



CONSTANT DIVERSIFICATION

Eurosicma was established in 1965 and its activities have spread over three generations. The company employs the latest technology – but this is not all, as Agnese Bresin finds out when she speaks to Francesco Redaelli, area manager and communication coordinator.

Eurosicma SpA is an Italian group of companies manufacturing automatic horizontal fold and flow pack packaging machines. It manufactures moving, feeding and packaging machines and automatic lines for the food industry and other sectors. The company was founded in Milan by two school friends, Filippo Ajani and Trentino Redaelli, who had no background in the sector but developed a project to design and produce horizontal wrapping machines equipped with disc feeders for sweets.

Today, machines for packaging sweets, chocolates and biscuits remain the company's core business area, but throughout the years a strategy of

diversification has allowed it to enlarge its range of products and access some niche markets with great success, including forming and packing machines for beauty care and pharmaceutical items such as plasters and cotton buds.

Group structure

Eurosicma's technical office and commercial back office are organised in three separate divisions: candy, line and care. Every division has a well trained, multilingual team which has specific know-how in its field and acts

as an interface between the company and its clients, always ready to look for the best solution to meet any requirement.

Eurosicma's recently renovated main production plant is located in the historical industrial area of Segrate near Milan. This plant currently employs around 90 people on a total area of 10,000m². Owing to increasing orders, the company is now planning to find another area in which it can extend its manufacturing capacity.

Oms, a company within the group, is responsible for the manufacture and assembly of the mechanical parts of Eurosicma's machines. Active

since 1978, its factory is based in Brescia where it currently employs 45 people and manufactures products also for other companies in addition to Eurosicma.

The software arm of the group is Oasys, a company which was established in Milan in the 1990s. Oms and Oasys were established in order to fulfil Eurosicma's ambition to be as autonomous as possible, relying on its own all-Italian soft- and hardware suppliers.

Finally, Eurotekna is a company specialising in collection from oven and sandwiching biscuits and crackers. It joined the group in 2008, bringing >



INTELLIGENT POWER DISTRIBUTION

Completely safe

Murrelektronik introduces MICO: intelligent protection for 24 V DC circuits. MICO controls power distribution and detects overloads. In case of overcurrent, MICO switches the affected channel off. Errors are quickly found while the machine's and system's availability remains high.

MICO: 2- and 4-channel versions. The modules can be installed in any combination to ensure a cost-effective and space-saving system design.



Used by
Eurosicma!

Murrelektronik Srl
Tel. +39 39 673167
info@murrelektronik.it
www.murrelektronik.it



stay connected

Customer Care Solutions

Peace of Mind

Nessuno vuole brutte sorprese!
Videojet definisce i più alti standard nella progettazione, produzione e garanzia. Diamo valore alle aspettative dei Clienti per garantire la massima performance e uptime con costi di gestione e manutenzione certi. Chiedi informazioni sulle Customer Care Solutions di Videojet.

02 55376811
www.videojet.eu/it info.italia@videojet.com
Videojet Italia srl - via XXV Aprile, 66/C
20068 Peschiera Borromeo (MI)
Tel +39 02 55376811 - Fax +39 02 553768372

VIDEOJET

SAVING Sped Air

International Freight Forwarders

YOUR WORLDWIDE LOGISTIC PARTNER



- International Air Freight
- International Ocean Freight
- International Inland Service
- Project Cargo and Heavy Lift Cargo
- Custom Brokerage
- Warehousing & Distribution
- Industrial Packaging Service



SAVING SPED AIR S.R.L.
Via Del Lavoro, 3
20090 Opera (Milano) - Italy
Phone : +39 02 57 689.1
e-mail : ssa@savinggroup.com



SAVING SHIPPING & FORWARDING S.R.L.
Via Bernardino Luini, 4
22073 Fino Mornasco (Como) - Italy
Phone : +39 031 8890.1
e-mail : ssf@savinggroup.com



OFFICINA METALMECCANICA CONTI s.r.l.

