

# STORCI.COM

N.05

## 1991 – 2011: TWENTY YEARS OF ENTHUSIASM AND INNOVATION IN THE WORLD OF PASTA

FOR STORCI, 2011 KICKS OFF WITH THE CELEBRATION OF AN IMPORTANT EVENT: THE TWENTIETH ANNIVERSARY OF THE COMPANY'S FOUNDATION!

Chairman Anzio Storci founded the company in 1991 to design, construct and sell lines, machinery and equipment for the production of fresh and dry pasta products, and Storci is now also an important name in the sectors of couscous and ready meals.

And it was, indeed, the professional experience of this founding partner and pillar of the company that enabled Storci S.p.A. to become not only a leader in the sector, but a point-of-reference in the world of pasta production as a whole.

In 1995, Storci and Fava S.p.a. created a corporate group that quickly attained a position of leadership worldwide, which it still holds, in the sector of large-scale installations for the production of dried pasta and couscous (up to 8000 kg/h).

To the question "Why did you decide to join forces with Storci?" - the President, Mr. Enrico Fava responds: - "I had the opportunity to become very closely acquainted with Anzio Storci when we worked together in the 1960s, during the construction of the large Barilla factory where he was one of the project managers. Our constructive relationship, based on mutual understanding, dates back as far as then, when we faced the most challenging problems of that time together. So when Fava decided to diversify into the production of presses, I realized that Anzio Storci - who, in the meantime, had founded Storci together with his children - would have been the ideal partner. So we decided to go into business together, with a 50% shareholding each, and Storci today, with its 70 employees,



FROM THE LEFT: SIMONE STORCI MANAGING DIRECTOR, ANZIO STORCI PRESIDENT STORCI SPA, MICHELE STORCI MANAGING DIRECTOR

FROM THE LEFT: ENRICO FAVA PRESIDENT FAVA SPA AND MR. LUIGI FAVA MANAGING DIRECTOR



manufactures a substantial part of the Fava lines. It was an agreement that was fundamental and functional to our mutual development. We have been united over these years by reciprocal human and professional respect as well as by the satisfaction of working alongside our children, who occupy roles of great responsibility in their respective jobs. The result of this union: 360 lines installed throughout the world in confirmation of the appreciation and success of our brand".

Anzio Storci: "My relationship with Enrico Fava, based on affection and enormous professional esteem, in the years of our acquaintance, has taught me an important truth: the people who belong to a company must always have a "central" role: training and motivation must be continuous and accompany the employees throughout their entire working experience, prompting them to give their best efforts and always be ready to take on new challenges".

"With its new headquarters inaugurated in 2004," he continues, "permitting a more direct cooperation between the offices and the production, and a turnover for 2010 of over 20 million euro, the Storci lines are now installed everywhere in the world and are synonymous with quality and innovation."

Twenty years of success and growth is an important achievement. But Storci does not plan to rest on its laurels at this point, as it is fully aware that the world of pasta is constantly evolving and that it needs appropriate, state-of-the-art technologies.

Storci knows this perfectly well and its efforts are directed towards meeting this demand.

# HUNDREDS OF READY MEAL OPTIONS

COMPLETE SYSTEM FOR THE DOSAGE AND COOKING OF READY MEALS BASED ON PASTA, RICE, VEGETABLES AND OTHER FOODS IN PIECES



AUTOMATIC SAUCE WEIGHING AND DOSING LINE FOR READY MEALS



The extraordinary ease of construction and modular structure makes this cooking and dosing system ideal for the preparation of a wide variety of ready meals.

The new **rotating** cooker, for example, is perfect for obtaining different cooking times ranging from a few minutes for shrimp to ten or more minutes for dried pasta, rice and legumes. It is a concentration of technology in a small amount of space, for the management of cooking in water, a unique system for a wide range of products.

In the configuration presented (automatic sauce weighing and dosing line for ready meals, installed at the New C&B Srl pasta factory in Basilicanova - PR) the cooker is combined with a **volumetric doser** for products in pieces, which in turn can be combined to dosers for sauces, oil, cheese, mozzarella and other ingredients used in the ready meals.

Created for products that cannot be pumped, such as cooked rice, short cooked pasta, long cooked pasta (spaghetti), legumes, lentils, couscous, peas, shrimp, mushrooms, it is highly flexible and can be installed on ready meal lines for the production of rice salad, pizzas, sandwiches, meats, etc.

**Mean features:**

- Volumetric doser with 1 or 2 lanes.

- Production: from 20 to 40 cycles/minute depending on the products.
- Input via belt and vibrating hopper.
- Product level sensors in doser feed pipe.
- Product moistening system to facilitate the glide of the product to be dosed.
- Suction pump with separator filter on the machine.
- Electrical control panel with PLC and touchscreen panel to CE standards.

