

# Start

magazine

N. 02  
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It's time  
for a turn around



**REGULATIONS  
GOVERNING  
EXCEPTIONAL  
TRANSPORT**



**AN ARTIFICIAL  
HAND MADE  
IN MARTINA**



**UP HIGH,  
ALMOST TOUCHING  
THE SKY**



**#MATERA2019,  
TEAMWORK**

"All men fear death. It's a natural fear that consumes us all. We fear death because we feel that we haven't loved well enough or loved at all".

from the film "Midnight in Paris" by Woody Allen





# Editorial

## We reach for the moon without realising we already have the stars



Near Brønnøysund, in Norway, you can experience a unique phenomenon. Twice a year, in spring and autumn, the sun passes behind the mountain of Torghatten and “shines” through a small tunnel found near the summit. It is very difficult to photograph this moment, but not impossible and someone has managed to capture it. The year ahead of us must be a year of change: it won’t be easy, but if we work hard we can do it.

According to analysts the end of the recession seems likely for the end of 2015 (although it will of course be a gradual process). Istat, however, stresses that the current forecast is full of uncertainty both linked to the development of international trade and the political and economic uncertainty that affects the decisions made by traders.

After three years of falling figures, household spending appears to be on the rise, partly due to a reduction in the tendency to save and even though there was very little change in the purchasing power as compared to 2013. Other positive signs come from the Bari branch of the Bank

of Italy, which recently talked of signs that the recession is easing, despite a lack of strength in industrial activity at this particular moment in history.

In this second issue of START, we continue our journey towards the arrival of the New Year. We soared to over 100 metres aboard the highest truck-mounted aerial platform. We visited Rotterdam and confirmed our belief in the importance of industrial infrastructure. We visited Matera, the future European Capital of Culture, whose success was aided by a team effort from the whole region. Then we returned to Martina Franca, to the classrooms of a school of excellence.

We met so many people, we talked to them, but most of all we took time to listen to them.

We wished them all a Happy New Year and now we have the chance to do so also to you.

Our journey together continues, but don’t forget to bring an umbrella because if we want to see a rainbow we must first withstand the storm.

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## Changes in the regulations which govern exceptional transport

Thirty years ago the highway code needed just 10 lines to deal with exceptional transport. Just a few sentences to govern an entire sector, but over time it has become evident that it required its own relevant legislation. Over the same period MARRAFFA srl has also come a long way, often contributing with suggestions for legislation, because it is also thanks to the companies that follow them that we now have such a wealth of appropriate regulations that form the basis of our regulatory system. Over time the transport industry and the vehicles used have evolved at such a staggering rate that it is now possible to accomplish almost impossible feats, especially for companies like MARRAFFA, who never give up the search for alternative solutions.

## Interviews



With his chiselled physique, powerful arms and a passion for extreme sports, **Mauro Massaro** would pass for half his 53 years, were it not for his salt and peppered hair. He began working with MARRAFFA as a consultant, but his input became increasingly important,

strategic and necessary. With him the company launched itself into the world of “exceptional transport” and MARRAFFA has now become a leader in this field. Mauro deals with the organisational side, because exceptional transport requires months and months of work, planning every single step with the greatest attention to detail. The word impossible does not exist for Mauro, he believes every exceptional transport proposal can be achieved, you just need a lot of hard work, planning, technology, passion for what you do and a good measure of tenacity. This is exactly why this type of transport is known as “exceptional”. It’s a job that guarantees those adrenaline rushes which Mauro, who is involved in many sports and as a true Tarantino loves the sea, kite surfing and scuba diving, passes his free time in search of. The funny thing is that the planning of exceptional transport like this requires enormous responsibility and understanding, yet Mauro doesn’t even have his HGV licence.



VENPA SUD srl specialises in the rental and sale of cranes, aerial platforms and earth-moving equipment. **Maurizio Zito** was the second employee to be taken on and has been with the company since June 1998. This 42-year-old is a highly skilled mechanic, a real craftsman, and is responsible for the care and maintenance of our fleet. He is mainly based in our Bari branch (in the Modugno workshop), but often travels the world testing new equipment, trying the latest technology and training operators. He can handle any type of machine. He is often employed by other companies (not only in the lifting industry) as a teacher and trainer, showing others how to use the equipment and implement appropriate health and safety techniques. Safety is a key issue for VENPA SUD and we consider it an essential part of the service we offer. At our headquarters in Martina Franca (TA) we hold courses for the mandatory training on equipment use and health and safety in accordance with current legislation. Our trainers are highly qualified and we use state of the art equipment and latest generation technology.



