

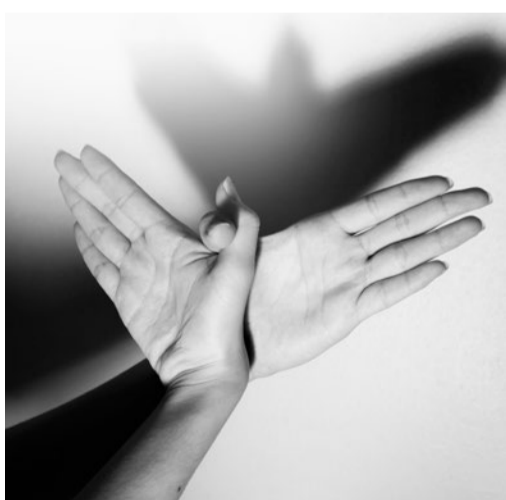
Start

magazine

N. 10
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WHAT REALLY COUNTS? OUR STRENGTH OF WILL



**WE ARE READY TO CHANGE
AND CONTINUE TO GROW**



**OUR FLEET:
THE LATEST ARRIVALS**



**"HERE I AM IN FERRARI",
AWARD FOR GIOVINAZZI**



**HAPPY BIRTHDAY
MARRAFFA, 40 YEARS OF
HISTORY AND EXPERIENCE**

How are you gonna be a revolutionary if you're such a traditionalist?
(La La Land - Damien Chazelle - 2016)



WE ARE READY TO CHANGE AND CONTINUE TO GROW

WE CANNOT EXPECT THINGS TO CHANGE,
IF WE KEEP DOING THE SAME THINGS OVER AND OVER AGAIN.



*"There is nothing more certain and unchanging than uncertainty and change."
(John Kennedy – 35° U.S. President)*

Start

magazine

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"He who is afraid dies every day, he who doesn't fear death dies only once", in this sentence we can find a complete intellectual testament to the teachings of Paolo Borsellino; a sentence that we, at Marraffa, have made our own and that we apply to every part of our lives; a phrase that belongs to the DNA of the values that make up our companies. We are a little bit like sailors at the mercy of the waves: they know that they have to take risks to face the sea, but they also know that they have to respect it. We are starting to see positive signs that confirm a recovery in the heavy transport market and it is the energy sector that is currently performing best. Exports from Italy to developing countries are growing and this is a great opportunity for the South of Italy as well.

In this issue we have so much to tell you. We will show you the latest additions to our family, the new machines of the MARRAFFA-WERENT Group, and we will also tell you the story of how our adventure began, thanks to the spirit and initiative of our Managing Director; an amazing story of how you can also find some good, even in the most difficult times. Ours is a solid history, one that has today launched the companies of the MARRAFFA-WERENT Group towards new challenges, both at a national and an international level. Over the past few months we have

opened a new office in Fidenza and another one in Ravenna, both of which will help us improve our services and enable us to be closer to our customers. These are the things that really count.

We are currently focusing all of our attention on the ongoing training programme for our staff, aiming to also make work environments safer and increase the quality of our know-how, with extremely specific professional figures, such as our HSE Manager, who incidentally recently took part in a high-level training course in the field of Accident Prevention and Occupational Hygiene organized by the University of Rome 3 and the Informatics Institute. The course was attended by highly professional lecturers from universities, magistrates, research institutions, public sector bodies and other companies.

This theme of aiming to strengthen the level of professionalism the company applies, day-to-day in our company policies, is an issue that means our objective on a daily basis is to improve our Quality and Safety Management Systems.

We do not know what will happen tomorrow, but a lot certainly rests on our strength of will.



At the Italian Lifting Days (GIS) in Piacenza, MARRAFFA was awarded the ILTA 2017 Award in the category "Heavy transport with trailer over 120 tons".



Elegant attire, polite tone, precise and punctual; this is how we could sum up **Francesco Cirillo**, our WERENT sales representative for the last 19 years. He joined Venpa Sud in 1999 and was the second agent to be recruited, following his colleague Giuseppe Simeone, with whom he still shares much of his experience and activities. The job of a sales representative is very important: they

are the company's primary business card and, in some way, the face of the company. "I like to dress well, both for personal pleasure, but also because I am fully aware of the role that we play in the company".

We now have an extended 'family' of agents that today sees a number of operators covering a commercial network that extends across the national territory, and to which we have recently also added new professional figures serving the offices of Venezia-Marghera and Fidenza. A job that was born from the 'door to door' search for new customers, but one that is also aimed at consolidating commercial relations with our longer-standing customers. To achieve all of this a good salesman must have a lot of passion and Cirillo has certainly got it in spades. "I still remember my first order for the rental of a platform. Today, we have a fleet of more than 1000 vehicles that allow us to satisfy any possible customer need, but 20 years ago things were a lot more difficult". At WERENT, Health and Safety is a priority: each machine is designed to work in total safety, with an accredited training school offering courses reserved for the operators who will use our aerial platforms, overhead cranes and telescopic lifts.

A Sales representative's day is full of appointments, from early morning to late at night, when I come home to devote myself to my family". Francesco likes the beautiful things in life (and indeed who doesn't!), good wine and the small pleasures of life.

