

Moretti Forni: new commercial strategy and premises

Glass-Technology International recently visited Moretti Forni, at Marotta, near Pesaro, central Italy, to learn about the new commercial strategy the company is taking and the premises to be inaugurated in autumn this year. Luigi Moretti, Marketing Manager at Moretti Forni, also spoke about the history of the company, from the beginning in the 40s to the entry in the glass sector.

Luigi Moretti*

MORETTI FORNI SPA



A view of the production area at Moretti's new premises

The entry in the glass and ceramic sectors was quite a logical step for Moretti Forni, expert in the manufacture of industrial ovens for professional bakery since 1946.

The company, which, at the beginning, was called Brevetti Moretti, was set up in the 40s by Placido Moretti, and who, later, in the 60s, changed the company name to Moretti Forni.

In 1990, Moretti Forni started with the third generation of management of the Moretti family.

Moretti Forni: new commercial strategy and premises

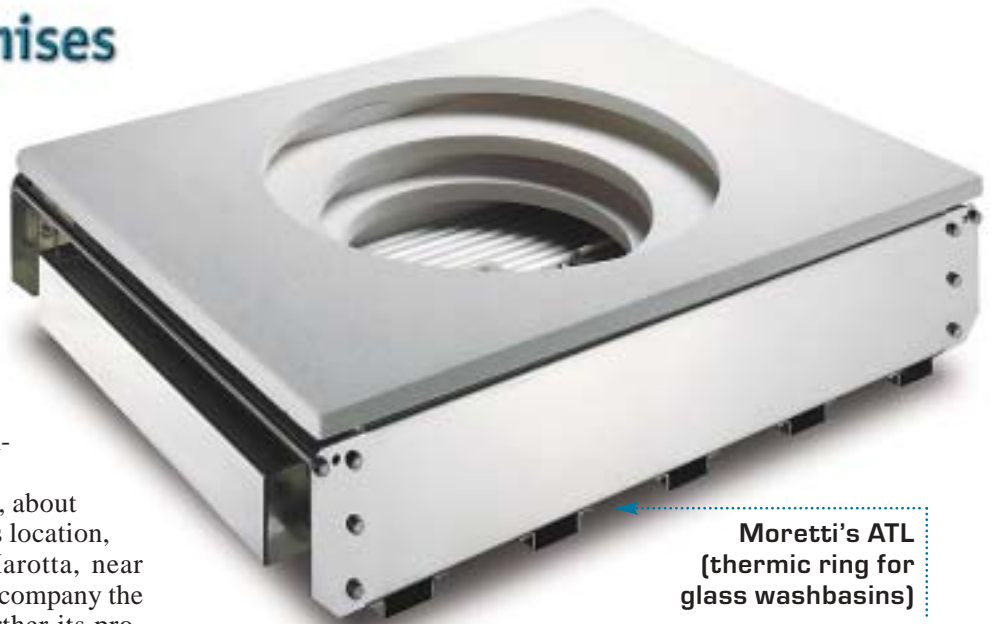
130

In the 90s, the company also decided to amplify its activities with a further jump in quality, and, thanks to the know-how gained over the years, the Glass Division was set up, adding it to those already existing – Food and Ceramic, thus completing the company's production range.

A recent move to new premises, about three kilometres from the previous location, but remaining in the town of Marotta, near Pesaro, central Italy, has given the company the possibility of expanding even further its production of ovens and kilns.

Production is already underway in the new premises – with an area of over 10,000 square meters. In the workshop, the different production stages are well distributed and organized, starting from the cutting and shaping of the metalwork, right down to the electronics and software – all in-house.

Each Moretti furnace or kiln has the guarantee of reliability and safety, thanks to the over 50 years of experience of the company. Each product is conform to the rules and regulations of its sector, and has undergone severe tests for quality control.



Moretti's ATL
(thermic ring for
glass washbasins)

Particular attention is paid to design and ergonomic solutions that permit easy positioning in any type of environment.

PRODUCTION AND PATENTS

The company has exclusive patents for the bakery sector, and, recently for the glass sector, with the ATL (thermic ring for glass washbasins), which can be used with all Moretti Forni kilns. The ATL is a revolutionary innovation for the production of glass washbasins: a particular heating system to be inserted in high temperature kilns. The basin takes shape thanks to the heat generated by the quartz elements in the ATL and in the kiln. All phases of the shaping process can be followed on a display panel.

When inserted in an ordinary kiln, the ATL can be used to produce perfectly shaped and finished washbasins from a flat sheet of glass, forming the bowl by gravity. ATL is an extremely versatile modular project, allowing one or more components to be inserted in each model in the line of kilns, and can be stored with ease when not in use. Each ATL is equipped with high precision electronic control indicating the various shaping phases. Moreover, the various diaphragms available allow the creation of round or oval basins.

One of
Moretti
Forni's largest
kilns - the FVM





From left: the FVB and FVE kilns

FVE and FVM

The *FVE* kiln is made with high-density ceramic fibre wadding and quartz heating elements, using grès side-plugs and ceramic fibre finishing braid. The quartz heating elements guarantee perfect heat distribution throughout the interior of the kiln. The exclusive electronic control has been designed to facilitate operations and minimize the risk of error: the firing cycles are fully programmable and easily stored.

The *FVM* kiln is one of the largest kilns by Moretti, and can have different heights, with one or two ATL spacer rings. The possibility of using two trolleys in the *FVM* also saves time while increasing productivity.

Flexibility of use is the main characteristic of glass firing kilns by Moretti. A few, simple accessories increase the versatility of the kiln, allowing the production of bent panels of glass up to 100 centimetres in height, as well as bent glass for use in industry, building construction and the production of other items.

“Moretti System Control” electronic control panel

Moretti’s kilns are designed and built to provide total quality and ensure that optimum results are obtained during all phases of the firing cycle involved in the production of glass sheets and objects. Built of pre-painted and moulded self-bearing steel sheets, they are opened by automatically locking electric actuators and are insulated with high-temperature ceramic fibre wadding.

SALES NETWORK AND ASSISTANCE

Moretti Forni’s products are distributed worldwide by a capillary and selected sales network. In Italy, for example, distribution is organized in four macro-areas with about a hundred sales personnel covering the entire country.

Moretti has a vast network of assistance and a prompt service for spare parts in Italy that guarantees high-speed response and maximum efficiency. In fact, as per its tradition, the company establishes a particular agreement of responsibility with its clients that goes beyond the quality of the product and the sale of the same, but also offers a complete guarantee of assistance during pre- and post-sales.

For this reason, as part of the traditional Service for Technical Assistance and Spare Parts, the company has activated an “on line” telephone service to supply immediately rapid solutions to the small and large technical problems of every day.

As far as the foreign sales market is concerned, Moretti Forni can count on specialized technicians of its sales network and sales people able to solve problematic situations as they arise.

INTERNATIONAL PRESENCE AND FINANCIAL ASPECTS

Exports represent about 36 per cent of Moretti’s production. The company’s products are exported in over 50 countries worldwide, covering almost completely the area of Europe, and with a significant presence in North and South America, and Asia.

In the last three years, Moretti Forni has undergone an average increase in turnover of eight per cent.

Moretti Forni is a continuously growing company, which testifies the professionalism and reliability of its products. ■

**Sales and Marketing*

MORETTI FORNI - ITALY

Information Service no. 107

See Contents for Info Service page