVE Italia has also introduced the figure of the Lean Key User, of key figures in the



Giorgio Ferrandino,
General Manager
of SEW-EURODRIVE Italy

Drive Center whose daily contact with customers makes them the best source of support for the analysis and implementation of improvements aimed at guaranteeing effective, efficient, functional collaboration with customers, and who are involved in a number of projects according to specific needs. This is a new approach in which the parties are interconnected, in a circular form of organisation with the goal of the project in the middle of the circle, going beyond positions and hierarchies. IT, sales, marketing, operations and general management form a work team that goes beyond specific functions, involving key players as their particular skills are required. A company's history is important, but we must not sit back and rest on our laurels when everything around us is changing all the time. Our history is continually updated, evolving and renewing.

In a world where change, including cultural change, represents a challenge and an opportunity, teamwork and flexibility must be the keys to the way we work. If there is reciprocal trust and a real commitment to seeking the best way of doing things, of accepting challenges and pursuing innovation, even our mistakes offer us an opportunity to learn, to reflect and find a better solution.

It's a way of being, of thinking and acting strongly supported by our current general manager, Giorgio Ferrandino, who recognises the metaphorical meaning of the claim "Driving the world".

Being in motion also means driving processes of change, and in order to do this, we need involvement, acceptance of responsibility and a desire to innovate.

Sharing knowledge and information is essential if we are to have everyone's contribution. Being updated in real time allows us to stay informed and active, while at the same time establishing a climate of trust that can be a true competitive edge. This is why the Network Project and Digital Signage were introduced in 2015.

Using technology to implement the value of teamwork, to think and act as a single unit even when we are located in physically different places: this is the meaning of the Network Project. The key focus of the project is ensuring that workloads are managed on the basis of the customer's requirements, with the intervention of other Drive Centers in the presence of an order overload. The Network Project is visible in the Drive Centers, and their

workload, through monitors which have been in operation since 2015. The Solaro Contact Center is a true centre of coordination and, thanks to an overall vision of all the Drive Center and to everyone's flexibility, it manages to meet delivery deadlines and provide customers with concrete support.

In order to achieve maximum **transparency**, the company has introduced Digital Signage, an internal communication tool in which highly visible monitors in dining and break areas and other key locations in the company's headquarters and Drive Centers provide information on specific projects and their state of progress, events and meetings in which SEW-EURODRIVE is participating, leisure activities organised by the company's CRAL and other useful information.



An overview of the monitors present in the Drive Center and in the headquarters.

After reaching a 100 million euros of turnover at the beginning of 2015, SEW-EURODRIVE Italy continues its development plan. It focuses on putting people at the heart of their evolution: their needs, their skills and their uniqueness as the first competitive advantage of the company.



The "SEW Uno di Cento" billboard that recalls an important stage of the growth of SEW-EURODRIVE Italy.

A welcome programme accompanies new employees during their first few weeks in the company, not only providing an overall vision to help them get to know SEW-EURODRIVE Italia but allowing them to talk to as many of their colleagues as possible right from the start, learning about their tasks and responsibilities. During this time, meetings are held to help them get to know the company and undergo training, and people in certain positions also spend time in the Drive Centers.

Also in response to people's needs and desires, SEW-EURODRIVE Italia became one of the first companies in Italy to implement a corporate welfare programme in 2015.

Responding to employees' needs in terms of healthcare, offering support that frees them from a number of duties, providing reimbursement of educational costs from nursery school to university and offering discounts for leisure time and coupons for shopping helps improve people's quality of life and forges stronger ties with the company.

Only in a climate of reciprocal trust, in which **ethics** are a shared value, can we apply a new approach to our way of working: smart working. This implies that team members accept responsibility for their own work, managing their own time independently while taking into account the necessary contact with colleagues and customers.

The focus is on achievement of a specific goal and the ability to organise oneself on the basis of one's own personal and family requirements, reconciling them with work to improve overall quality of life.

Ethics for SEW-EURODRIVE does not only mean contributing to improve the quality of life of its employees, but also encouraging evolution and protection of the territory in which it operates. The company acts in respect of nature and without wasting energy resources or causing damage to the environment, further promoting a lifestyle and concrete actions that can guarantee a healthy future for the social context and for the future generations.

At SEW-EURODRIVE Italia, a team is worth more than the sum of its individual members! Flexibility, teamwork, ethics and transparency are the key values that transform everyone's personal commitment and professionalism into an opportunity to improve our partnership with our customers and the climate in which we work in SEW-EURODRIVE every day.

SEWelfare

Scopri il nuovo portale SEWelfare!

...e la novità 2017: i servizi Flexible Benefit!

Tutti i servizi SEWelfare sono ora disponibili sul **NUOVO portale web!** Il portale è organizzato in quattro aree: **Famiglia, Salute e Benessere, Tempo per Te e Risparmio**, ognuna caratterizzata da un elenco di **categorie** che migliora la navigazione tra i servizi. Potrai inoltre acquistare molti dei prodotti e dei servizi disponibili, utilizzando il **CREDITO WELFARE** di 300 € a tua disposizione o con **carta di credito**.



Naviga tra le soluzioni a te dedicate in maniera molto **semplice** e approfondisci le caratteristiche di ogni servizio. Per un quadro ancora più completo, vai sul portale e **leggi il regolamento** cliccando sull'icona in alto a destra "Regolamento".

Ogni di seguito ti elenchiamo **tutte le categorie** che potrai trovare sul portale.

The new SEWelfare portal.



OUR HERITAGE

Companies are made up of unique people, every one of whom has their own life, experiences and history. What really counts is that the company's heritage must be clear to all, representing the same concept in different ways according to people's different ways of living and communicating.

When you really listen to people, you create a working environment in which people feel that their opinions are taken into consideration and they can make an important contribution. This is why, to mark the fiftieth birthday of SEW-EURODRIVE Italia, an important milestone in any company's history, we asked all our employees to write a sentence summing up what SEW-EURODRIVE means to them.

