

Fabio Ghisalberti, Emilio Moreschi, and Marco Ghisalberti standing in front of the Rulli Rulmecca headquarters in Alme (Bergamo) Italy.

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Perpetuating a Legacy
of Integrity at
Rulmecca Corporation

Rulmecca Corporation



Top left: The old Rulli Rulmecca,
Top right: Rulmecca FAA GmbH today.
Left: Giovanni Ghisalberti
Right: Antonio Ghisalberti

“Integrity” is not just a word at the Rulmecca Group in Bergamo, Italy. It is a way of life. Group President Emilio Moreschi emphasized this fact in two brief five-minute statements at a recent international meeting. It told volumes. He set the stage for his sales people when he pointed out three poignant factors that define the essence of the Rulmecca attitude.

“We sales people should listen more than we speak. We should treat people the way we want to be treated. We should be honest in all of our dealings and maintain the highest integrity inside the company and out.”

President Mike Gawinski of Rulmecca Corporation in Wilmington, North Carolina, pointed out that Rulmecca people live by that criteria every day. “I can’t tell you how wonderful it is to work in that kind of environment. I think guys at the coal mines who need conveyors and other equipment from Rulmecca feel that attitude in dealing with this company, not only because the price is right for the quality of equipment but that you are treated with respect whether you are a large company or a small company.”

The Rulmecca Group has 590 people working worldwide with yearly sales upwards of \$100 million. Rulli Rulmecca Spa, Via A. Toscanini,

1 Almé (Bergamo) Italy is the headquarters and mother company of the Rulmecca Group, specializing in the production of rollers/idlers, motorized pulleys, fabricated pulleys and other components for the worldwide bulk handling industry.

One could say that it all started some 90+ years ago over a shot of grappa wine and a cold beer.

Great Grandfather Giovanni Ghisalberti “wrote” the first chapter in the colorful history of Rulmecca, highlighted by a dogged perseverance and an undying spirit of accomplishment. At the end of the nineteenth century Giovanni started a small grappa and beer business. However, as time passed he realized he needed more income to support his growing family. An opportunity arose in 1920 at a nearby limestone mine that lay at the foot of the Italian Alps. Although the mine was faltering, he acquired some shares, and worked diligently at the quarry to make it profitable. In 1927 Giovanni bought the business, re-named it Calce Ghisalberti, and struggled mightily the ensuing years. Frustration grew into tears, but a persistent Giovanni eventually lead the quarry into profitability.

Limestone is a key factor in the production of steel, and the demand was heavy after the war years. Shortly thereafter, Giovanni turned the limestone operation over to his brother, Attilio (who was 42 years old at the time.) He was eventually assisted by Giovanni’s grandchildren, one of whom was Antonio, the founder of Rulmecca.

Surviving the early ups-and-downs of an erratic business, the

It all started more than 90 years ago at the foot of the Italian Alps



Rulmeca Group, circa 2004

limestone mining project is doing well today and commands a leading position in the Italian market. In 1999 Calce Ghisalberti merged with a group of other Italian companies to form Unicalce, which has been in operation the past five years with 11 limestone quarries across Italy.

The first inking of what was to become a Rulmeca strong point started at the limestone mine where many rollers were used for belt conveyors to transport the limestone from the mine to the ovens and for the packaging process. When inadequate rollers continued to be a problem, Antonio and partners decided to start a new company to make high quality rollers.

In 1962, Antonio founded a new roller manufacturing company in Almé (Bergamo), near Milan, and obtained a license from Precismeca in Germany to begin manufacturing its “mono-block” design conveyor idlers. Antonio chose the name Rulmeca, to be similar to Precismeca, a name synonymous with high quality rollers, thus giving his young company credibility.

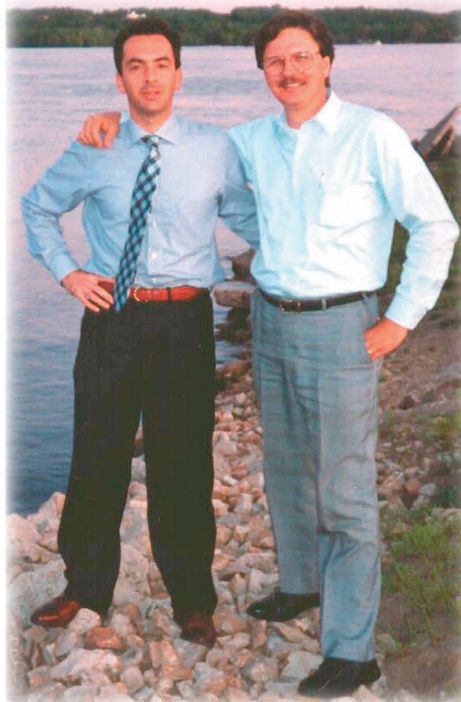
At this point in Rulli Rulmeca history, the company had six employees, which included one salesman, Mr. Bregoli.

When the relationship with Precismeca was discontinued due to unwieldy demands from the German company, Antonio saw the necessity to develop a new design.

