

# BIANCO COMPANY CONFIRMS THE LEADERSHIP FOR ITS INNOVATION

Less than 3 years have been passing from the takeover by the new ownership and Bianco Company was relaunched not only on the textile machineries market

Three years ago the new ownership decided to accept the challenge by re-launching a Company which was going through a difficult period, although it got a worldwide good business and technical imagine, gained during **35 years of hard work**.

Furthermore we have not to forget that the textile sector is going through a difficult period of crisis.

As soon as Mr. **Giuseppe Bernocco**, the President (in the picture with his business partner Sebastiano Astegiano), who took over Bianco Co. in the spring 2008, visited Bianco plant in Alba on 15.000 sqm, realized that he would be able not only to re-launch the company, but to develop and extend the production to the "Automation & Packaging" field as well, by establishing **Bianco Engineering**.



In the month of March at Bianco plant took place a "**worldwide Agency meeting**" together with an "**Open House for customers**" and that was a sure sign of the optimistic spirit due to the increasing of manufacturing process and to the sales business developed by Mr. Bernocco and his partners.

That event was strongly wanted by Mr. Stefano Borromeo, the Business Development Ma-

nager, who cooperates with Mr. Bernocco by renewing the managing staff of Bianco Co.

**The aim of the meeting was not only to preview the interesting news which will be attended in September to the ITMA exhibition in Barcelona/Spain, but most of all to remark the human side of the company.**

At the same time the meeting was planned to **team up the**



**agents** coming from all over the world and to make easier their job of "receiving and transmitting antenna" in their own countries, to pass on all Bianco enthusiasm to them and to show them the optimistic mood which you can breathe at Bianco plant by a direct communication, because the working relationship cannot be restricted to the "e-mails". TALKING is the very important thing!

The trading and production network of Bianco company includes **subsidiary companies and branches in India, China and Brasil**, but **the hearth and the brain are in Italy**, in Alba, where a **team of project managers with gained experience** acts by computer systems of late generation in order to guarantee a continuous innovation.

Thank to the new ownership, Bianco turned into a SERVICE COMPANY able to **suggest whole solutions** and thank to its flexible production to adapt it to the market request. The catalogue of products includes **18 families of machineries and instruments for textile industry**.

Furthermore Mr. Giuseppe Bernocco can count on his cooperation with other businessmen such as Mariano and Pier Antonio Costamagna, by establishing a real **leader industrial network in several fields of mechanics**.

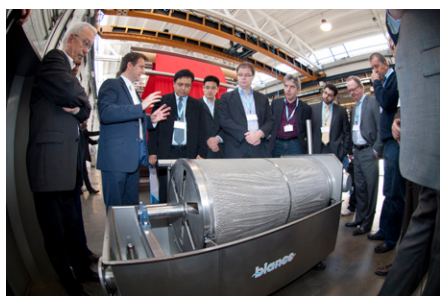
The most important of these companies is **BRC Gas Equipment** with its turnover of more than 500 millions Euros.

The good synergy among companies Tcn, Mtm, Europlast, Ars, Mte, Biemmedue, Mtm Hydro, Zavoli e T.A. can guarantee the **great quality of machinery which is able to stand any comparison**, by honouring competitive prices.

Bianco machines are **designed and set up in their own production reality**; that's because of the **perfect integration** among the different mechanical, electro-mechanical and electronic parts.

Very important is therefore the job of Bianco Research & Development department, which allows to the company to be every time innovative, by suggesting new solutions.

**EVEN MARIANO COSTAMAGNA GIVES HIS CONTRIBUTION.**  
 The business man from Cherasco, who as wrote some times ago the newspaper "La Repubblica" "set the turbo to BRC Gas Equipment" is part of the group of businessmen who took over Bianco company by starting the cooperation of different companies in perfect synergy.



Pictures show different moments of the Agency meeting which took place at Bianco plant in Alba on March 2011. More than 50 agents, coming from all around the world attended that event. The nearby photo shows the award presentation at the end of the meeting.