**We grouped the many contributions together under four keywords:
future, teamwork, identity, values.**



Libro celebrativo per il 50° anniversario di SEW-EURODRIVE

Scrivete in modo leggibile una parola o una frase di massimo tre righe che esprima cosa è per voi SEW-EURODRIVE Italia.
La grandezza del testo deve essere la stessa di quella nell'esempio.

Firmate il vostro contributo.

Grazie per la vostra partecipazione!

Bologna Drive Center, 28 June 2017

Team: Bernuzzi, Cavalli, Fioravanti, Lagona, Munnoduring the creation of the "FUTURE" collage.



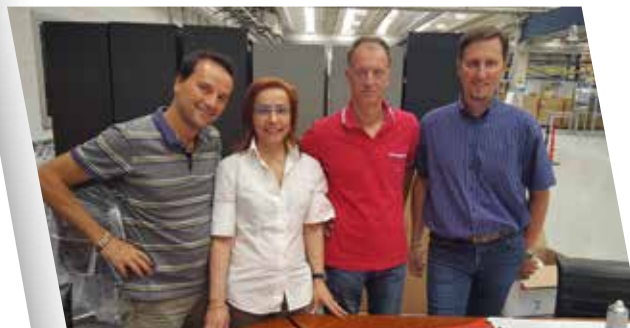
And so each employee spontaneously expressed their ideas about these four key themes so important to the company's growth and development, each in their own way.

One staff member from each company department was then elected to represent all employees. These employees completed the individual sentences with pictures and photographs representing the meaning of "future", "partnership", "identity" and "values" for people at SEW-EURODRIVE.

This was a way of reflecting together, of giving form to concepts and ideas, of concretely expressing what was already clear in the days of Aristotle: the soul never thinks without a picture.

Solaro headquarters, 30 June 2017

Team: Argentiero, Checcaglini, Dal Lago, Franco during the creation of the "IDENTITY" collage.



Interdepartmental groups were set up and went to the Drive Centers in Bologna, Turin and Verona and the offices in Solaro to make four collages, from which these pictures were obtained. Their work testifies to the contribution made by individual employees of SEW-EURODRIVE Italia and emphasises how being aware of your identity, being guided by solid, healthy values and working together toward a common goal are key factors for playing a leading role in the future we want to create.

Turin Drive Center, 6 July 2017

Cirillo, Diliberto, Figura, Rizzo, Sormani during the creation of the "COLLABORATION" collage

**Verona Drive Center, 11 July 2017**

Team: Mazzaferro, Proietti, Robbiati, Rosselli, Sorgato during the creation of the "VALUE" collage.







OUR NEW HEADQUARTERS: A METAPHOR FOR INNOVATION

Being in motion means going beyond, and even something as concrete as new company headquarters means something more than just a new address; it represents a new place that naturally makes room for new processes and new ways of working together.

There is dilatation of time and space; technology now permits undreamed-of mobility, so that we can work with our colleagues at different times and in different places. This must be taken into account in workspace design. And in fact the restyling and expansion of the Solaro premises was entrusted to DEGW, an international consulting firm with thirty years of experience in workspace design which designed the offices of Allianz, Microsoft and Nestlé.

Not many companies allow employees to play an important role in the construction and expansion of the places where they work.

SEW-EURODRIVE Italia employees elected three colleagues to form the “Change Agents” committee, a key point of contact between SEW-EURODRIVE employees and the design team.

Change Agents, because it is not just a matter of physical change; all this is of profound significance, reflecting the company's desire to play a leading role in an increasingly “smart” world.

It doesn't really even make sense to talk about the workplace any more, for the places we work in are changing rapidly.

To embrace the Smart Working philosophy in full, we need to come up with an intelligent new design for corporate spaces and workplaces. The concept of “one person = one workstation” no longer applies.

SEW-EURODRIVE Italia's new premises take into account the model proposed by Jeremy Myerson, manager of “Helen Hamlyn” design centre at the Royal College of Art in London. Spaces must have different features, established on the basis of four typical requirements representing employees' work:

Concentration: silent spaces, far away from noise and sources of distraction.

Teamwork: enough space to share documents, and equipment supporting teamwork at distance.

Communication: spaces with acoustic insulation for discussing confidential matters. Technological equipment permitting integration of physical and virtual communication.

Contemplation: silent places for creative thought and recovery of psychological and physical energy.

SEW-EURODRIVE's history, its being in **motion**, never denying its origins despite its continual evolution, are perfectly represented in the structure of the new headquarters. The architectural elements suggest the idea of motion associated with SEW-EURODRIVE's identity and with the **repetition** inherent in the conformation of gears and motors the company makes. Workspaces become flexible to balance the requirements of individual work with the need for interaction. They offer a combination of open and closed spaces permitting employees to work individually in a quiet space or as a team in an open space or teamwork area.

In addition to areas expressly dedicated to productivity, the spaces dedicated to other purposes, such as break areas, offer more or less casual opportunities for interaction.

Another feature is spaces that can be used for different purposes.

Everything is convertible, almost **fluid**.

Wellness and reconciliation of personal and professional demands are the keys to managing time and different ways of working, and the variety of support areas facilitates

MOTION



REPETITION



WAVES



Concept for the design of the new front building.

day-to-day work and collaboration among different groups, including smart working.

Companies are not a universe of their own separate from the world around them, and must take on more and more responsibility for the system as a whole. High performance in terms of energy, a focus on the choice of materials, and improvement of the working context have positive repercussions we cannot ignore.



Exterior front building rendering of the new Solaro headquarters





Protagonists of Industry 4.0

OUR EVERYDAY COMMITMENT

In January 2016 the World Economic Forum's President, Klaus Schwab, opened the Davos meeting, focusing on the Fourth Industrial Revolution, using these words: "We are on the verge of a technological revolution that profoundly changes the way we live , work and relate to one another. In its scale, in its possible outcomes and in its complexity it will represent something that mankind has never experienced before."

