

A CENTURY OF WORK AND A DRIVE TO INNOVATE

Though approaching its first 100 year anniversary, **Berardi Bullonerie** still has a youthful enthusiasm that drives it to keep growing. And at its venerable age, it keeps looking ahead to expand its market, the firm tells Torque...

Berardi Bullonerie pursues a double strategy: “To increasingly affirm ourselves as a service provider and partner company by actively contributing to the completion of a project,” explains President Giovanni Berardi, the fourth generation of a dynasty of entrepreneurs.

The numbers bear him out: with modern headquarters in Castel Guelfo, Bologna, inaugurated just over a year ago, 12 warehouses and two subsidiaries (Vibolt and Vitman) to cover the whole of Italy, in addition to two offices abroad (in Morocco and Croatia), Berardi Bullonerie boasts 150,000 articles, 45,000 items in stock, more than 3.5 billion pieces delivered per year and a turnover that is poised to reach €70 million in 2018.

“We continue in that process of innovation that we began at the beginning of the 2000s, with the addition of new items in stock and an integrated logistics service capable of keeping the pace and predicting the needs of customers,” adds the President. “By offering high quality products with technologically advanced solutions we are partners, not just suppliers, for our 7,000 customers.”

In terms of products, alongside traditional bolts and screws that have featured throughout the history of Berardi, we have gradually added new items, such as springs, clamps, magnets, operating and anti-vibration elements, accessories for industrial lifting, for hydraulics, pneumatics and fluidics, and personal protective equipment. More recently, we added to our inventory a new range of plastic industrial components, including cable glands, wiring supports, closures, clips, nuts, rivets, spacers and cable clamps.

The diversity of Berardi’s offer is supported by a vision of integrated logistics where the goal is not simply to respond to needs, but “to adapt to our customers, saving time, energy and resources,” explains Riccardo Leoni, Berardi Bullonerie’s Lean

Manager. “It is not the vision of a traditional supplier, but of those who see themselves as service providers and contribute to a project”. It is a tailor-made service because it is built directly on the client’s processes, analysing structure, needs and peculiarities. “To date, we have provided around 350 integrated logistics services; you would be hard pressed to find two identical ones,” he points out. Thus, processing operations, schedules and document management are

evaluated in every aspect. “The goal is to provide a ‘zero-impact’ service, because when we approach a customer, we do not look at an individual supply, but we aim to provide efficiency and, by extension, achieve savings across the board. Our goal is to streamline purchasing and warehouse procedures, facilitate the identification of materials, eliminate unnecessary operations and simplify the inventory, so that we can work with our administration department through electronic documentation compatible with different operating systems and achieve efficiency”.

Berardi says it can save as much as 20-25%. The Kanban philosophy has become a practice in the 4.0 industry: from the app (Kanban-up) to Easy Self 24, everything is calibrated to maintain a continuous flow of production, also providing a fast stock service and quick response.

In the drive for planned growth, Berardi Bullonerie looks to the future with the awareness that the exuberance of Industry 4.0 must be complemented by the experience honed over one hundred years of corporate activity. Service is passion and passion is professionalism: for the Castel Guelfo company, innovation is not an end unto itself, but a daily tool to further consolidate itself in Italy, while also aiming to expand to Eastern Europe and North Africa.



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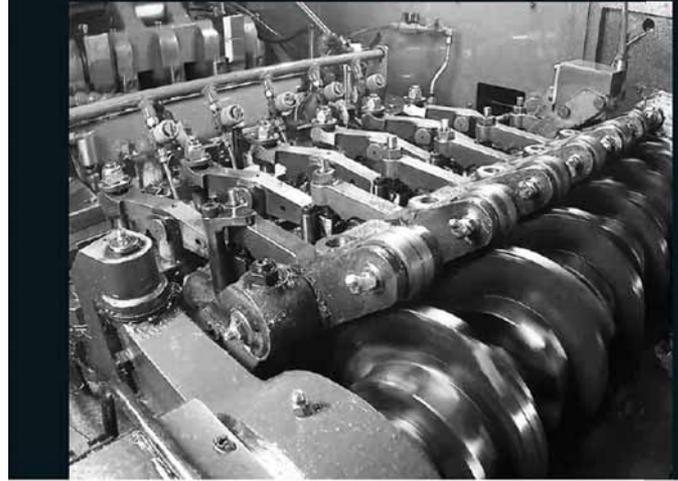
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