Flexibility and the ability to edit some production steps like cooking and, even more important, dosage of the ingredients, are the winning features that make it possible, when automated, to reduce management costs and eliminate the inconvenience of many manual operations. The objective is to reduce the number of operations and machines, simplifying the operators' work.

The ideal client? Many and varied: food preparation workshops that usually supply a retail product ready for cooking, generally with a small-scale production; industrial food processors that, thanks to their ability to satisfy their clients with customized recipes, are becoming more and more popular in Italy and abroad.

It is easy to see that this system guarantees high flexibility of production, large production capacity in reduced space, ease of use and cleaning with an excellent yield in terms of energy.

# NEW STORCI/HUGHES COOKER

CONTINUOUS ROTATING COOKER CR – 36.4: AN EXCLUSIVE INNOVATION

The company exhibited its continuous rotating cooker model CR 36.4, an important new development in the ready meal sector, with absolutely advanced features such as:

- high production flexibility
- reduced application spaces;
- easy to use and clean;
- high energy yield.

With its enormous versatility it can be used to cook, heat or rehydrate many products such as pasta, rice and vegetables. It is also equipped with a system for the recycling of water and internal cleaning, all of which function simultaneously with production.

**The technical specifications are:**

Heating of cooking water by direct steam injection;

Steam control system on the machine to maintain the cooking temperature at the client's setting;  
Cooking time variable via PLC and inverter;  
Electrically removable lid with self-locking safety device;  
Internal nets easily removable with quick hook fasteners (optional);  
Construction in AISI 316 stainless steel (optional).

*"Its extraordinary versatility is the winning feature", says Joe Gervasi, Storci Area Manager for North America. "The cooker, developed in a joint venture between Storci and The Hughes Company, Inc. of Columbus, Wisconsin – one of the first companies to produce this type of machine, which boasts hundreds of installations already – presents important innovations, such as continuous production and cooling (without abrupt temperature changes for the product), reduced size and consumption, thanks to a water recycling system. A machine that is complete and flexible".*



CONTINUOUS ROTATING COOKER MOD. CR - 36.4

# STF TOTAL VACUUM DOUGH SHEETER: PERFECTION TECHNICAL TESTS

HIGHLY APPRECIATED ON THE WORLD MARKET, THE NEW DOUGH SHEETERS OF THE TOTAL VACUUM SERIES CONTINUE TO AROUSE INTEREST AND CURIOSITY IN THE PASTA INDUSTRY

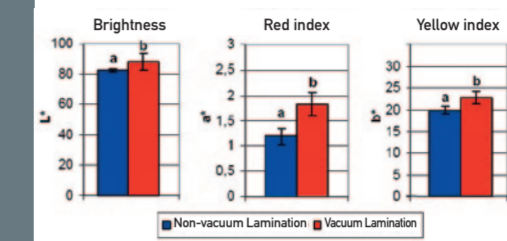


Diagram 1: diagram of the parameters L\* (brightness), a\* (red index), b\* (yellow index) of samples of dough sheets analyzed using the Minolta CM2600d colorimeter (Minolta Co., Osaka Japan). The spectral curves were determined over a range of 400-700nm, using illuminant D65 at 2° standard observer; the letters above the histograms indicate the significant differences between the pasta dough samples produced using the two different technologies (p<0.05).

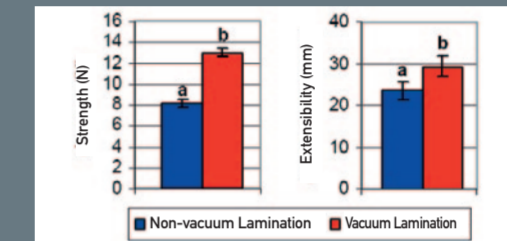


Diagram 2: diagrams of parameters for strength (maximum force [N] required to break the sample) and extensibility (strain at rupture [mm]) of the dough sheet samples analyzed using the Texture Analyzer TAXT2 (Stable Micro Systems, Goldalming, UK); uniaxial compression test; spherical polypropylene probe (Ø2.54mm), compression rate of 3mm/s. The letters above the histograms indicate the significant differences between the pasta samples produced using the two different technologies (p>0.05).

The result of Storci's tireless capacity for research and innovation, these dough sheeters, unique throughout the world, thanks to the company's patented total vacuum system, produce the dough sheets in an air-free environment.

Customers can, therefore, choose the solution most appropriate to their needs, certain of obtaining dough sheets that are more compact and elastic, with a more intense yellow color.

As shown by a study carried out in our Research and Development Labora-

tory with the assistance of the Food Science and Technology laboratory of the University of Parma, the dough sheets produced by vacuum lamination (STF TV dough sheeters) have a more intense yellow color and are brighter compared to those produced without vacuum lamination (diagram 1).

The texture analysis (diagram 2) highlights how the dough sheets laminated under vacuum are stronger and more extensible than those laminated without the use of vacuum. The results obtained are very significant and attest to the important features of the new Total Vacuum series dough sheeters, characteristics that have prompted many pasta production plants in Italy and abroad to choose them in preference to the traditional ones.