Unlike other industrial revolutions, which have also changed people's way of life, with a slow pace that allowed them to adapt to a new way of living and working, one of the factors of the current industrial revolution is undoubtedly the speed. The data are impressive.

Only just over twenty years ago, less than 1% of the world's population was connected to the network and the connection was mostly linked to a telephone cable and a modem. Ten years later, 15% of the world's population was connected. Today, we are 75%.

The majority of men and women's online use a smartphone, a device that until the early 2000s didn't exist. Infrastructure has grown in quality and capacity in every way in an incredible time, to connect with every corner of the world.

According to some forecasts in 2025 there will be 50 billion devices connected to the network. The infrastructures that have brought the network to almost every corner of the world allow to know in real time the position of a material or an instrument; to know the state of a machine moment by moment; to predict accurately logistics and inform a buyer of a single item when they will receive it at home. As new technologies develop and new ideas are generated, new businesses and new products are created.

Industrial revolutions have in the past allowed man to no longer depend on his own strength and on animals, making mass production possible and empowering millions of people with digital skills.

Till now the western world have seen three industrial revolutions: in 1784 with the birth of the steam engine and the possibility of mechanizing production; in 1870, with the start of mass production through the increasingly widespread use of electricity, the advent of the petrol engine and the increase in the use of oil as a new energy source; in 1970 with the birth of information technology that has contributed decisively in changing the way people work and live.

The current revolution in which we are immersed, the old products can be manufactured in a personalized way, as if they were handmade, but at lower industrial costs and with a surprisingly fast and punctual logistics.

People, or at least a large part of them, will be increasingly qualified and will no longer carry out activities with low added or repetitive value. The equipment and machinery will become increasingly easier to use and there will be ever greater interaction.

Industry 4.0 - A Historical point

1st Industrial Revolution

Introduction of mechanical systems thanks to water and steam energy ('700))



MECHANICS

STEAM MACHINE

PRODUCTION

1nd Industrial Revolution

Introduction of mass production thanks to electricity (1870)



ASSEMBLY LINE

ELETRIC MOTOR

SALES

Le quattro rivoluzioni industriali

All of this will determine an extraordinary leap forward in productivity.

Industry 4.0 for SEW-EURODRIVE - underlines the general manager Giorgio Ferrandino - represents a production model capable of responding to the personalized needs of the customers, the production will obtain maximum flexibility while guaranteeing the production outputs and will succeed, even more, to focus on customer. All this is and will be possible only with a responsibility and involvement of the people, in the factory of the future the person is at the center.

With the advent of Industry 4.0 it is now possible to truly support the customer in obtaining a real competitive advantage with solutions that were once unimaginable. Even better, it is necessary to look at the success of its customers, driven by the desire to be part of a continuous evolution, giving the best technological response. This implies being constantly updated and willing to experiment, to research, to do everything in order to find the best possible solution.



1st Industrial Revolution

Introduction of electronics for greater automation production (1970)



AUTOMATION

CONTROLS

1th Industrial Revolution

Smart Factory (2011)



FLEXIBILITY INDEPENDENT

CUSTOMER

BIG DATA- ICT

Assembly island SEW-EURODRIVE



This is a core concept in SEW-EURODRIVE focused on innovating and making more and better, with a constant aim: to provide consultancy support to customers, to allow them to work better and achieve ambitious goals.

SEW-EURODRIVE makes it from the beginning of its entrepreneurial activity, always trying to anticipate the times, knowing that without a strong, determined, constant, daily commitment, your own position is not preserved, but it moves back frightfully.

Even when it does not seem necessary, changing the way we work and introducing innovations means that we can further improve productivity, with positive effects for our customers. The change that took place between 2007 and 2008 in the Solaro workshop, which had already implemented the production flexibility that is at the base of Industry 4.0, is an example of when, sometimes, introducing an innovation can anticipate benefits not entirely imaginable.

Listening to customers is a key aspect to better address their choices to the future. And SEW-EURODRIVE knows that a daily support, the availability on every day of the week of people extremely competent and available to solve any problem, is something with a very high value for its customers. The emergency helpline during weekends, for example, is one of the many SEW services born with the awareness of guaranteeing always excellence.

Another distinguishing feature of the SEW-EURODRIVE offer is the possibility of customizing both the technology (modularity) and services (flexibility), a feature that allows to fully satisfy the needs of individual client companies, everywhere they are. The companies thus have the possibility of having a comprehensive response to the most varied needs, knowing that SEW-EURODRIVE's solutions are for them and them only.

The expansion of the technological offer to the drive and control solutions was done following this vision. Over time, more complete system solutions have been added to the SEW-EURODRIVE portfolio, for which the company offers technical and application expertise, supports the customer and follows it during the programming and configuration phases, up to the start of the plant and the subsequent maintenance or update phases.

An approach that certainly helped to live in the forefront of the changes that the markets have had.

In recent years, in the consumer world, there have been real revolutions that have required the producers even more commitment and resources to meet the expectations of their customers. The end of mass production and the increasing needs for customization and time-to-market reduction, typical of current production processes, are significantly affecting the flexibility of logistics systems. Therefore, suppliers of automation solutions and systems must not only offer technologies adapted to market demands, but also services adapted to customer needs; and in order to do so, the supplier companies must also define internal processes and functions that can give the added value requested externally by the customer. The increasingly consolidated trend is towards the production of small lots, with variable and completely traceable characteristics. The local assembly and one piece flow, which distinguishes SEW-EURODRIVE from other companies, makes it possible to offer a customization service in a very short time. Furthermore, the knowledge of the various industrial sectors allows SEW-EURODRIVE to offer customers a consultancy support and to meet the the most diverse sectors's needs.

