

# Start

magazine

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## Hope and ideas take to the skies



**GREEN MISSION  
FOR A GREEN ECONOMY**



**LET'S HELP PUGLIA FLY  
ACROSS THE WORLD**



**WHEN HISTORY COMES  
TO LIGHT ON A  
CONSTRUCTION SITE**



**#EXPO  
IS THE SURE BET  
OF 2015**

“Do you ever wonder how it would have been if instead of backing down we had stood firm?”  
from the film ‘Nessuno si salva da solo’ by Sergio Castellitto



# Editorial

## A LONGING FOR THE SKIES

*The only way to do a great job is to love what you do*



*"If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle. Stay hungry. Stay foolish."*

These are some of the most famous words of Steve Jobs, the American entrepreneur and film producer who will go down in history as the founder of Apple. From the first issue of START magazine we have taken you on a trip around the world, we have introduced you to many people, many new places and so many experiences. Together we set off on a great journey that we want to enjoy without worrying about where we will end up. We imagined ourselves, right from the start, on board a truck rolling along the hot tarmac of a long road, a very long, long road. After two issues we needed to stretch our legs a bit. We stopped at a service station, we parked up and got down from our truck. A coffee and a breath of fresh air is what we were after. We wanted to look at things from a different perspective, we needed to look at things from up high, and we felt the need to let our ideas fly. Our journey could not of course stop, even

for a moment, so we took to the skies.

In this issue we talk about the partnership between VENPA SUD and AgustaWestland, a world leader in the design, manufacture and sales of helicopters and also with their suppliers.

We visit the Fiumicino airport in Rome to show you how by joining the national register of environmental companies, MARRAFFA will be responsible for transporting some of the airport's old jet bridges for ecological disposal. This step is an investment aimed at the green economy market. We talk of megstructures under construction and we also deal with travel and the increasing flow of tourism in the context of Puglia and the south of Italy in general; a phenomenon that looks to the Expo in Milan as a great opportunity for future development. In this issue we also devote ourselves to ancient history and archaeology, looking down on the land from up high.

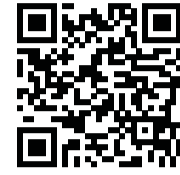
However, before coming down to the ground, before getting back into our truck and continuing our journey, we realise that this time we are stronger because to the wise words of Jobs we have added those of Confucius who told us *"Choose a job you love and you will never have to work a day in your life"*.

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marraffa  
TRASPORTI ECCEZIONALI E SOLLEVAMENTI

## ENVIRONMENTAL MISSION FOR A GREEN ECONOMY

MARRAFFA srl is registered in the national register of environmental companies, established by Legislative Decree 152/06 and set up by the Environmental Ministry. Given the economic and social development of a market with increasingly stringent regulations on the environment and its protection, MARRAFFA considered it an opportune moment to bring our company into line with the relevant legal requirements, and with our clients' specifications and standards; clients who on a daily basis request special services from the technological fleet of vehicles Marraffa has at its disposal.

For this reason in 2015 the company decided to join the national register of companies responsible for carrying out waste disposal. We are currently authorised for Category 4, the collection and transport of non-hazardous waste and Class E, with a total annual amount of processed waste of between 3,000 and 6,000 tons.

## A WORD WITH OUR EMPLOYEES



Young, with an angelic face and a strong character, **Erika Milella** is a MARRAFFA girl. For the last two of her 23 years, she has been dealing with administration at our branch office in Modugno, in the industrial area of Bari. A high-school diploma in tourism

and three months of on-the-job tutoring and on-going training have enabled her to reach a position of almost total autonomy in the management of work-place activities in Modugno. From its origins as a simple branch depot, over time the Bari office has contributed to a radical transformation of the company organization and has become strategically important; a multifunctional hub which provides better logistical management of our fleet and is perfectly positioned close to the major regional road network.

Erika has character to spare and despite the numerical dominance of her male colleagues in the transport and logistics industry, this has never been a problem for her, on the contrary she sees it as a chance to flex her muscles with the boys who share her passion for football. She's a dedicated fan of both Bari and Milan and never misses watching games with her younger brother. Polite, precise and above all cheerful, her biggest gift is her working knowledge of languages; English, French and German.