His coffee has to be just as he likes it. **Michele Massafra** is 44 and has been with VENPA SUD since 2001, but in his former life he was also a barman and this explains why he never stops telling his colleagues that they shouldn’t drink bad coffee. He is a plant machinery operator, but during his time with the company and as a result of the experience he has gained through regular training, he has also learned to work in the workshop. VENPA SUD prides itself on being a point of reference in the field of training for technical personnel, paying special attention to the development of a culture of appropriate health and safety in the workplace. During his time with us Michele has seen the company grow as never before. Our strong points here at VENPA SUD are sales and technical assistance which have allowed us to achieve a strong position across the whole of Italy. Michele has quickly gained the trust of his colleagues and is responsible for maintenance on all of the vehicles in the VENPA Group and has also acquired excellent skills as an equipment operator. In 2012 he worked for 4 months in Qatar, 80 km from Doha, on a project to construct a large warehouse. His workmates admire his remarkable ability to “tweak” the latest technologies, sometimes managing to create something new, all of his own.



# NOT JUST EXCEPTIONAL, BUT ALSO INTERNATIONAL

The last two months of 2014, see Marraffa Srl involved in delivering 3 exceptional-sized pieces to Lyondell Cenie Netherland BV Rotterdam Botlek - 5076 Haven in Holland. Destined to be used in an industrial installation, the cargoes were manufactured by Tecnomec Ltd, a business of excellence here in Apulia. Tecnomec Engineering Ltd is involved in the construction and assembly of industrial plant machinery. In addition, the company deals with the supply and manufacture of pipes, steel structures and vessels, together with on-site mechanical assembly, revamping of all types of plant equipment and general

plant maintenance. Tecnomec puts its considerable skills to use in protecting the environment, with a complete line of treatment systems used in the production of combustible gas. The company also supplies light and heavy-weight structural steel constructions, boilers, skids and general industrial plant equipment.

Marraffa Srl initially identified and tested a suitable route for the passage of the 3 abnormal convoys. The trial run and subsequent transit was carried out across four European countries; ITALY, FRANCE, BELGIUM and HOLLAND, with a multinational route covering

2300 km of motorways and highways.

Each country, and every road travelled require different transit permits and technical escort vehicles, which must be authorized according to the legislation of the country in question. It is precisely for this reason that the organization of international/exceptional transport requires considerable organizational skills in order to be able to deal with bureaucratic and technical problems which are quite different to those normally found in Italy.

## WORKING WITHOUT OPERATORS, THE ADVANTAGES OF RENTAL

A stretch of road 12 kilometres long to build the last section of the SS 655 "Bradonica", linking Matera to Foggia as well as to the A16 for Rome. A key piece of infrastructure which will significantly improve the local transportation network, because it will now be possible to access the main communication routes through the road network; infrastructure that is not only important for its positive effects on access to the area around Matera, but also because of the

range of skills, technology and investment that has been poured into the project. Construction of this trunk road, at a value of around 50 million euros, was contracted to an association of companies and is now nearing completion.

Various VENPA SUD vehicles are being used on site, from self-propelled aerial platforms to telescopic aerial platforms and lorry-mounted cranes. When we talk about so-called "cold hire" we mean the rental of

machinery which is chosen from our fleet and does not include operation by one of our own operators. The equipment can be used independently and in total safety by the customer. This formula offers fixed rates and services and guaranteed, skilled assistance. The customer is offered a range of machinery that is adapted to the specific requirements of the job, and is fully supported from the start to the end of the project in question.

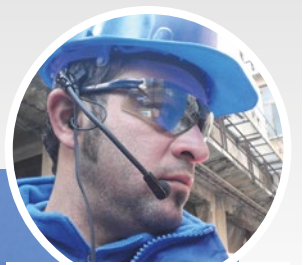
## THERE'S NOTHING TO COMPARE WITH IT, UP HIGH, ALMOST TOUCHING THE SKY

The Wumag Wt 1000 is our pride and joy here at VENPA SUD with its lateral outreach of 36 metres and 530 kg basket capacity. It also boasts a 5-axle mobile crane base of which 4 can be steered and above all a maximum height of 103 metres. This all-terrain truck-mounted platform can really perform. It's extremely versatile and can be used in the construction of aerial towers and skyscrapers.

