

# The power of resolution

by Luana Costa

COMPANIES SPECIALIZED IN THE MECHANICAL FIELD CAN MAKE A DIFFERENCE IN THE MARKET WHEN OPERATING IN NICHE AREAS AND PROVIDING TAILOR-MADE SOLUTIONS. HERE IS THE EXAMPLE OF THE MORESCO GIOVANNI TURNING COMPANY

**E**nergy and perseverance are essential and daily ingredients at Moresco Giovanni turning company. Because of this approach, the company is now an established reality in Italy and in the main European countries. The people at Moresco Giovanni have been working at their best for over forty years, but always aiming for improvement. The company was founded in 1979 and operates in the mechanical engineering sector. They are specialized in precision machines and activities for those industrial sectors where a particular product quality is required. The headquarters are located in the Municipality of Sarcedo, Vicenza, an area that has always been characterized by an economic structure based mainly on small and medium enterprises. Over the last few years the company has been equipped with new machinery with latest generation systems, in order to guarantee the highest quality and precision in processing, also through the use of first-quality dimensional measuring instruments. These improvements were fundamental for Moresco Giovanni to retain their already acquired customers and to expand their reference market. Recently, the company has consistently worked with foreign customers, located mainly in Germany and Austria.

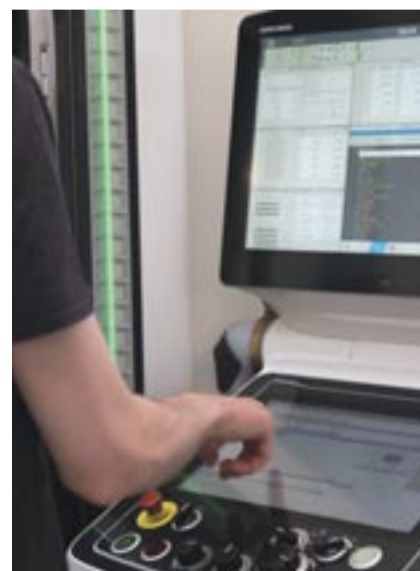
“From the very beginning, we have always believed in the importance of investments in order to start the so-called industry 4.0 plan - explains Massimo Moresco, head of the company - In order to do so, we have progressively focused on improving pro-



## INDUSTRY 4.0

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duction efficiency in terms of delivery times and competitiveness on the market. I believe that our technological renewal -achieved through the implementation of modern computerized production systems - has been necessary for our growth.” The engineering industry is constantly evolving and the company has been equipped with robotic machinery. “This kind of investments - continues the owner - are part of an important innovation process, that was the starting point for



Moresco Giovanni turning company is based in Sarcedo (Vi)  
[www.morescogiovanni.it](http://www.morescogiovanni.it)

the introduction of the production model called Industry 4.0. All of our staff has been involved in the use of this new model to make the most out of its potential.” The company was

founded in 1979 and over the years it has encountered numerous difficulties. Moresco has faced, and overcome, different economic crises, but the real turning point was in 2008. That year Massimo Moresco joined the company of his father and together they decided that it was time to focus more on foreign markets. The company immediately received an important feedback, especially from German, Austrian and Swiss customers. The mission is currently still the same - to offer an increasingly strong specialization in the processing of complex pieces, while acquiring more advanced hardware and software technologies. The demand for more complex processes determines the need to ensure a high standard of precision for products, that can only be achieved through the use of tools based on technologically advanced programming and processing systems. Not only an increase of production in quantity, but also in quality, with a consequent competitiveness in the market. According to recent experiences and results, even a small business can make a significant technological upgrade, keeping the production cycle constantly updated and adopting a flexible and attentive management of customers' needs. These ideas make Moresco Giovanni turnery a competitive reality on the international market too. The size of the company is not an obstacle to the expansion of its business beyond national borders. “The international experience gained with our customers in Germany and Austria has taught us to adapt to other ways of working, trying to merge other people's work ethic with ours. For the types of processes that we carry out, - specifies the company manager - some markets - Germany in the first place - are always very interesting, but we are testing the Nordic market now, for example Finland and Norway. On our side, and definitely playing an important role, we have the ability to deliver of a flexible company and the strength of a typically Italian quality production in the mechanical sector, recognized at an international level”.

## NICHE MANUFACTURING

Moresco Giovanni is a turning company operating in the most different industrial sectors and specialized in precision mechanical machining. The company stands out on the market for its particular niche manufacturing. Their highly technological processes aim primarily at the chemical, pharmaceutical, oil & gas and transmission parts industries. For the turning department, the company mainly relies on cutting-edge machines, with the possibility of processing bespoke pieces.