

Masters of the Cam

60 years

 **SONZOGNI
CAMME**

All together we've given the best of ourselves

We've now reached the 60th kilometre of a journey started by just a few of us, always looking ahead and helped by a great deal of faith in the future, a good dose of stubbornness and, last but not least, a little bit of luck.

From the very first kilometres on the group began to rapidly grow.

It's been a long journey aided by favourable conditions. Kilometre after kilometre the road has widened, in part due to gradually being flanked by other smaller roads.

During the journey we've welcomed new companions. Some have joined us to replace others who voluntarily left to start out on new journeys or who stopped to enjoy a well-earned rest, a reward for their labours.

There are others who left us too soon. Our heartfelt thoughts are with them.

This year we're celebrating 60 years of Sonzogni Camme activity which, for some of us, means a lifetime spent together.

Years in which a little bit of everything has happened, as is only natural.

Years in which we've loved each other, in which we've had a few arguments, in which we've all worked together and all together we've given the best of ourselves to arrive at the milestone that we're celebrating this year.

Our biggest thanks go to all those who work and have worked with us. Thank you for believing in our and your Sonzogni Camme.

The cooperation of everyone has contributed, kilometre after kilometre, to this great milestone being reached. The absence of even only one of you would have resulted in a different story being written.

Sonzogni Camme S.p.A.