A smiling face and overalls that start the day clean and finish the evening dirty. For 20 of his 53 years **Damiano Bigi** has worked at MARRAFFA. There is no exceptional transport that he can't do. He is the operational arm of our exceptional transport,

the end result of the process that begins as a feasibility study, then moves on to the design phase, both on paper and in 3D, then the project is transformed and the original idea becomes reality. In the company he is known as Mimino to all his colleagues bar one, a younger employee who simply calls him papà, because Damiano is a father of three and his only son is also a MARRAFFA man. Even away from work he doesn't stay still for long. From a passion for hunting in the odd moments of free time he manages to find, but above all in the vegetable garden where he lavishes care on the smallest bud and the largest plants, Damiano loves being surrounded by nature. He is fortunate, therefore, to live in such a magnificent area; the countryside of Puglia and more specifically the beautiful Itria Valley. He considers himself a very lucky person because although his job is often hard and tiring, he has had the opportunity to experience different contexts, new realities and varying landscapes. Among his most lasting memories is an exceptional transport from Antwerp to Rotterdam, one of the most challenging, difficult projects we have ever worked on, but also one of the most rewarding.



Our crew of younger members has been strengthened by the presence of **Luca Caliano**. An employee of VENPA SUD since 2014, he deals with the electrical side of things, troubleshooting and providing maintenance for our fleet. Modern, safe vehicles,

suitable for any type of work make VENPA SUD a leader in the rental sector for lifting equipment, cranes and earthmoving machinery. Electronics play a big part in these machines, especially in terms of ensuring health and safety. Born in 1994, at just 20 years of age Luca is the youngest of our MARRAFFA-VENPA SUD employees and spends his days taking care of sensors, oil pressure switches and limit switches. With a specialised diploma in electronics from the "E Majorana" Institute in Martina Franca, Luca is the perfect example of how the right study, preparation and passion for a particular field of research mixed with a good dose of the desire to acquire experience day by day, can provide a competitive advantage to young people looking for employment. His passion for his field of work started as a small child; trying his hand on small projects such as repairing amplifiers, has today resulted in him tackling the huge machines of the VENPA SUD fleet. Intuition and patience are the fundamental ingredients of his work. His greatest achievement to date has been to be able to take what was just a passion for him and turn it into the job he always dreamed of.

# A LITTLE PIECE OF PUGLIA THAT FLIES THE WORLD, IN PART THANKS TO US

In a time of economic downturn such as the one we are currently experiencing, Puglia can count on another significant technological investment in one of the most respected sectors in our economy, that of aeronautics. **AgustaWestland**, part of the Finmeccanica group, is a world leader in the design, manufacture and sales of helicopters with production plants in Italy, the United Kingdom, the USA and Poland. With 13,000 employees and Service Centres and outlets on five continents, it has decided to equip its Brindisi plant with a new department specialising in automated carbon fibre lamination.

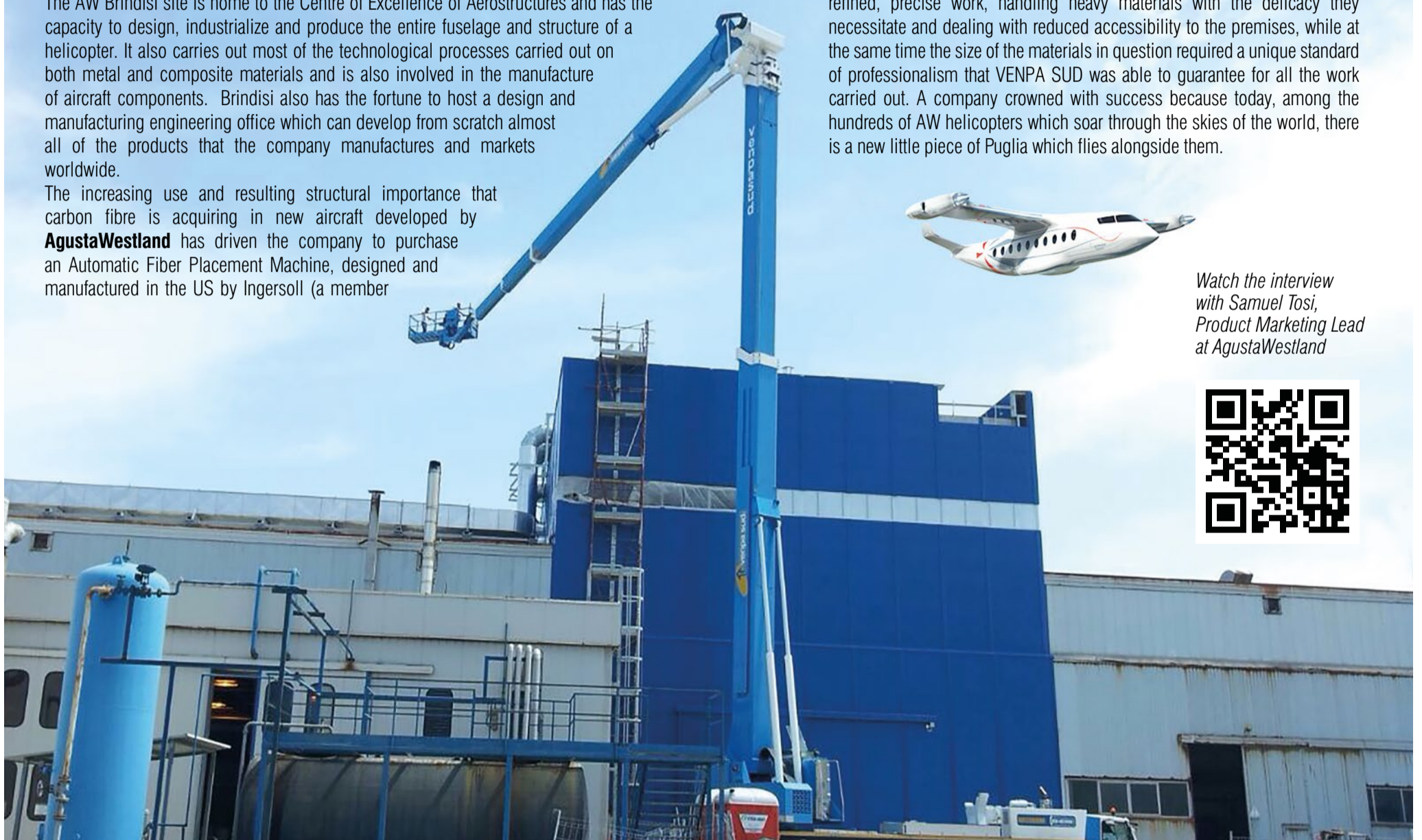
The AW Brindisi site is home to the Centre of Excellence of Aerostructures and has the capacity to design, industrialize and produce the entire fuselage and structure of a helicopter. It also carries out most of the technological processes carried out on both metal and composite materials and is also involved in the manufacture of aircraft components. Brindisi also has the fortune to host a design and manufacturing engineering office which can develop from scratch almost all of the products that the company manufactures and markets worldwide.