We need to approach production in a new way, defining a business model that can really give benefits to customers and factories. New skills and wider points of view are needed. Collaboration is fundamental, we must confront each other, learn together from experience, exploit the professionalism and skills of all. The technology gives an unthinkable support, the times of realization have drastically decreased, but nothing would be possible without the people, without a cohesive team. And a team makes the difference if it believes in what it does, if it is able to express its potential and sees change as an unmissable opportunity for improvement.

The drives and solutions SEW-EURODRIVE are used for ribbons transporters, machines for the packaging, in the mining and naval industries, in the industry of the beverage, in the logistics and in many other industrial contexts.



The mission of SEW-EURODRIVE Italy is to develop systems and technologies in the field of industrial automation, logistics and process. The goal is to ensure lasting success for SEW-EURODRIVE and to contribute improving the quality of life and the conservation of resources energy.

This is why SEW-EURODRIVE is constantly working on three fronts.

TECHNOLOGY

Cutting-edge technological systems that drive the digital 4.0. transformation.

SERVICES

Engineering, consulting, support, training, project management, service

QUALITY

Continuous improvement of the processes, skills, services and technology.

Industry 4.0

the advantages of the smart factory and the digital automation.

Flexibility

Both as ability to adapt production to new types of product as the possibility of using several different machines to perform the same operations, as well as adapt to different production volumes. An automation flexible allows the reduction of time and effort for the production of new products. Flexibility is the only lever for managing production changes in a smart way.

Efficiency

Understanding and controlling energy consumption and exploiting energy only when necessary is essential for applications and processes to be truly efficient. In the digital factory, being connected to the Internet of Things means «Always connected» and connectivity absorbs energy. Optimize and reduce energy consumption is a fundamental challenge for smart production sustainable in the long term.



SEW EURODRIVE

Driving the world



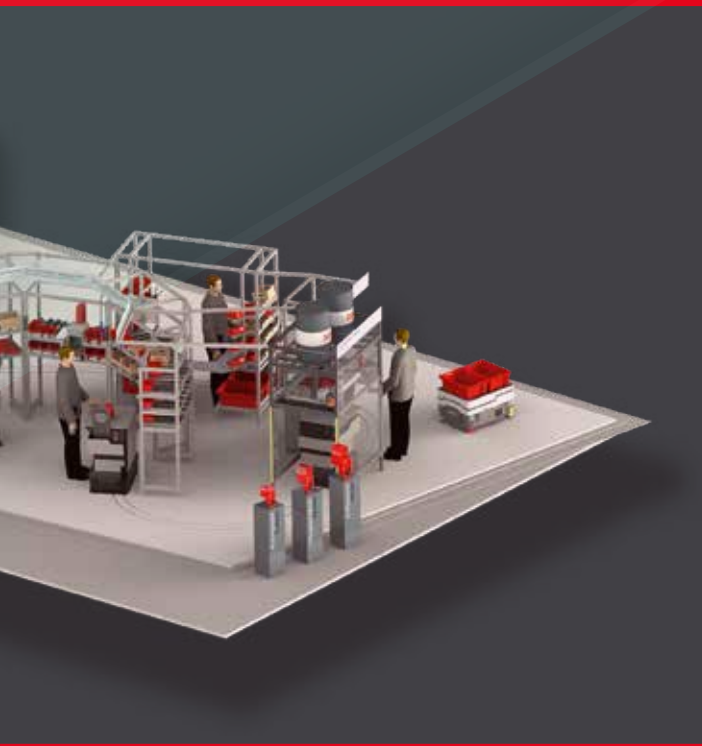
Simplicity

The most important activities must be simple: design, monitor the production and orders, manage a claim, order a replacement, configure a product, reconfigure a production layout. Simplifying is one of the objectives of automation and digitization. Simplicity is a competitive advantage and an essential element of the smart factory concept.

Safety

Not compromising people's safety is a prerequisite essential for changes to be introduced. Security is therefore fundamental when a man has to interact with machines connected, digitized and intelligent. The technology must also be reliable over time and prevent breakdowns and / or risky situations (e.s.: PredictiveMaintenance) in order to avoid them.

Finally, in a connected context based on the real-time data exchange, even information management must be secure (e.s.: Data Protection)





WORKING TODAY FOR THE CHALLENGES OF TOMORROW

Voltaire's quote: *"Who does not live the spirit of his time touch only the evils"* could be contrasted, considering today's reality, that only those who consider change as positive and projected into the future can seize all the opportunities of the present time