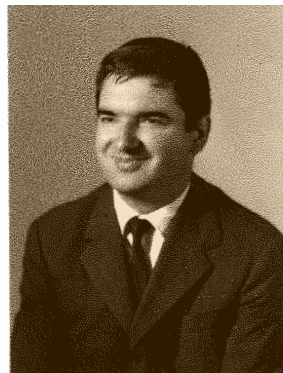
SONZOGNI CAMME



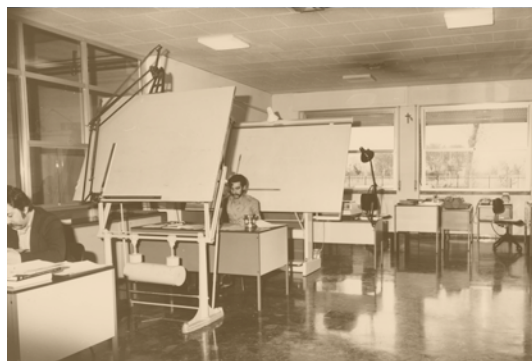
60th Anniversary



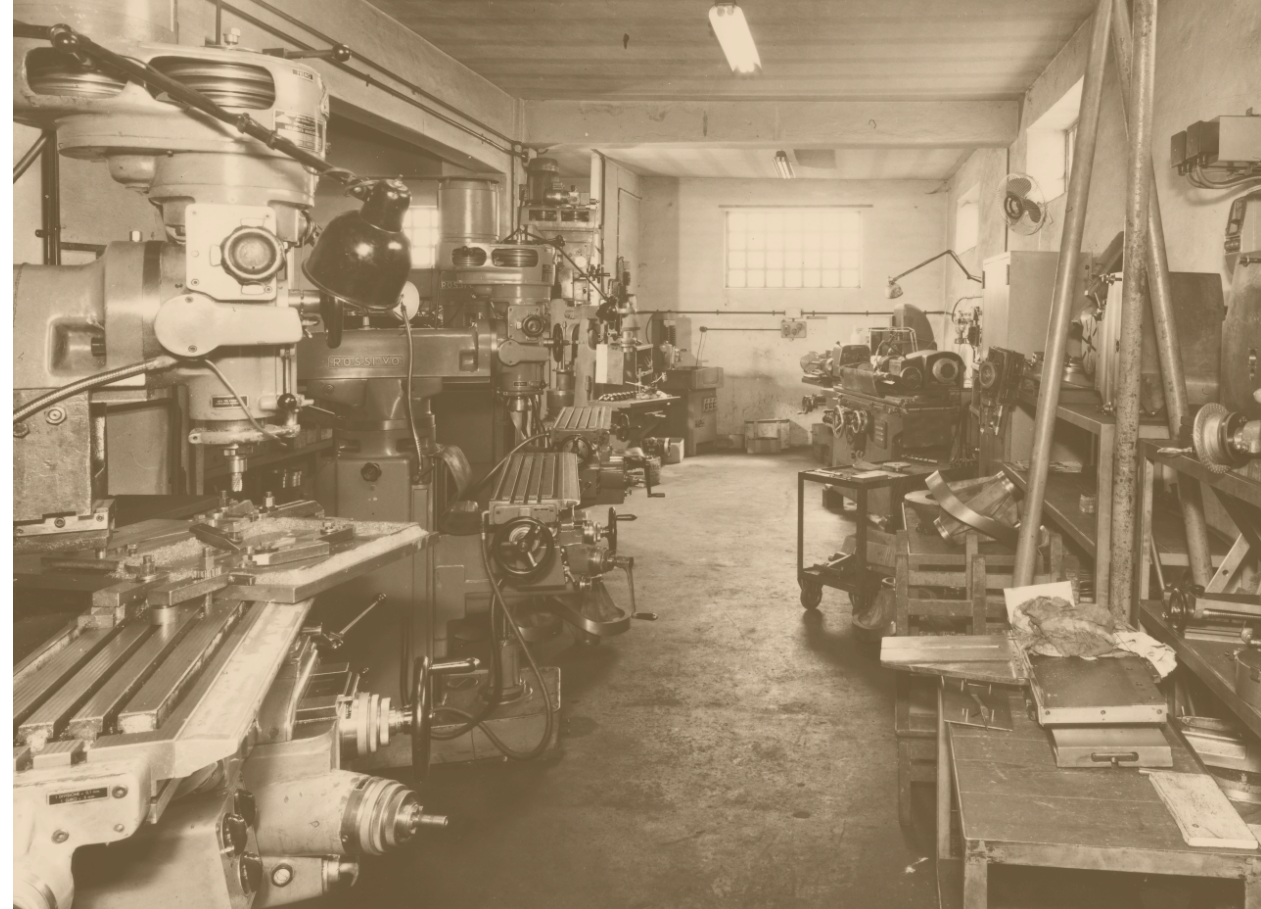
The way we were



Bruno Sonzogni.
Left, Bruno and Aldo Sonzogni
with their father Giuseppe.



The offices (1968) and the technical
department (1972) of the
Fara Gera D'Adda premises.
On the opposite page,
the workshop of the old premises
in Treviglio (1964).



The ‘Sonzogni Head’

Ingenuity, initiative, resourcefulness and a propensity for investment have always been the hallmarks of Sonzogni Camme. The professional qualities but, above all, the human qualities of those who founded and grew the company have also played a decisive role.

The testimonies of those who have lived and worked alongside the Sonzogni brothers bear witness to this.

“Of the two founders Uncle Giancarlo has always been the creative one, the Leonardo da Vinci of the family” says Mariangela Sonzogni, Bruno’s daughter, who has worked at the company for 21 years and currently coordinates the industrial accounting. She has also held the position of Chairman and been a Member of the Board of Directors. “Dad has always been hands on. He tirelessly led the company’s production for years, always with the same enthusiasm and determination. I don’t have many memories of myself as a child in relation to the company. In fact I’ve only got one: Dad was invariably working.”

“Giancarlo is very strict. He takes after our father who was a stern head teacher” says Aldo Sonzogni, Giancarlo and Bruno’s younger brother who was born in 1946. “When Giancarlo walked through the various departments, you could hear a pin drop. Bruno, for his part, was always a workaholic. As for me, I consistently tried to bring innovation into the company, to be ahead of the times. When we bought our first computer, so as to be able to manage accounting and production in an automated manner, we paid an absolute fortune for it. I was the one who insisted. This first computer was slower than the calculator we were using at the time but we bought it because it allowed us to visualize graphs and images on the screen, something we couldn’t do with the powerful scientific calculators on the market at that time unless we forked out for a very expensive one. We consistently invested in innovation because we always considered it fundamental for the growth of the company.”

“I arrived in Sonzogni Camme 42 years ago” recalls Giovanni Vavasori, who works in the company’s technical department. “We were still drawing with a drafting machine and we used razor blades to correct hand drawings. So it was essential to be precise. I worked as hard as I could but Giancarlo still scolded me. In his opinion my numbers weren’t clear enough and so, for a while, he had me bringing him handwriting exercises

every day. He expected the very best from everyone, himself included.”