The increasing use and resulting structural importance that carbon fibre is acquiring in new aircraft developed by **AgustaWestland** has driven the company to purchase an Automatic Fiber Placement Machine, designed and manufactured in the US by Ingersoll (a member

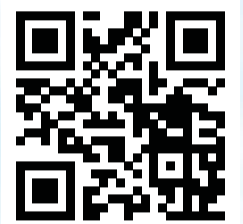
of the Camozzi group) then transported and assembled (all 70 tons) in a new, specially-made clean room environment.

It consists of a closed environment in which temperature, humidity and contamination can all be controlled. It is housed in a steel and concrete structure 18 metres high which covers an area of 670 square metres.

VENPA SUD worked together with **AgustaWestland** and its suppliers to provide all the necessary means to handle the materials and work at height; supplying refined, precise work, handling heavy materials with the delicacy they necessitate and dealing with reduced accessibility to the premises, while at the same time the size of the materials in question required a unique standard of professionalism that VENPA SUD was able to guarantee for all the work carried out. A company crowned with success because today, among the hundreds of AW helicopters which soar through the skies of the world, there is a new little piece of Puglia which flies alongside them.



Watch the interview with Samuel Tosi, Product Marketing Lead at AgustaWestland



## MEGASTRUCTURES COVERING THE PCA SITE AT ILVA IN TARANTO

Among the requirements specified by the Integrated Environmental Authority for the Ilva plant in Taranto is a project which is both futuristic and extremely fascinating in terms of engineering. We're talking about the construction of a roof for the PCA site (where limestone is produced), a storage area for aggregate material located between two conveyor belts. After building the structure and commissioning the assembly operations, Ilva turned to MARRAFFA for the necessary lifting activities. Five of our cranes and 4 aerial platforms were involved in the project together with some telehandlers for handling operations on site. The structure is around 400 metres long and about 45 metres high and is constructed from laminated wooden beams 50 metres long and each weighing 10 tons.

The beams are raised in tandem by two cranes, one on each side of the roof. These two beams are lifted to the required height then assembled together where they meet at the top (at around 45 metres above ground level), thereby forming an apex of almost 45 degrees. The structure has a similar shape to a large tent, inside which there are various conveyor belts which transport the aggregates. Due to its large size, the structure is also visible from outside the Ionian steelwork plant. For the assembly of the intermediate connecting beams, VENPA SUD provided four 50-metre self-propelled platforms along with two telehandlers for handling operations

at ground level and within the site.

Assembly of the first part, five pairs of beams, was held under tension by a fifth, 220-ton, crane for a total of 10 days. Twenty-four-hour-a-day supervision was provided by two crane operators who monitored the harness maintaining the structure and remained alert and ready to intervene at any moment in case of emergency.