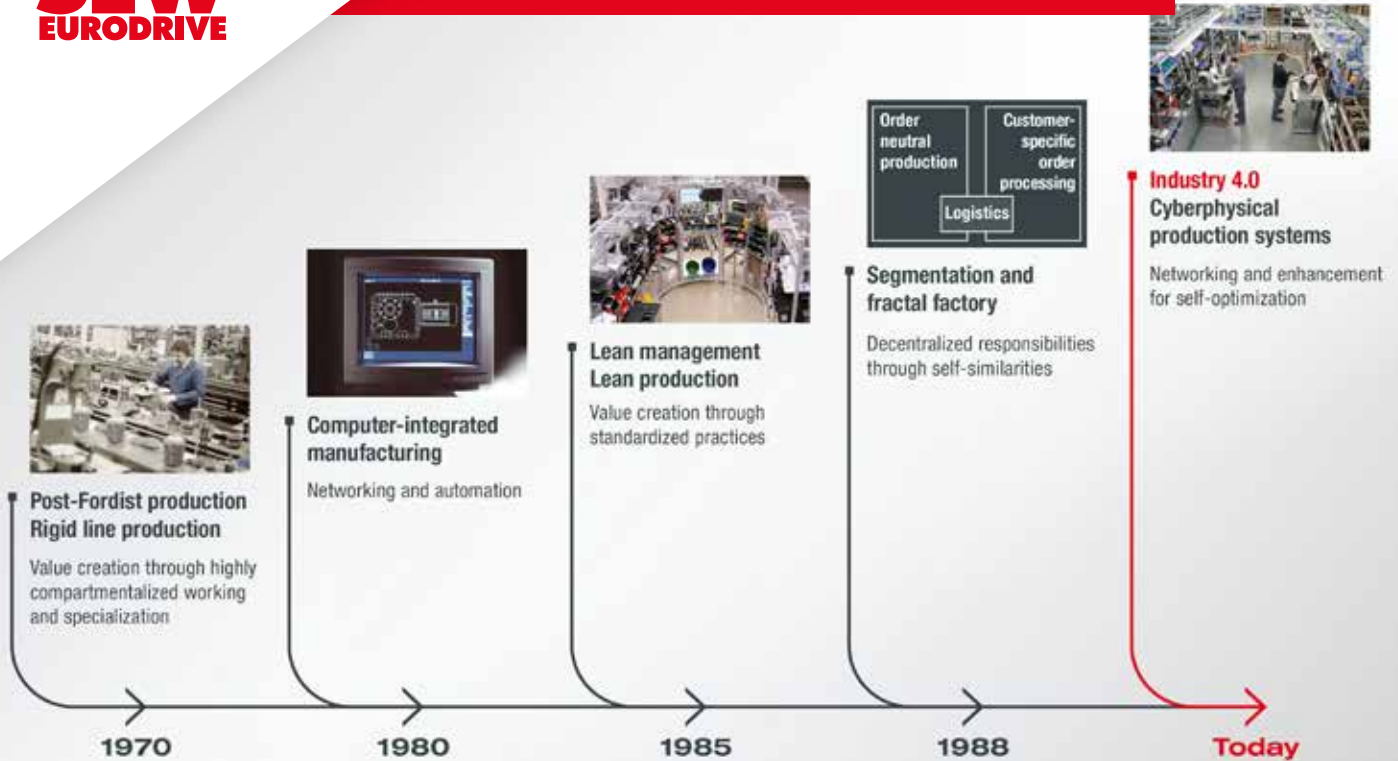
To achieve such a challenging goal, the experience of many years is a solid foundation.

Often there is a tendency, when one is faced with a decision to be made, to choose the one that seems the easiest way, the already known one and proceed with extreme calm; but this that we live is the era of exponential acceleration.

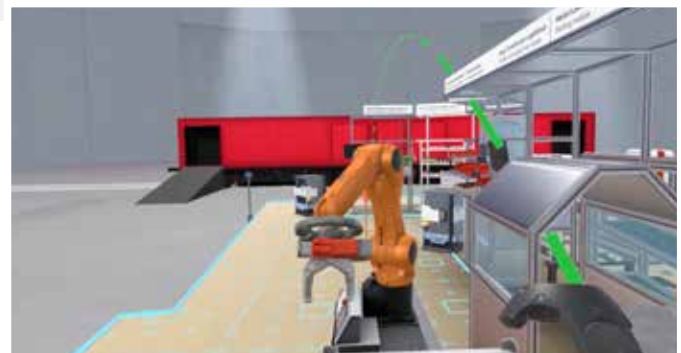
SEW-EURODRIVE has adopted the term "2030 production philosophy" which gives a clear signal of what is being done today for the challenges of tomorrow, of a future that is already a reality.

The lean philosophy has been adopted, which is the basis for successfully implementing the concepts of Industry 4.0.

It is a remarkable change and being able to do it with an effective improvement while applying this innovative approach, allows to offer a know-how to companies that derives from the experience developed by testing the technologies for the intelligent factory starting from the production processes.



In the "**smart factory**" there are technological developments that are gradually influencing the production facilities and that, not so long ago, seemed only possible in a distant future. The Smart Factory promotes an environment that provides for the governance of the factory and of the logistics through CPS (Cyber-Physical Systems) and products capable not only of communicating with each other independently, but also of organizing the processes and production flows on the database stored. In this scenario, logistics assumes a new centrality: it is no longer a mere cost for companies, but it becomes an



Factory simulation

opportunity to be competitive in the market and further refine the lean production processes.

The possibility of being able to simulate new production processes in advance has the advantage of significantly reducing commissioning times. The paths can be tested and optimized in this phase before being built and installed and then transferred from the virtual world to the real one with a click.



The automatic guided shuttles represent the most important systems in the operations of moving and handling materials.

In this reality the devices are able to communicate with each other independently, systems can adapt to the product's changes or to production needs in real time.

Automation technology connects the entire production system as an invisible neural network. This leads to lower maintenance requirements, reduced downtime and, consequently, greater reliability. When you are firmly convinced that innovation can really make a difference, it is applied first and foremost in your workshop. It is also a way to demonstrate practically the benefits, to understand how this change can be implemented by customers, to make people's lives better.

In the Solaro workshop, 45 AGVs, Automated Guided Vehicles

designed, developed and produced internally by the Research & Development department of the SEW-EURODRIVE group, support the entire production process: taking parts in the supermarket, assembling them in cells, in oil filling, in automatic presses, in the test area and in the painting system. Furthermore, the digitalised process flow, the exchange of information to the management system and other machines of the department, will be managed directly by the AGV connected to the WI-FI network.

This means that there is a significant increase in plant capacity: + 70% and a further reduction in delivery times.

One of the important aspects is the increase in productivity of 25% for the same people and product portfolio, which should make the integration of robots in production processes not a threat, but a real opportunity for people to focus more on them. on high value-added activities, to acquire new skills and at the same time to reduce physical efforts.