# A DOC AGREEMENT: STORCI SPA AND AZIENDA AGRICOLA MANCINI



Omnia: the only line able to produce long-cut, short-cut and special pasta all on the one machine counts another satisfied customer - Pastificio Mancini di Monte San Pietrangeli, in the Marche region.

To the question - "Why did you choose Storci to produce your pasta?" - Massimo Mancini, CEO of Azienda Agricola Mancini answers - "Because they're the best! I did a lot of research and compared many products made with different lines and the best always came from Storci lines and machines. Moreover, they are extremely reliable and this enables me to work with tranquility".

With its flexibility, the automation on the Omnia line can be customized and it has an excellent price/performance ratio. This means that Storci created an Omnia custom-built to meet the requirements of this particular customer: a "mushroom head" Omnia, i.e. with a single head for short-cut pasta rather than a dual head.

With the advantage of its mechanical reliability, deriving directly from the technology for large lines, this product, which fully satisfies the specific needs of the client, offers additional benefits in the way it is structured: it makes it possible to simplify the number of dies used, leading to remarkable production results.



# A CHAT WITH...IRENE GRANDI, STORCI SPA SALES DEPARTMENT

## THE NEW MARKET OF THE FORMER SOVIET UNION: CHALLENGES AND OPPORTUNITIES FOR STORCI SPA

On her return from a successful business trip to Kazakhstan, Irene Grandi (sales contact for the former Soviet Union area), illustrates Storci's approach to this market. **What is Storci's approach to the market in the former Soviet Union?** This market has become more and more important and strategic for Italian companies in recent years.

There is a lot of room for creativity and professional know-how of the Italian companies which are famous for their ability to guarantee high technology and excellent customer service.

**What are the main difficulties you encountered in such a particular context?** As you can imagine, success does not come easily or immediately, both because the market is so vast and because of the different socio-economic context and cultural traditions. Storci was aware of this particular situation and came to this country with the maximum willingness to interpret the vast and widely divergent demand in specific terms, so as to deal with it in a targeted and selective manner. We are not just talking about the Russian market, you know: there are also Kazakhstan, Uzbekistan, and Kyrgyzstan.

**What do these countries demand: Are there any particular pasta types?** Storci has focused on the segment of the market most suited to its potential,

investing human and financial resources to refine its product offering. In Russia, the demand for dried pasta is growing and becoming increasingly significant.

In first place, however, when it comes to consumption in this country, fresh pasta, and in particular the "pelmeno" (a filled pasta similar to our cappelletto), has always been a main dish in the age-old Russian tradition.

In Kazakhstan, on the other hand, the main production is based on a very fine lasagna dish called "besbarmati lapshi", that is an important Kazakh tradition; but the demand for dried pasta is on the rise here too.

**Who is your typical client?** We have been lucky enough to deal with high level enterprises. On our latest missions (to Russia, Uzbekistan, Kazakhstan), led by our Sales Manager, Silvio Valesi, we were able to really get a feel for the area and refine our knowledge of the entire "pasta" chain, starting from production, in which we are wholly involved, to product distribution as well, also learning about the structure of the large distribution chains in those countries.

**What are Storci's prospects?** Our strategy is to consolidate our relations with the clientele in these countries, and establish our presence on a permanent basis on that market.



## STORCI CUSTOMER SERVICE. A CUSTOMIZED, DIRECT LINE WITH THE CLIENT

### CUSTOMER SERVICE HAS ALWAYS BEEN A STRATEGIC ELEMENT FOR STORCI, AND AN IMPORTANT REFERENCE FOR THE CLIENT

The team is structured in a dynamic, functional way, with experience and professional skill as its guiding principles.

Response to the client's problems is always rapid, certain and substantial.

Storci's experts are ready to take action promptly in case of line stoppage or any other problems of particular severity. Technical service by phone is always guaranteed for minor problems.

Active training is another important feature of our Customer Service: the client is assisted step by step after installation, and placed in the position to manage the installation from that point on independently.

"Working in the most professional way, with skill and competence, is our mission" says Simone Franchi, Storci's Customer Service Manager "The client needs to be followed up, instructed where necessary, and his requests have to be satisfied, from the smallest to the most complex and difficult".

The feedback this team receives every day demonstrates that our businesslike, competent approach is greatly appreciated. It is an expanding sector in which we always have to provide the maximum, considering that customer satisfaction is our absolute priority.



CUSTOMER SERVICE TEAM

THIS WAY?



OR THE STORCI WAY?



**Storci, the difference you can see and feel**  
Thanks to the Total Vacuum technology of our STF dough sheeters, the same raw materials produce a better quality product in terms of firmness to the bite, elasticity and colour.  
**Undoubtedly a better class of tagliatelle!**