

CMS: reorganization, acquisitions and takeovers

Deltaprogetti, located at Bagnatica, northern Italy



Growth, takeovers and mergers. Many changes have taken place since the last interview with CMS. In September this year, Glass-Technology International spoke to Stefano Aceti about the recent changes in company strategy, as well as projects for the near future regarding its sister companies and products.

Tecnometal, Pesaro, central Italy



Stefano Aceti*
CMS SpA

CMS, Zogno, northern Italy



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Since the last visit of *Glass-Technology International*, there have been quite a few changes in the company structure of CMS. The company is based in northern Italy, where it has various premises spread over quite a large area of the Val Brembana, near Bergamo.

CMS is a group of companies that has activities in many sectors: wood, plastic, aerospace, marble and glass, and was created for the manufacture of special machinery, tailor-made for its clients. In fact, the name of the company - CMS - stands for *Costruzione Macchine Speciali* (special machinery manufacture).

ACQUISITIONS AND TAKEOVER

Since 2003, CMS has become part of the SCM Group, a major player in the field of wood processing machinery, partly for reorganization and partly because of the present market situation of globalization. In fact, CMS was too big to be considered a small company and to compete with the smaller companies, and too small to be considered a big company and to compete with the larger companies.

The present percentage of ownership is 51 per cent SCM and CMS 49 per cent. CMS has thus become strong point of



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Multifunctional
NC workcentre
with five
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the SCM Group, as far as the creation of special machinery is concerned.

SCM was interested in acquiring CMS because it operates in many different sectors, especially as far as special machinery for wood processing is concerned, where, thanks to the machinery of CMS (Brembana Macchine), it was able to complete its already wide range of products.

Another important step for CMS was the acquisition of Villa, a company that works in the sector dedicated to plastics, manufacturing thermo-formed products -with a turnover of about EUR 5 million, and that is a well known name and reference for its sector. This takeover has enabled CMS to reach considerable market coverage, also due to the creation of a robot for thermo-forming, that can also use composite mate-

**Deltadrill -
automatic
vertical drilling**



The new Deltaprogetti machine on show at glasstec



rials, used mainly in the construction of boats, as well as for mould manufacturers.

As far as the glass sector is concerned, some important changes have taken place. Tecnometal has now become totally integrated into the CMS group with its brand name. As of the beginning of 2004, and in order to better develop and widen the CMS product range, the group has also acquired 100 per cent of Deltaprogetti. Indirectly, CMS has also become partner of software firm DDX, which, in collaboration with CMS, develops the software for its numerical controlled machines.

Deltaprogetti is a manufacturer of techno-



LB 370/620 Cutting Line

COMMERCIALIZATION AND MARKETS

logically valid machinery that can only benefit from this takeover. It is, however, still an independent company even if many of its activities have become integrated with those of CMS. The two sales networks and client-bases have become one. The two companies are also connected by the internal network, which makes work a great deal easier. No important changes have been made, however, as far as employees are concerned.

Just one of the benefits from this acquisition in the future, will be the possibility of having Deltaprogetti machines with numerical control. This gives advantages both in terms of costs and reliability, as well as quality.

The synergies of the two companies working in the glass sector will bring important advantages. Tecnometal produces CNC machines, cutting tables and straight-line grinders, while Deltaprogetti manufactures bilateral machines, transporters, and all machines connected to drilling. In fact, at *glasstec*, the Group will be showing a new Deltaprogetti drill with tool exchange.

The most important markets for CMS include Italy, Europe, the United States and now, thanks to the company being part of the SCM group, it are starting to enter the Russian market, as well as Australia and New Zealand. One of the main aims of CMS is now to enter the emerging, developing markets, such as the ex-Sovietic countries.

CMS sells its machines in China for sectors such as aerospace, plastics, and composite materials, in particular to governmental organizations. In fact, due to the high-technological features of its machines, they are very difficult, if not impossible, to copy.

The United States has always been an important market and reference for CMS, but is presently undergoing a slow down, caused by imports of finished glass coming from the Far East, thus limiting the need for glass processing machinery. Sales are however, constant, also thanks to the new reorganization that enables CMS to be more present in various parts of the world.

In the United States, CMS has a branch in Michigan, and also collaborates with *Salem*

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LM 3.30/4.60 Laminated glass cutting table

Distributing. The company also has branches in Spain, France, and is now opening a branch in Russia, in direct cooperation with SCM, as well as sales personnel in the United Kingdom.

Sales of CNC machinery are in decrease for all manufacturers, due to the already very high number of this kind of machinery already on the market, and, consequently, less demand.

Cutting tables, on the other hand, are seeing quite good sales. Moreover, CMS will take a new cutting table to glasstec, utilizing the innovative technology of linear motors, already experienced by the company on a machine range dedicated to high speed cutting of aluminium.

Such new table, that is one of the first for the market, is able of moving at a speed of 140-160 metres per minute!

ASSISTANCE AND POST SALES SERVICES

As many other large companies, CMS also has sales personnel with technical skills. In fact, in the United States it has about 20 technicians that carry out this service, as also in Spain and France. Where there is a direct presence there is always technical assistance, otherwise there is a technical department at the company, at Zogno and Pesaro, both for assistance and for personnel training regarding the use of the machines.

CMS also has a tele-assistance service, especially for the electrical parts of the machine are concerned as our computers can be contacted directly to the machinery worldwide.

Machine installation and personnel training are an important part of the service offered by

TL 370/620 Tilting table with four cutting heads





**JR 1.40 Edger
workcentre**

CMS, that can take up to about four weeks if we are speaking about a complete line. Obviously, the less complex the machine, the less time it takes to install and train personnel. CMS, however, prefers to give complete training and installation, which generally means that there are fewer problems later during machine working life, with savings for post-sales.

Software and interface of machine are multilingual, with languages even ranging to Polish and Russian and even Chinese!

CONCLUSION

Thanks to the choices made in the last two years, CMS can now say that it is an integral part of one of the major competitors of the market (SCM) and, at the same time, to be, as CMS, one of the most important companies in its market sector.

The synergies deriving from this reorganization are already giving results: collaborating together in research and development, acqui-

sitions, sales and marketing and, therefore, offering a better service and more and more advanced products to the global market as it always wanted to do.

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