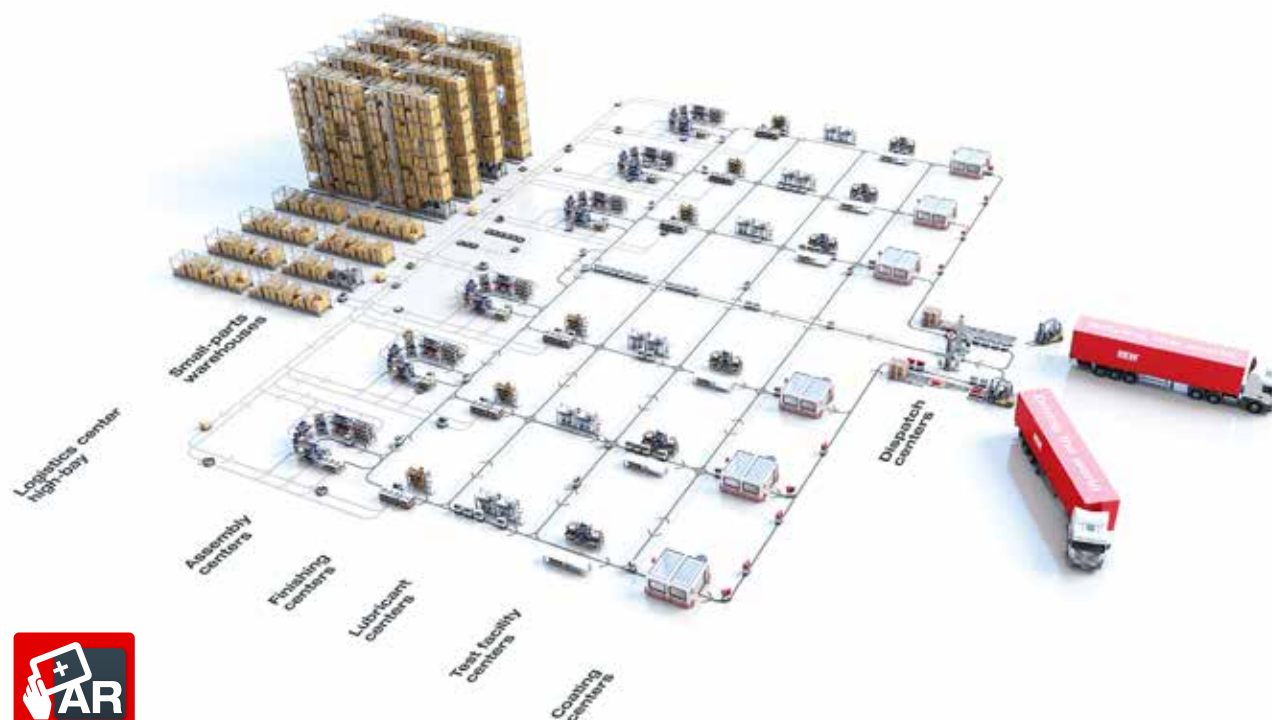
Being able to optimize the activity, having a complete and systemic view of what happens in real time in the factory, to lift people from repetitive, weary and without added value activities, thanks to the use of technology and the digitalisation of production processes, means empowering people and making them grow professionally, contributing to the evolution of industrial automation and guiding the digital transformation of Industry 4.0.

The advantages
for the Solaro
establishment (MI).

SEW
EURODRIVE



Numero AGV installati: **45**



- Increase of **70%** daily output
- Assembly time reduction up to **40%**
- **Increase** in product mix
- **Reduction** of delivery times
- **Digitized and in real-time** process flow
- **25% Increase in productivity** with the same number of employees and product portfolio.



Driving the world

Soluzione di automazione MOVI-C®

Scopri di più sul software di progettazione MOVISUITE®



SIAMO

PIRE & P



The value of the partnership

OPEN TO THE WORLD

If it is essential to be focused on one's own activity and on what one can do from a client's consultancy perspective, one must also have a good predisposition to interpret what are called weak signals, to train the mind to grasp new stimuli, to deal with apparently different worlds, to go beyond the already known. In order to do this we must abandon ourselves to Serendipity.

Serendipity is discovering an unsought and unexpected thing while looking for another. This discovery didn't happen by chance: to grasp the clue that will lead to the discovery must be open to research and carefully recognizing the value of unexpected experiences.

To open up to the world we must be predisposed to confrontation, not to judge, to understand the value of contamination.

In 1700 the young men of the European aristocracy devoted much of their time to the Grand Tour, a long journey, especially in Italy, to visit new places, learn and compare with others.

Today we can interact in a very short time, inform ourselves and make a sort of virtual journey through the internet and the web, connecting us with millions of people all over the world.

Now the new generations are the so-called digital natives, it is not necessary to explain to them what the digital revolution means in factories, for them digital transformation is not a revolution. Using the language of the web can encourage the exchange between different generations for a mutual enrichment. There are many tools that SEW-EURODRIVE Italia uses to create a connection with other realities.

A good way to convey news and ensure that customers are always up to date and also have an overview of the continuous innovation of the SEW-EURODRIVE applications is the website.

SEW-EURODRIVE website



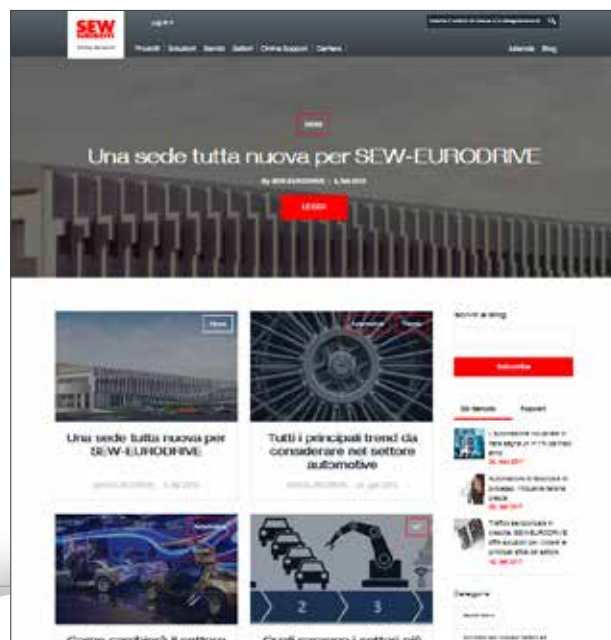
An integrated platform on the SEW-EURODRIVE website is Online Support. It is always available and provides technical data, the ability to configure and select products, the digitization of the purchase process, the verification of the progress of orders as well as access to after-sales services.

