

Mole Moreschi

TRUE KNOW-HOW FOR A SPECIALIST IN DIAMOND GRINDING WHEELS



Glass-Technology International recently visited Mole Moreschi, a company active in the flat glass industry for about 100 years, to find out about the important changes that have been taking place. We spoke to Marco Moreschi, who showed us around the company, speaking to his employees, and giving us an idea of how the company is 'changing its skin'.

After 100 years of company activities, it is logical to see changes going on – both in the company structure as well as production. But when you hear about a 'change in skin' that is when you start to become curious.

During our recent visit to Mole Moreschi, we spoke to Marco Moreschi about

how this is happening and why.

Marco Moreschi: The company has 'changed its skin', moving from a 'hybrid' activity, which was 50 per cent artisan and 50 per cent industrial to a full 100 per cent industrial company.

The recent move from artisan-based production



was not an easy one, as it involved the opening of a new factory, where some parts of the production were moved, including the shipping department, while the head office remains at the main factory.

THE HIGHEST QUALITY AS STANDARD

Marco Moreschi: The company started its activities about 100 years ago, with an artisan-based production, and now has more than 75,000 different items in its product range

Glass-Technology International (GTI): What can you tell us about the move from artisan to industrial production?

Marco Moreschi: The deci-

sion to move to industry production was made to improve the production quality, ensuring high performance, long working life, for all tools and equipment of the company. This means having standards to follow and work on as per the needs and demands of glassworks, according to the type of glass to be processed.

Commercializing a product is not the action of selling, it also involves providing information regarding the use of the product and advice on how to apply the same product. In fact, machinery manufacturers nowadays, are facing with ever more specific difficulties for which a 'standard' product is no longer the answer.

Other aspects of this

change are those of the expansion of the production area to include a new semi-automatic and automatic line, using Industry 4.0 software on an everyday basis. Control of raw materials are standard, using the same methods that the company has always had, with the addition of a specific Quality Management Control System for all products, where any anomalies are identified before the product leaves the company.

Mole Moreschi has now 35 employees working on two shifts, the production quality has been certified by Cermet, and the employees attend regular in-house training courses at all levels. These aspects are fundamental to have and to

maintain a process that is standard for us.

GTI: How has the market for grinding wheels changes in these last few years?

Marco Moreschi: Market changes in the last 3-5 years have seen important evolutions with regards to





the new machines, especially vertical machines. The wheels market has grown considerably due to the growth in the machinery market, thanks to these technology developments. And right from the first vertical machines produced by CMS and Forel, we started

to work on wheels for these machines, which means that we now have true in-depth knowledge of these products. This, in turn, ensures higher quality and specialization for our products. We are probably the only company that produces diamond wheels exclusively for the glass sector, and so we can certainly be defined as 'specialists'! in fact, our entire R&D, production etc., are focussed totally on glass and – in some cases – materials very similar to glass, aiming at supplying the complete range of glass grinding tools.

GTI: Have you encountered any difficulties in adapting to these new glass sector needs?

Marco Moreschi: Not really, thanks to our 100 years of activity and experience, it is normal to have continuous evolution, to then continue to develop and move in response to the market changes and diversifications. But being focused on the glass sector gives us specialization and leadership day after day.

GTI: What about your sales network? Is there still the so-called 'double sales network' made up of direct contacts with glassworks and the indirect contacts with glassworks through machinery manufacturers?

Marco Moreschi: Yes, of course, and both these aspects are extremely important for us, specially the supply of tools to the machines manufacturers because their custom-

ers often require not only standard production and the tool supplier has to respond immediately to these new requests.

In these production needs, glassworks also need to consider the amount of waste glass – often 3-7 per cent – that they have during production, connected to cutting operations as well as the quality of the grinding wheels they are using. The quality of our wheels ensures the reduction of waste glass from cutting operations. Our aim is to supply high-quality tools ensuring high-quality results.

We have a sales network with agents and resellers to cover the most important areas of the world, Europe, North and South America, Middle East and Far East.



GTI: In the tool market there is an incredible variety of items and features that change as per the process they need to carry out, also depending on the sizes and shapes of the cuts and notches for example. How does Mole Moreschi respond to these market needs?

Marco Moreschi: We are al-

ways ready for these types of requests, all we need is to know the type of machine. The sales office, recently improved, thanks to our software, is able to send the offers in a very short time.

We follow the market closely and as soon as a new type of glass comes out we start work immedi-

ately to have the possibility of responding when our clients contact us.

GTI: How many wheels does Mole Moreschi produce and what are your delivery times?

Marco Moreschi: Mole Moreschi has a daily production of 150 diamond wheels. Shipping time



depends to the wheels. Many of them, for the most important machines, are always available in the warehouse. In the case that wheels are not available, production can usually be shipped in 15 days.

NEW PRODUCT AND COMPANY DEVELOPMENTS FOR GLASSTEC

Marco Moreschi: We are preparing some developments and innovations for glasstec, where we will be present with our sales structure that can benefit from the presence of Roberto Bacchini, in charge of



relations with our international sales network. We are now looking forward to getting in touch with new clients to show the technical know-how that makes Mole Moreschi one of the leading companies in the flat glass sector.



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