“In those days” he adds, “there were only three of us in the technical department. We were doing projects one after the other. Bruno was always there till late in the evening. We shared an enthusiasm for adventurous travel but he hardly ever went on holiday, so dedicated was he to his work.”

By the end of 1964 the company was up and running. Bruno had also left his job to start working in the family enterprise.

A few months after the company was set up the Sonzogni brothers felt they needed to hire a turner and a miller. Other heads and other hands were required to develop their dream.

In the meantime an agent from Brescia, who recognized their innovative flair, helped them to introduce themselves abroad, in particular in Germany. Sonzogni’s products were appreciated on this market because they were cheaper and performed better than the standard products.

What was appreciated most of all, however, was the machine invented, designed and built by the two brothers: “We exhibited it at the Machine Equipment Fair in Milan. The Americans, Japanese and Germans wanted to buy it and they were literally all over us” the founders often recall. “However, we decided, at least for the time being, to continue producing our rollers and to keep the machine for ourselves. This decision turned out to be a winner because it allowed us to grow and to develop our company.”

After some years Aldo joined the company, first as an employee and then as a partner. He was put in charge of managing the administrative and financial side of the business.

“When my brothers set up Sonzogni Camme I was still at school, studying accounting” Aldo says. “Officially I joined the company once I left school but, in actual fact, I’d always helped out with the bookkeeping. I still remember the first invoice. Just seven months of non-stop work had passed since the official opening. What a record!”

Aldo once had a great shock due to his initial inexperience: “One day I was looking at the balance sheet and became very concerned when I saw the figures. As I saw it we were practically in the red” he recalls. “Luckily we were able to count on the experience of our sister Amalia, who managed Colombo Filippetti. She explained that I hadn’t taken into consideration the machinery depreciation rates. Thanks to her clarification the balance sheet immediately went back into the black.”

“Aldo is an extremely enthusiastic and open person and he was, for many years, a very important reference point for Sonzogni Camme” says

Nadia Blini, Head of Human Resources, who has been with the company for 35 years. “His vision wasn’t product-related. He had the classic managerial mindset which was indispensable in completing the company profile.”

“Each of the partners has always been expert and focused in their field of competence” explains Mariangela Sonzogni. “They have distinguished themselves by their personal characters and professional qualities but, as has forever been said in the company, the ‘Sonzogni Head’ is still the common denominator.”

“The Sonzogni brothers had an enlightened management style, especially when considered in the context of the period” comments Massimo Basso Ricci, Chairman for the last two years. “They believed that investing in innovation and people was extremely important. They were exceptionally ready to help their employees, with whom they built relationships that I would define as paternalistic in the most positive sense of the term, and towards whom they always felt a great sense of responsibility. These are precious values which we have retained as we follow this new path that the company has taken.”

“The founding partners’ desire to invest in machines and equipment was fundamental for the development of the company” adds Andrea Mazzesi. “A good part of the company’s revenue has invariably been used for modernizing the production department and this has helped to foster the confidence of workers, customers and also the partners themselves in the company. In the new 3-year development plan, we have kept faith with this tradition. 15% of revenue will be used for new investment and modernization.”

Beyond the family there's an even bigger family

In order to understand the new path the company has embarked on in the last two years, we need to once more look at the family framework and the events, in terms of corporate structure, that took place between the 1980s and 1990s.

Each of the two founders, Giancarlo and Bruno, have four children, making a total of eight: Maurizio, Paolo, Annalisa and Serena are Giancarlo's children and Franco, Paola, Roberto and Mariangela are Bruno's children. They are the second generation, to whom the owners, albeit remaining operative in the company, decided in the 1980s to transfer their shares therein.



*Bruno and Giancarlo Sonzogni,
the company's founders.*



Aldo, the other brother, left the company for good in the 1990s, transferring his share to his eight nephews and nieces.

“Over the years it has always given me great strength to think that both Bruno and I, from the very first moment, thought of dedicating Sonzogni Camme to our children. That is why, at a certain point, we decided to transfer our shares therein” says Giancarlo. “But we didn’t impose any obligation on them to work for the company. We’re well aware that being forced to do a job results in failure from the outset.”