Overview of SEW-EURODRIVE Online Support

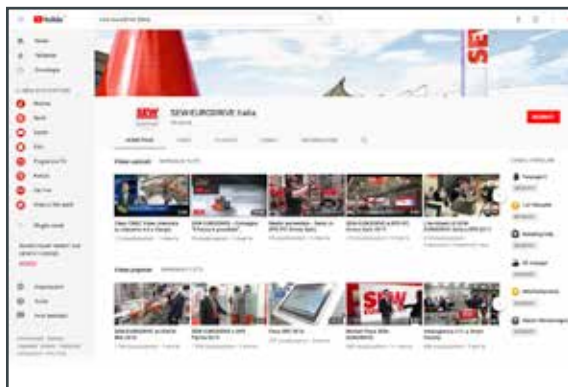


The company's propensity for the movement is reflected in the speed and immediacy of web communication and the constant updating of news through the company blog, a journalistic portal used to spread relevant business information to all the main industrial sectors such as Food, Beverage, Automotive, the Airport sector, Logistics and many others. Particular emphasis is given, of course, to the SEW-EURODRIVE's news on conventions, events and fairs and to issues related to the digital transformation of industries, automation technologies and market trends as well as government initiatives in support of Italian industry.

SEW-EURODRIVE blog



SEW-EURODRIVE Youtube channel



SEW-EURODRIVE is not only a partner with reliable and technological products but it is also a company that has a profound knowledge of the dynamics of its own customers or potential customers.

SEW-EURODRIVE through a sectorial characterization, as well as a technological partner, proposes itself as a deep knower of the specific market dynamics of the various industrial sectors, offering a know-how based on a long international experience.

Many videos are published by SEW-EURODRIVE on the YouTube channel to allow users to stay constantly informed about technologies, drive solutions, application cases, fairs and interviews.

SEW-EURODRIVE Italy Facebook and LinkedIn pages



SEW-EURODRIVE also uses social networks, such as Facebook, LinkedIn and Twitter, which are a virtual place and a means of interaction, information and even the search for new collaborators. These platforms are a tool that facilitates the creation of a true community that once again underlines the importance of relationships.



Industria 4.0 News

Industry 4.0 è un tema pervasivo. Per fare chiarezza sugli sviluppi e le applicazioni di questa rivoluzione che stiamo vivendo e sui reali vantaggi che possono avere i clienti, SEW-EURODRIVE insieme a SICK e FESTO ha ideato il blog "Industria 4.0".



The workshop visit during the "Intralogistics 4.0" conference of 2015 in SEW-EURODRIVE.



The web certainly offers a quick opportunity to be updated in real time on the news, but of course you can not ignore the personal contact. SEW-EURODRIVE Italy, together with other companies such as FESTO, KUKA, SICK and many others, has created a series of conferences on technologies and new production models characteristic of the "digital factory": moments of confrontation and exchange to deal with awareness and passion, the digital transformation that industries are going through in order to become smart and seize all the opportunities of this historic moment in manufacturing.

This exchange, this desire for collaboration for a common growth that is cultural, but also organizational and technological, is the basis of the comparisons with young people that SEW-EURODRIVE constantly seeks, to see the reality and imagine the future from a different point of view.

The presentation during the conference "Technologies and production models in the digital factory: how the Smart Factory", organized by SEW-EURODRIVE, FESTO and SICK on September 21 2017 in Verona

This also happens during the second level Master in Meccatronica & Management MEMA of LIUC - Cattaneo University of Castellanza, which has as main objective to prepare young engineers to become part of automation companies, combining a specific technical preparation with managerial skills and abilities behaviors, which SEW-EURODRIVE has been a partner since 2015.

Poster of the sixth edition
of the second level Master in
Mechatronics & Management-MEMA
of the LIUC-Cattaneo University



After twenty hours of teaching at the University held by a manager of SEW-EURODRIVE, a final day of lessons is held directly in SEW-EURODRIVE Italy. The comparison between the school and the company brings a practical dimension of growth for young people which so far have only had access to the world of printed books and the added value of this type of experience is mutual and enriching.



The students of the
MEMA Master in the
SEW-EURODRIVE
laboratory with the
SEW managers and the
systems Specialist.

The predisposition of young people to the use of new technologies is a decisive contribution in this development path. The long experience of SEW-EURODRIVE, combined with the professionalism and ability to make technological innovations, will allow young people to always give added value to the world of industrial automation and contribute to its evolution.



WHAT THEY SAY ABOUT US

SEW-EURODRIVE wants customers to remember it for its dependability, know-how, efficiency, innovation and support.

Asking customers what they think about their professional contact with the company might seem to be the obvious thing to do, but not everyone does it. Having confirmation from people and companies in different fields and different sizes who have been doing business with SEW-EURODRIVE Italia for anything from a few months to more than twenty-five years gives us reason to be proud and inspiration to continue.

In Sew vi è massima trasparenza nel proporre soluzioni e nell'affrontare i problemi.
L'affidabilità del prodotto, che abbiamo da sempre apprezzato, si integra con quella delle persone Sew.
In Sew tecnici competenti con know-how all'avanguardia ci garantiscono il risultato finale.

IVECO

Your partner for sustainable transport

Abbondandolo / M
Manufacturing Engineering
Manager - IVECO Suzzara

What we appreciate about SEW is the utmost transparency offering solutions and addressing problems. The dependability of the product, which we have always appreciated, is combined with that of Sew staff. Sew's competent technicians with advanced know-how guarantee the end result.