MARRAFFA also took care of all the technical/organizational side of things, supplying a design project from which a detailed plan for the lifting operations was drawn up with a description of all the phases and activities for the anticipated lifting procedures.

The MARRAFFA staff, coordinated by Marco Apicella, has succeeded in bringing to the table of every coordination meeting not only technical issues that have already been addressed, but more importantly the solutions put in place to deal with all the difficulties that have arisen during the course of the project.

Several times it was necessary to introduce some technical modifications to the lifting procedures being carried out, but MARRAFFA rose to the challenge, strengthened by our high level of professionalism and preparation in managing the entire project from the design phase through to final implementation of the planned activities.



# WHEN ANCIENT HISTORY COMES TO LIGHT ON A CONSTRUCTION SITE

Sculptured stones and crafted foundation stones found scattered over a wide area right in the middle of a worksite for a high speed train; a project in which VENPA SUD vehicles and equipment were also being used.

A new archaeological find in an area with one of the highest numbers of archaeological treasures in Italy. We are of course talking about Campania, more precisely the Spiniello area of Naples, a piece of land to the east of Acerra.

They could be the foundation stones of an early settlement or even a necropolis. The ancient remains were examined and marked by the supervising archaeologists after the earth movers on the high-speed train site uncovered them under a layer of no more than a metre of soil. A time capsule of history which has come to light in an area which boasts one of the highest levels of archaeological heritage in the country, but which does not always know how to best make the most of the treasures it finds.

Just a few months ago the workers of Terna, while they were laying electrical cables in an area north of Acerra, came across a necropolis. In the subsequent excavation three chest tombs were brought to light, sculptured from volcanic tuff rock which, according to the supervising archaeologists, date back to the pre-Roman period, between the end of the fourth and the beginning of the third century BC. In the tombs they found the remains of adult males and some metal utensils and the archaeologists believe that the writings of the historian Tito Livio identify

these remains as belonging to the so-called people of the Knights of ancient Acerrae; an Italic population from the Apennine region who were known as skilled horsemen. The discovery was considered so important that the researchers have not ruled out the possibility of there being a large necropolis in the area, hidden right beneath a suburban main highway.

In the past thousands of historical artefacts found in this area have been transferred to major museums around the world, including the very famous British Museum of London. Nowadays, however, this tendency is being turned around 800 Acerran exhibits will be transferred from the Museum of Naples to the local archaeological museum in Acerra.

It is precisely work like this that brings to light some important pieces of our history. Puglia and the Itria Valley are also important areas of high archaeological interest that in the past have revealed traces of a rich past, which can be developed as a tourist attraction. The construction of the ring road around Locorotondo brought to light important evidence of historical and archaeological value. The area, which has supplied many artefacts collected from the ground since the end of the 1960s, stretches along the southern slopes of the valley below the current old town of Locorotondo, between the main Martina Franca road and the Don Donato hill, varying between 370 and 357 metres above sea level.



## PUGLIA PLAYS A WINNING ROLE AT THE BIT, ITALY WILL PERFORM JUST AS WELL AT THE EXPO

Art, culture and food and wine showed off Puglia at its very best in the International Travel Fair in Milan. Puglia did not disappoint and presented itself successfully on the foreign markets thanks to the huge effort made to promote the brand internationally. This was achieved via a wide programme of initiatives, many of which have been co-marketed by leading international brands and by using a strategy which is integrated between "business to business" and "business to consumer".

From the data processed by the Regional Tourism monitoring unit, and presented at the BIT in Milan, the Salento and the Itria Valley are placed just after the Gargano and the Daunia

regions in the ranking of preferred destinations for foreign tourists who visited Puglia in 2014.

Overall, however, it should be considered a successful outcome for the entire region, which was among the most popular Italian destinations for foreign visitors over the Christmas 2014 period and this trend is set to continue for the spring and summer of 2015.

Taken from data elaborated by Enit, the National Tourism Agency, the research was carried out on 190 tour operators (90 within Europe and 100 overseas) operating on 28 foreign markets. On the podium of most popular holiday destinations along with Puglia were also Tuscany and

Piedmont together with the Northern Lakes and the Amalfi Coast. Over Christmas 2014 Puglia attracted most of its visitors from Belgium, the USA and India.

Expo 2015 is just around the corner and the agricultural produce sector will take centre stage.

Agricultural start-up companies and fine Italian food and wines will be the focus of attention during this globally important fair. Machinery and vehicles from the VENPA SUD fleet have been working over the last few months on construction sites in Milan that will host the World Expo from 1st May to 31st October, 2015 and which is set to be the biggest event ever organized for food, wine and nutrition.



*Energy for life, visit the Milan Expo website*

