

Focus on sales and after-sales at BAVELLONI

During a recent video interview with Bavelloni SpA, we had the chance to speak not only about the company and how it is continuing to grow and develop. Products and sales, but also after-sales services, are also a fundamental part of this company's activities.



COMPANY GROWTH, SALES AND AUTOMATION

In the first part of this article, made up of two separate video interviews, Glass-Technology International spoke to Federico Bassi, Sales Director & Partner of Bavelloni SpA.

Glass-Technology International (GTI): Mr. Bassi, how can you describe Bavelloni SpA nowadays?
Federico Bassi, Sales Director & Partner of Bavelloni SpA: Today Bavelloni SpA is



Federico Bassi
Sales Director
& Partner.

a medium-sized and growing company with about 130 employees in Italy and more than 20 people working across our three sites

abroad. We are undergoing continuous growth and generation turnover that gives our company a boost of fresh energy and dynamic

perspectives for the future. We manufacture 100 per cent of our products in Italy and our offering includes numerically controlled machining centres, technologies for cutting, edging, drilling/milling, bevelling and washing equipment, available as stand-alone solutions as well as in integrated lines and robotic islands. We are also a manufacturer of a comprehensive range of grinding tools complementing our product range. Almost 90 per cent of our production is sold abroad.

GTI: Which recent developments and news can you tell us about your company?

Federico Bassi: In a nut-



Bavelloni America Inc.

shell, I would say: continuous growth. Bavelloni SpA's growth process initiated a few years ago with the opening of Bavelloni America Inc. in Greensboro (USA). Later Bavelloni acquired the tooling business and then became the main shareholder of Yalos Bavelloni Srl in the production of high-end washing solutions for flat glass. At present, the Bavelloni group also has another facility in Guadalajara, Z.Bavelloni México S.A. de C.V. (Mexico), and we are in the process of setting up a new branch in Brazil to further strengthen our presence and be closer to our customers in a strategic area such as the Americas.

Even and especially during the turmoil resulting from the pandemic, we were able to capitalize on the opportunity and continue on this development path. We are reinforcing our organization with the aim of consolidating our commercial and after-sales operations; new members have recently joined our sales and service teams. Customer service has always been Bavelloni's flagship and is recognized as one of the best and most appreciated among the glass processing machine manufacturers.

GTI: Which products have you recently launched on the market?

Federico Bassi: It's tough to think purely about new

products in such a crowded and small market. For sure we are widening our offering as regards automation and integration to respond to the growing demand for productivity and efficiency, flexibility and process optimization. Robotic integration ensures safe, reliable and fast handling and streamlines manpower. In this field we can develop both simple or complex customizations to provide innovative and tailor-made systems in combination with Bavelloni machinery and other equipment. We can also design customized solutions to smoothly integrate existing stand-alone machines and turn them into automated plants. Our offering ranges from simple glass handling where the robot will just pick-up, rotate and transfer glass sheets from one vertical edging machine onto the second one to complex cells that operate fully automatically and feature, for example, two vertical edgers and two robots picking-up, loading, rotating and unloading the glass panes. Another fairly typical solution consists of two CNC machining centres and one robot for loading and unloading.

AFTER SALES

The second part of the article involves after sales, speaking to Luca Brambilla, Bavelloni After-Sales Manager.



Luca Brambilla
After Sales Manager

GTI: Mr. Brambilla, what does after-sales mean to Bavelloni?

Luca Brambilla, Bavelloni After-Sales Manager: Bavelloni after-sales includes service, spare parts and tools: a combination of products and support accompanying customers throughout the lifespan of their Bavelloni equipment.

GTI: Why are they all grouped together?

Luca Brambilla: After-Sales products and services are becoming key factors in building customers' loyalty and trust.

Bavelloni machines are either installed by Bavelloni field engineers or by our official distributors' technicians properly trained by us. They are the most skilled people who can support customers to maintain and repair

their machines. Bavelloni is the original equipment manufacturer and this will ensure that customers have the correct part with the correct specification for any Bavelloni machine. Moreover, we have over 70 years of experience in producing tools specifically designed to optimize our machinery performance. We are skilled in the use of machinery and tools and, as a consequence, we can advise customers on the most suitable solution for every processing need. We believe that offering full support, including service, tools and original spare parts delivers a great value to customers thus helping to build trust and confidence over the time.

GTI: How is Bavelloni After-Sales organized?



Z. Bavelloni Mexico S.A.de C.V.

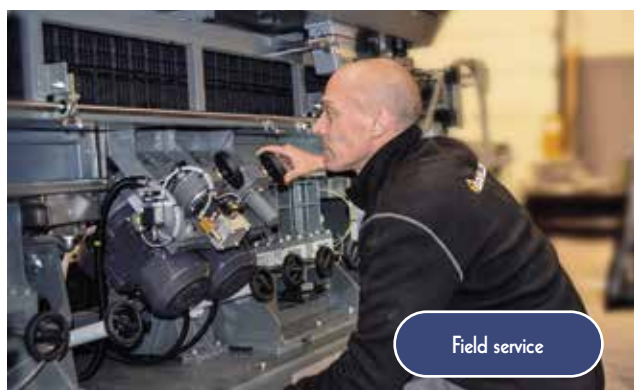
Luca Brambilla: Service, spare parts and tools require fast response times that can only be guaranteed by closeness to customers.

In Italy, we have a staff of field engineers and a team of service experts providing remote support to customers and, when needed, to our service network worldwide. Since we sell most of our machines abroad, it is essential for us to have a global network of skilled service partners.

In addition to the service teams operating from our branches, we can also count on a widespread presence globally thanks both to long-term and more recent partnerships with official service providers around the world who can advise customers on the best solution for every production requirement and provide prompt on-site support in case of need.

GTI: What do customers expect from Bavelloni After-Sales?

Luca Brambilla: They expect competence above all. We have extensive knowledge of our machines and can ensure service on machinery running for over 20 years, also offering mechanical and software upgrades to extend their life cycle. Customers know that with us they can find everything they need to keep



their machines in perfect working conditions, since we are both the machine and tool manufacturer.

GTI: So where will you be focusing on in the future?

Luca Brambilla: I have recently been entrusted with the responsibility of After-Sales Service after several years as Bavelloni Tools Plant Manager. The main goal in my new position is therefore moving towards a proactive approach, promoting preventive maintenance contracts and machinery upgrades to extend lifespan of our equipment, increasing at the same time their efficiency and productivity to create value for our customers.



Bavelloni Spa

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