Michele Abbondandolo

Manufacturing Engineering
Manager – IVECO Suzzara
Automation, MES and OEE

Below are a number of quotes from customers, whom SEW-EURODRIVE wishes to thank for dedicating some of their valuable time to us.

Di SEW Eurodrive Italia apprezziamo la serietà dimostrata nella pluriennale relazione, la competenza specifica nel settore delle mecatroniche e la disponibilità e supporto nel raggiungimento di progetti sfidanti.

E. Alessandria

Head of Innovation
Automation, MES
Ferrero

FERRERO

What we appreciate about SEW-EURODRIVE Italia is the seriousness demonstrated in our relationship over the years, the company's specific know-how in mechatronics and the ability to help us achieve our goals in challenging projects.

Eugenio Alessandria

Head of Innovation
Automation, MES and OEE

Con SEW Eurodrive Italia si ha la prova che competenza e affidabilità sono la vera chiave di volta per la riduzione dei costi di manutenzione. Questi sono i due driver che ci spingono a scegliere sempre e solo SEW per i nostri impianti. Tutto ciò è possibile perché "le persone SEW" vivono il proprio lavoro con passione.



Vincenzo Pascariello
Industrial Automation
Manager
LAVAZZA

SEW-EURODRIVE demonstrates that skill and dependability are the true keys to cutting maintenance costs. These are the two drivers that lead us to demand SEW components in our systems. All this is made possible by SEW people's dedication to their work.

Vincenzo Pascariello
Industrial Automation Manager

Le scelte si fanno per delle convinzioni che crescono nel tempo. Sew-Eurodrive Italia è sempre stata, per noi, un riferimento per la sua grande qualità e per la sua capacità di essere divenuta un'estensione della nostra azienda come partner tecnologico.



Franco Stefani
PRESIDENTE
GRUPPO SYSTEM

Choices are made on the basis of convictions that grow over the years. SEW-EURODRIVE Italia has always been a landmark for us, because of its great quality and its ability to become an extension of our company, as our technological partner.

Franco Stefani
Chairman, System Logistics

Abbiamo scelto i prodotti SEW-Eurodrive per realizzare la commessa più grande e più complessa che abbia mai prodotto Fedegari: un impianto robotizzato per la produzione di soluzioni parenterali sterili per una grande industria farmaceutica in USA.

In questo impianto non è prevista la presenza di alcun operatore umano e pertanto la prima caratteristica richiesta è l'affidabilità di tutto il sistema che funzionerà senza supervisione h 24.

La nostra ingegneria ha scelto SEW per la reputazione dei prodotti, per le referenze, ma anche per lo spirito di collaborazione che hanno dimostrato i funzionari italiani nel condurre la trattativa tecnica e commerciale.

Ora stiamo lavorando per acquisire altre commesse simili a questa in altre parti del mondo e ci auguriamo di sviluppare con SEW una collaborazione a lungo termine come abbiamo fatto con altri fornitori che hanno accompagnato Fedegari nella sua inarrestabile crescita.

Giuseppe Fedegari
Presidente

We chose SEW-EURODRIVE products for the biggest and most complicated project Fedegari has ever worked on: a robot-driven plant for the production of sterile parenteral solutions for a big American pharmaceuticals company.

There are no humans working in the plant, meaning that dependability is extremely important: the system must keep working without supervision, 24 hours a day.

Our engineering department chose SEW for the reputation of its products, for its references, and for the team spirit the Italian officials demonstrated during technical and commercial negotiations. We are now working on acquiring more similar projects in other parts of the world, and we hope to set up a long-term partnership with SEW just as we have done with other suppliers who have accompanied Fedegari's unstoppable growth.

Giuseppe Fedegari

Chairman

In Valgrana, da quando 27 anni fa abbiamo avviato la nostra attività, utilizziamo motoriduttori della Sew Eurodrive e richiediamo ai nostri fornitori di installare componentistica Sew sui nostri impianti. Le prestazioni e l'estrema affidabilità dei prodotti forniti, unitamente alla professionalità ed alla competenza delle persone di Sew, ci ha aiutato in questi anni a perseguire costantemente la qualità e l'eccellenza dei nostri prodotti.

Andrea Biraghi
Amministratore Delegato
VALGRANA SPA

We have been using SEW-EURODRIVE reduction gears ever since Valgrana was founded 27 years ago, and we ask our suppliers to install Sew components in our plants. The performance and great dependability of the products supplied, and the professionalism and know-how of Sew's staff, have helped us continue to pursue the goals of quality and excellence in our products over the years.

Andrea Biraghi

Managing Director

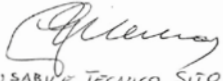
VALGRANA
SAPORI DI PIEMONTE

Al di là della qualità del prodotto SEW che apprezziamo da anni, ci tengo a sottolineare il supporto che quest'azienda sa dare nelle diverse fasi di un progetto.

In particolare nella fase iniziale di analisi e studio, grazie alla loro competenza ed esperienza, e nella fase di post vendita, cose non scontate.

SEW ha dimostrato in ogni occasione in cui abbiamo avuto difficoltà tecniche sul campo di fare propri i nostri problemi e di proporre soluzioni che ci portassero al raggiungimento dei nostri obiettivi.

Questa per noi è attenzione al Cliente e perciò la nostra partnership dura da più di 20 anni.


RESPONSABILE TECNICO SITO
CUNEO & TORINO
MICHELIN



Beyond the quality of the SEW product, which we have appreciated for years, I wish to emphasise the support the company provides at various stages in a project. Particularly during the initial phase of analysis and study, thanks to their know-how and experience, and after sales, something that should not be taken for granted.

Whenever we have technical difficulties in the field, SEW demonstrates that it takes on our problems as if they were its own, offering solutions that allow us to achieve our goals.

This is what customer service means to us, and this is why our partnership has lasted more than 20 years.

Gian Mario Messa

Technical Manager, Cuneo And Turin Sites





50
YEARS SEW-EURODRIVE
ITALIA