Marco Ghisalberti, son of Antonio and Managing Director for Rulli Rulmeca, explains that “my father surrounded

himself with good people. When the relationship with Precismeca broke up, he saw the need to develop his own design.”

Thus, the popular PSV roller was developed, featuring a new and different design from Precismeca. Other roller innovations were developed as well, styled for the particular market, but the PSV remains strong in popularity.



(l to r) Marco Ghisalberti and Mike Gawinski, 1994 at the Mississippi River.

Rulli Rulmeca took a major step in 1971 when Emilio Moreschi joined the company. He was appointed Managing Director in 1974 and helped lead the company to new heights in the industry. He was a proponent of building and maintaining good customer relationships and manufacturing high quality products. As a result, the company began to grow and serve quarries, coal mines, steel mills, coal-fired power plants, and ocean ports throughout Italy, and internationally.

Antonio met Dieter Specht and Manfred Gardeweg of Interroll in 1971 and soon thereafter started a close business relationship, buying shares in Interroll, which was a German unit handling roller manufacturing company. Today it is known as Interroll Holding AG, with headquarters in Switzerland.

In 1976, Antonio died at the age of 47, when sons Marco and Fabio were 14 and 11, respectively. Emilio Moreschi took over running the company at that time, until the sons were ready for leadership positions.

Today, Marco, 43, is Managing Director and Fabio, 40, is a Delegate for the Board that follows sister companies abroad.

During the last five years, Marco and Fabio have assumed leadership positions in Rulli Rulmecca and have added to the company's strength by establishing Rulmecca Group.

In 2000, Rulmecca Group acquired the Precismeca Group (their father's former licensor) with roller manufacturing plants in Germany, France, and Canada. In 2003, they acquired the Bulk Strategic Business Unit from Interroll Holding with roller manufacturing plants in the United Kingdom, Spain, and Thailand, and the FAA "JOKI" Motorized Pulley manufacturing plant in Germany.

These acquisitions and the founding of new corporations in the United States and Denmark give the Rulmecca Group manufacturing facilities and/or sales offices in Italy, Germany (two locations), Spain, Portugal, France, Venezuela, Thailand, United Kingdom, United States, Russia, Denmark, and Canada.

Father Antonio has been an inspiration for sons Marco and Fabio over the years. "I was 14 years old when my father died," Marco recalls. "Those early years were very significant in the development of me and my brother. I was given a real taste for the business. I came to realize how difficult it was for him and how tense things were at times. I could feel the passion for his work, and I was able to see and hear the problems. I was impressed with how he was able to get along with people. Some of the people he hired are still with us today.

"We have a close relationship with our people. When our employees join us we make a long-term commitment. Our father hired Mr. Moreschi and he has done a lot to make this company successful."

The future bodes well for Rulli Rulmecca. "We see many growth opportunities for Rulmecca in the bulk materials handling industry. We clearly see a growing demand for our products in emerging international markets. And some of our customers are moving their operations into these new areas of the world. Our challenge is to respond to their requirements. We want to be in the mainstream of things."

Group management at Rulmecca is flat. There are not complicated levels of bureaucracy. "It makes working more efficient and stimulating," Mike adds. "We're not overloaded with committee meetings and group executives."

"We are very pleased with how quickly we have been able to start Rulmecca Corporation and establish an active network of Motorized Pulley distributors and service centers throughout the US and Mexico. And now we have begun assembling our most popular Motorized Pulleys in a new larger facility at 6508 Windmill Way, Wilmington, North Carolina...before our second birthday."

"It's a great place to work."



RULMECCA GROUP
Headquarters: Rulli Rulmecca
S.P.A.
Bergamo, Italy

KEY INDUSTRIES:

- Coal Handling
- Steel and Iron
- Mining Industries in general
- Salt/Sugar
- Tunnelling
- Quarries and aggregate industries

MANUFACTURING COMPANIES:

- Canada: Precismeca Ltd
Nisku, Alberta, Canada
- France: Precismeca
Saverne Cedex, France
- Germany: Rulmecca FAA GmbH
Aschersleben, Germany
- Germany: Precismeca-Montan GmbH
Leipzig, Germany
- Great Britain: Rulmecca UK Ltd
Corby Northants, GB
- Portugal: Rulmecca Interroll De Portugal
Covilha, Portugal
- Spain: Rulmecca Espana S.L.
Barcelona, Spain
- Thailand: Rulmecca Thailand Co. Ltd
Bangkok, Thailand
- United States: Rulmecca Corporation
Wilmington, NC, USA
- Venezuela: Industrias Rulmecca S.A.
Carabobo, Vanezuela

SALES COMPANIES/OFFICES:

- Denmark/Sweden: Rulmecca A/S
Hvidovre, Denmark
- Germany: Precismeca-Montan GmbH
Saarbrucken, Germany
- Russia: Rulmecca FAA GmgH
Moskau, Russia

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(top left) Motorized Pulley
(top right) Early conveyor
(bottom) Calce Ghisalberty