TAGLIO LASER · PUNZONATURA · CESOIATURA · PIEGATURA · ASSEMBLAGGIO
LAMIERE IN FERRO · ACCIAIO INOX · ALLUMINIO · SPESSORI DA 0,5 mm. A 5mm.
FINITURE A REGOLA D'ARTE

O.M.C. Srl · Via Roma 22/2, Garbagnate Monastero (LC) 23846 · Italy
Tel. 031.850131 · Fax 031.852539 · E-mail omc.srl@libero.it

INFRANOR

XtrapulsPac AC Servo-controller



Power
1x110/230VAC
3x230/480VAC
24...680VDC

35/100Arms
25'000rpm
25kW

Interfaces
CANopen
EtherCAT®
RS-232

16-bit Resolver
TTL, SinCos
Hiperface®, Hall

±10V analog
24V digital
Pulse/Direction

Functions
STO SILE
Brake control

D5402 modes
Stand-alone
Positioner

Electronic
gearing
Master/Slave

Templates
Multi-lingual
Software

Configuration
Project handling
Diagnostic

Compact size:
< 2 kW : 148x70x143mm
< 7 kW : 203x70x186mm
< 25 kW : 203x150x210mm

XtrapulsPac, the most recent addition to INFRANOR's product range, is a very compact and flexible low power AC servo-controller with outstanding capabilities. It provides functions and interfaces to cover a wide range of single-axis and multi-axes applications.

XtrapulsPac can be easily configured as a stand-alone controller in various operation modes. It can also be integrated into an automation system with PLC, CNC or a motion controller via the fieldbus and uses well-known standard functions available in libraries. This flexibility makes it suitable for use in a wide field of machines and applications.

All these advantages and many others are available in a very small device at a very affordable price, which meets the most demanding requirements.

Just like other valued customers, the well-known Italian packaging machine builder EUROSICMA, one of the successful and long-time users of INFRANOR products, is already experiencing the benefits of this new servo-drive and its performance.

Flyers and manuals are available for download on our website www.infranor.com.

Please, do not hesitate to contact your nearest INFRANOR distributor for more information.

INFRANOR SAS
Avenue Jean Moulin
F-65100 LOURDES
Tél. +33 (0)5 62 94 10 67
Fax +33 (0)5 62 42 18 69
Mail c.infranor@infranor.fr

**The all-rounder
for less than you
can imagine!**

www.infranor.com



with its competence in sandwich and plain baked goods, offering edge or stack feeding solutions to be combined with Eurosicma's machines.

Branching out

Eurosicma has registered a significant increase in its turnover this year, from around €16 million in 2010 to €28 million in 2011 – particularly impressive when considering the state of the European economy over the past few years. When Mr Redaelli is asked about the reason behind this boost, he talks about the highly customised solutions the company is able to provide for its clients, the top level technology applied to the machines, the important investments in R&D, the particular importance it places on after-sales services and, most significantly, its ability to find new market sectors to expand into.

Diversification has always been one of the pillars of Eurosicma's business strategy and it seems to be paying off. The latest segment the company has entered is the instant noodles market. This market, which is of hardly any interest in Italy, is actually very active in Asia with India bringing in particularly large sales.

The BRIC countries are in general the ones that provide the largest amount of work for Eurosicma. South-east Asia has always been important and remains so to this day, while Latin America is also showing great potential. In contrast, Europe is not currently a so fruitful market, even if Germany and Poland show the highest potential.

The tip of the iceberg

Mr Redaelli goes on to explain that, since the company is already present throughout the world, geography is hardly considered a key factor to increasing sales. The strategy that Eurosicma has been employing is one of constantly looking for new applications for the technologies it develops, repositioning the brand and diversifying its production. To begin with, as mentioned about, the company dealt only with confectionery and pharmaceutical products; its second generation entered the bakery and chocolate markets and now noodles are producing the best results. "But this is just the tip of the iceberg," says Mr Redaelli. What will the next market niche be? □

Visit: www.eurosicma.it