Since January 2014 our VENPA SUD Wumag Wt 1000 has been used on site in the construction of the Caffaro bridge near Lauria. The finished structure will be 400 metres long and around 130 metres high.

Work has been carried out along the Basilicata section of the motorway, from km marker 139+000 including the Lauria north exit, to km marker 148+000 at the entrance to the Fossino tunnel. The project is spread over 9 km and includes the Serra Rotonda tunnels, both 1 and 2 (with a total length of 3.7 km), the Caffaro bridge, the Costa del Monte tunnel and the Campo del Galdo bridge.

Giuseppe Agrusta and Martino Gnisci never look down when they're at work. They are some of our VENPA SUD "angels" who have become used to working up in the clouds. They know all of the Wumag platform secrets; this incredible piece of equipment whose strong point is its height, but retains the versatility of working in conditions which are far from optimal. "For us it is easy" they say, but they know that their job involves great responsibility and a high level of specialization. They know that the successful outcome of a job often rests on their shoulders and they feel this weight of responsibility for a job that so few in Italy are capable of carrying out. In addition to their responsibilities, Giuseppe and Martino put so much passion into their work. The construction of large buildings, erecting chimneys, working in refineries or the construction industry, the steel industry, cement works, power plants and jobs in the port or in other words every possible type of activity imaginable in which this crane can be put to use. Many clients have been interested in testing the professionalism of our truck-mounted VENPA SUD Wuman Wt 1000; from Grandi Lavori Fincosit S.p.A. to Cimolai; from the city of sport in Rome to the Enel power plant in Brindisi. The secret of our success? Our VENPA SUD "angels" ensure "teamwork, collaboration and trust between colleagues".



**Giuseppe Agrusta**



**Martino Gnisci**





## “HAND JOY”: AN ARTIFICIAL HAND “MADE IN MARTINA”

Two young guys from Martina recently won the “A new machine for my company” competition sponsored by the Young Entrepreneurs of the Bari-Bat Confindustria trade association on the occasion of XXI national Orientagiovani (Youth Orientation) day, dedicated this year to the field of mechanics.

Francesco Bruno and Sebastian Calella, students at the “E. Majorana” vocational high school in Martina Franca (TA), received their award from representatives of Confindustria in Bari.

The prototype in question is an artificial limb known as “Hand Joy”, which is able to replicate the dynamics of

the human hand thanks to a glove equipped with flexion sensors which guide the movement of 5 drives to which nylon wires are attached to simulate the function of the tendons. The PLC parts were formed using a 3D printer. The design and construction phases required around 200 work hours, but the result is an artificial hand which can be used as an artificial limb but also as a robotic arm in situations in which it would be highly dangerous for a man to carry out the same process.

The result of around 2 months of work, the example of a school that works on the cutting edge and a further example of excellence in Puglia.



## Teamwork.

## Matera, the European Capital of Culture



One hundred and twenty pages divided into seven chapters make up the Matera 2019 application which saw Matera chosen as the best of six candidate cities. In 2019 there will be two European Capitals of Culture: Matera in Italy and Plovdiv in Bulgaria. Every year, in fact, two cities are chosen in rotation from the member states by the European Commission.

The chapters of the dossier reflect upon the fundamental principles, the cultural programme, the organization and funding of the event. They look at the city's infrastructure, its communication strategy and how the event will be assessed and monitored.

The chosen slogan is “Open Future” and various objectives have been set: to see culture as a vehicle to consider a more open future; to encourage an existing cultural, open and diverse population to take an active part in the cultural programme of events; to increase the relational and communicative assets of the city at an international level; to introduce a capacity-building programme across the board for socio-cultural organizations and public administration; to create useful, relevant and sustainable cultural infrastructure and finally to strengthen the visibility and position of the South of Italy in the world of international tourism.

There are 15 flagship projects in all, but two of them are absolutely central to the cultural programme. The first involves the construction of the Demoethnoanthropological Institute (I-Dea) where art and science will have the opportunity to meet. The second is the Open Design School which from 2015 will allow for the creation of a new generation of capable, competent designers.

Around these two main initiatives revolve the 100 projects of the cultural programme, 50 of which already figure in the dossier. Half of the 50 or so million euro total investment has already been provided to the Basilicata-Matera2019 foundation.

Matera was the only one of the six finalists to have already established a foundation with a solid economic base to provide substance to the suggested programme. A key element to success was the involvement of the entire region, direct proof that with teamwork makes winning easy.