In fact, only Paolo, Mariangela and Roberto of the second generation have contributed professionally to the growth of the family business, alternating in the post of Chairman and holding various roles. None of the others, including the fourteen grandchildren who form the third generation, work at Sonzogni Camme.

Following the transfer, Sonzogni Camme Srl ceased to exist and Sonzogni Camme S.p.A. was established. This change in legal status was dictated by the increase in the number of partners and in the number of employees, of whom at that time there were over 40 (today there are 65). “We opted to become an S.p.A. because this allowed for leaner, faster and more efficient management of the company” Giancarlo explains. And it was Giancarlo in the mid-1990s, when the company achieved a turnover of over 8 million Euro, who decided to retire from the company. Bruno, on the other hand, led the technical department until 2014.

With this new set-up the company has continued apace. It has developed a series of other innovations and has become a reference point for customers from the most diverse sectors with whom it often works in partnership to build machines. Once again, the production area has had to be expanded and today it covers 10.000 square metres out of a total area of 20.000 square metres.

Despite the growth and the changes in corporate structure, two hallmarks of Sonzogni Camme remain intact: tailor-made solutions for individual customer needs and recognition of the value of people.

“The story of Sonzogni Camme is the story of our family, but also of an extended family that has been able to look critically into the future with enthusiasm” says Mariangela. “We haven’t allowed the industrialization of processes and products to prevail over the art of personalizing solutions or over our inviolable principles, namely product quality and, even more so, the value of human capital. Here employees have always been seen first and foremost as people.”



A company in step with the times: Sonzogni Camme today.

The mechanisms

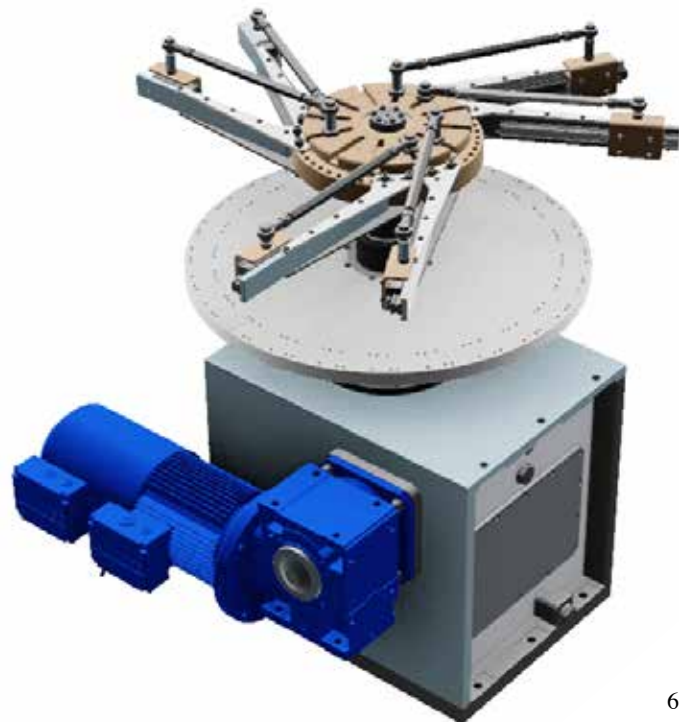




*Use of variable pitch rotary table
for polyurethane molding machine.*



Cam-driven pick & place device.



Large variable pitch rotary table.

*“Let’s move the industry
towards the future”*

With this phrase Sonzogni Camme encapsulates its ability to bring life to movements and state-of-the-art mechanical technologies

Every production phase of Sonzogni Camme solutions is checked by a centralized data-driven system. Internal testing and durability testing are conducted in order to ensure the utmost reliability and excellent performance.

The continuous search for innovation and the flexibility of application of its solutions allow the Fara Gera d’Adda-based company to be a strategic and reliable partner for the development of advanced products and the optimization of industrial processes in various sectors.

The next section offers a collection of the most significant and successful solutions proposed by the company. To see them in motion, simply frame the QR code (on the opposite page).

In the heart of design

