



A FEEL FOR STEEL

As the European leader in the manufacture of merchant bars, Italian steel group Beltrame is commercially present across the world. With its long-term strategy already proving successful, Emma-Jane Batey spoke to CEO Riccardo Garrè to learn how Beltrame is on the right track.



Active in the steel industry since 1896, Italian group Beltrame (Gruppo Beltrame) is Europe's leading producer of merchant bars. Used across the construction industry, steel merchant bars form the core of Beltrame's portfolio and demand 2000 employees, four steelworks and 10 rolling mills across seven production sites. Its locations in Italy, France, Switzerland and Romania allow the group broad access to European markets, with its global footprint reaching to all continents.

AFV Acciaierie Beltrame SpA (Gruppo Beltrame) is headquartered in Vicenza and has become number one in its sector in Italy and the leader in Europe thanks to both continuous innovation and an on-going culture of productivity and quality. CEO Riccardo Garrè spoke to Industry Europe to explain how this focus has served the company well for over a century. Mr Garrè said, "I am proud to say that our company has long been very successful and we believe this is down to our considerably desirable offer. We have always delivered high quality solutions that meet the precise demands of our customers and we know that, in order to maintain our market-leading position, we must continue in this manner."

Serving customers

Mr Garrè continued, "That is why the last three years in particular have seen extensive investment in order to guarantee our competitive advantage. We offer the best in service and a full range of

products, all of which are underpinned by our long-term dedication to serving our customers. I know that is easy to say, but I can guarantee that Beltrame truly serves our customers in the best possible manner. We serve our customers anywhere in the world, faster and with a more extensive range of products than any of our competitors. We are the leader in the merchant bars market for one clear reason: we offer the best complete service."

AFV Acciaierie Beltrame SpA has operated in the steel industry for well over a century, producing rolled sections for use in construction, shipyards and excavators. Its state-of-the-art facilities across Europe have the capacity to produce over three million tonnes and include four electric furnaces and ten rolling mills. With the seven facilities located across Europe, Beltrame also has a strategic advantage in terms of its broad spread. Mr Garrè explained, "Our carefully-selected geographical locations allow us to be present both where our products are consumed and where the raw materials are purchased. This makes for an incredibly effective supply chain, which is only supported further by our extensive group power."

Yes, Gruppo Beltrame's ongoing objective to 'make strategic choices aimed at constantly reaching the key objectives of high quality products, environmental sustainability, the safety of its workforce and energy savings' is clearly working. With the solid financial footing of the group behind AFV Acciaierie Beltrame SpA creating a strong foundation, together with the proven product quality and ▷





reliability and the customer-focused service, Mr Garrè is clear that it needs to 'do more of the same'. He explained, "We are not simply focused on the past nor the present; we know we have a unique competitive advantage in that we have learned extraordinary things about delivering the best possible merchant bars over the last century alongside being resolutely modern. Our workforce is dynamic, our facilities are equipped with the latest machinery and technology – it's a powerful combination. And we make sure we deliver this advantage to our customers."

Always improving

One area on which AFV Acciaierie Beltrame SpA has recently focused is its global distribution. Mr Garrè is clear that customers must be able to rely on receiving the same high quality product wherever they are in the world. He said, "All plants can produce all products. This improves global distribution and supports our sustainability goals in terms of transportation. We are able to optimise our shipping thanks to being part of a large group by mixing SKUs in one carton, while still delivering our JIT promise. This is very important to our customers. We're also continually updating our range of sizes and shapes to meet whatever demands our customers bring to us, as well as staying one step ahead of their needs."

Mr Garrè is clear that AFV Acciaierie Beltrame SpA's ongoing success will be a continuation of its proven strategy. He concluded, "We love customer feedback and we're always updating our offer. We're looking to expand our global reach even further with a particular focus on additional sites in the Mediterranean and North Africa. We see strong market opportunities in these regions so that is exciting for us." □