He is a loyal supporter of the Napoli football team, because his family originally came from Naples, and dreams of his team winning the championship, something they haven't managed to do for over 25 years. He declares that he is sure that this could be the year!



Helmet on his head and eyes always open. These have been the characteristics of **Ivano Agrusta's** daily work since 2008 when he was taken on as a driver and truck crane operator at MARRAFFA. To tell the truth, Ivano started working for us in 1995, when he was only 20 years old and had just finished his military service. He himself defines his job as beautiful, as he would say: "it's a job in which you never get bored", but it also calls for many sacrifices and is quite often tiring, especially in the head of a young twenty-year-old, whose alarm clock went off every day at 5 am. After a few years, in fact, Ivano decided to leave the company, but eventually came back to us after some other job experiences on the outside. He is fired by a passion for vehicles, which has been with him since he was a child, as he admits "I've always liked model cars", and was strengthened by his period in military service where he had the opportunity to drive military vehicles. From there his passion has continued to grow, working hard and focusing on his specialization on the cranes that here at MARRAFFA have become one of the key strengths of the company's core business.

Ivano mainly uses his favorite vehicle, a three-axis crane that is characterized by its small size but still maintains a high lifting capacity; a machine that you can take anywhere. "Our daily challenge is to never use the word "impossible" - he says - even when conditions are precarious and room is tight". It is exactly these conditions that bring out the skill of the operator and Ivano knows this only too well. There is not a particular moment in which experience has been fundamental, but Ivano likes to quote two. "We were in Altamura and we were working on the installation of a construction crane, space was tight, but my colleagues and I managed to get the job done in style". And then he quotes another one: "This time we were in Bari and were raising the pole of a signal repeater. On this occasion too my colleagues and I were able to rise to the challenge". In his spare time Ivano rides mountain bikes and supports Juventus. He's hoping for a place in the Champions League. He is certain that this will be their lucky year.

OUR FLEET: THE LATEST ARRIVALS



1. Hydraulic lifts Riggers
2. Tadano Faun ATF 220
3. Bronto Skylift S70 XR
4. Holland HL-220 E12
5. Barin AB 20/S



HAPPY BIRTHDAY MARRAFFA, 40 YEARS OF HISTORY AND EXPERIENCE.

A BRAINWAVE THAT CAME ABOUT BECAUSE OF A BACK PROBLEM



In 1977, the Italian state TV channel, Rai, officially began its colour television broadcasts after several years of experimentation. It was the era of ideas and experimentation, and a time of great achievements in the world of work and while Fiat's technological and organisational innovations followed one after another, the Fiat OM 662 was rolling off the production lines. Michele Marraffa was only 20 years old when he decided to buy his first vehicle, more precisely that OM 662 produced by Fiat. He began by carrying out small haulage jobs originating in Martina Franca and moving around Italy. Depending on the season, the goods to be transported would also change, from the transport of mineral water to strawberries and of course wine, which has always been one of Puglia's key, outstanding exports. Michele's great "fortune" was a bout of severe back pain that would not allow

him to work as hard as he wanted. That's when he had his brainwave. He decided to purchase a second vehicle to work alongside his 662 and by installing an Effer crane to load and unload the transported goods; thereby considerably lightening the driver's work. It was the first vehicle of many that were to follow. From that moment of intuition, the company's history began and even today that episode represents a great example of how an unpleasant event can be transformed into a great opportunity. In Martina Franca these were the glory days of the clothing industry, that were to lead this Apulian city to becoming the second largest textile district in Italy, after Prato. The Great Industry of the nearby Italsider and the textile industry in Martina radically changed the economy of the city, which until then had almost exclusively been based on agriculture. This new-found wealth was

accompanied by a rapid development in the building sector. Textiles and construction were the sectors that brought about substantial growth in the early years of MARRAFFA, with factories that needed the installation of new machines on production lines and a construction industry, meanwhile, which required the transport of materials. Today the company has evolved, making heavy transports and lifting its core business, nothing like its humble beginnings, but believe it or not, everything starts out like this. Another factor that was fundamental for the growth of MARRAFFA came about in 1996, with the second great brainwave of our founder Michele Marraffa: the birth of the second company in our Group, VENPA SUD, which is today a leader in the field of platform rental and lifting of both goods and people and in 2017 launched its new brand WERENT.



THE ASTERISCO PRIZE IS AN OUTSTANDING AWARD IN PUGLIA

RECOGNITION GOES TO FERRARI DRIVER ANTONIO GIOVINAZZI.

Born in Martina Franca, Antonio Giovinazzi, Formula 1 driver and third driver at Ferrari, was awarded the eighth edition of the annual Asterisco Prize, a prestigious recognition that the Asterisco Association of Martina Franca gives to famous personalities from Martina who have been able to export the good name of their home town. The prize was presented on behalf of the President of the Asterisco Association, Giovanni Carriero, by Giacinto Gianfiglio, Deputy Project Manager of the ExoMars space mission, who received the Asterisco award last year. During the evening Michele Marraffa of Asterisco gave credit to his fellow entrepreneur Pino Lerario, stylist and creative director of the company Tagliatore, which exports their brand around the world.

