

# L A V E R D A

# WORLD

The harvesting specialist's journal



*Electronics and innovation*

## Europe calls

## Laverda and Fella answer

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**AGCO**  
Your Agriculture Company

**ARGO**

# Laverda and Fella, an investment plan looking towards the future with confidence



Mario Scapin  
managing director

Dear readers, just a year ago we were looking enthusiastically at a growth which seemed to be unstoppable.

Today we have to reckon with the economical recession, the market crisis, reduced production volumes...

This is the reality that we have deal with. In 2008, Laverda sold over 1,000 machines, while this year we had to settle for 750. Despite the positive results in Italy and despite other reference markets holding their own, in geographical regions such as Russia, Poland and Turkey we've had to face reductions in the demand for new machines as high as 80%.

However, the proven flexibility of the Laverda Company as well as its great reactivity, have allowed us to get through this difficult stage without significant repercussions. We have had to drop a large number of our personnel who had temporary jobs. We've had to make use of some days of layoffs. But, the most important thing is that Laverda has maintained its efficiency: the Company's accounting is in good shape and the investment plan is proceeding on schedule.

In this regard, in the last issue of "Laverdaworld", I referred to a whole series of investments that would be carried out shortly. In the span of just a few months, I can confirm that a good deal of those investments that I had announced are already in operation, or will be by the end of the year:

- the new welding robot has already been installed and will be running at full capacity by December. It integrates and completes the island that already exists, making it three "twin" machines able to weld large-sized components such as elevator housings or axles in total autonomy;
- a new island for welding the frames of the new bar family has been created;
- the new assembly line for new

generation bars is already running;

- the lay-out of the assembly line and of the pre-assembly areas has been greatly renewed, allowing us to build more machines per day.

All of this aims at improving the quality of our products and increasing manufacturing capacity, which is the primary target of our factory. Since we are aware of the strategic value of our personnel, we have invested very much in the formation of the company's human resources, and will continue to do so, by means of courses aimed at enhancing the skill and know-how both of the factory workers as well as clerks and officers. We are dedicating the same commitment towards development and updating of our products.

The new bars and "M" series innovations are the result of an in-depth revisiting of the machinery aimed at improving performance and overcoming the weak points that were left compared to the competition.

We've worked on the substance, and not just on the outward ap-

pearance. The results could be harder to see, but definitely have a far greater value than merely aesthetical changes.

We have confidence in the recovery and are preparing to meet it. We are strongly convinced that those that know how to invest during difficult times will turn out even stronger. Whereas those who are not capable of doing so, will come out weaker at best, or even destined to give up.

We have the same commitment for the development of Fella which, as the visitors of the big event in Germany were able to witness, presented itself at the recent Agritechnica trade fair not only with new colours which go back to its past history and which Fella and Laverda have in common, but also with a whole new range of products. The development of haymaking on large farms and great extensions bring a growing demand for large-sized and high capacity machinery.

Fella, well aware of these new needs, has developed a complete range of large machinery which is bound to set an example for others on the market. At the same time however they have focused their attention on agricultural requirements in our Alp region, introducing a series of compact and light-weight products which can be used with small specialised tractors.

This is a further demonstration of the extreme attention to customers' requirements and a confirmation of the strategic value of investments especially in times of greater hardship.

With these presuppositions, we are sure to be ready when the economy in general and our field in particular will start the recovery which we all trust will come shortly.

With this auspice, I take this occasion to warmly wish you a peaceful Christmas and a very Happy New Year.



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# In the new product advertising campaign Laverda means profitability



Simonetta Lambrocco  
communication and  
public relations manager

When we began thinking about which message we wanted to transmit with our new advertising campaign, we had a lot of ideas and were set on giving room to several concepts.

But above them all, the issue of profitability was predominant. Of course, because at times of economical recession, everyone becomes more careful about expenses and profits. And therefore profitability, one of the features which has always distinguished the Laverda combine harvesters, became a possible leitmotiv for our advertising message.

In addition we also needed to detail in the best way we could the reasons why our machinery allows us to think in terms of profitability. A Cartesian axis graphic could definitely express immediately and clearly the extras which Laverda combines have to offer. Machines which, if on one hand stand out for their versatility, on the other guarantee saving in terms of consumption and maintenance costs.

The technological innovations which Laverda has added, like the new and versatile Free Flow header, with a large-diameter auger combined to a new elevator channel which improves flow continuity, ensure good performance with low costs and at the same time are easy to operate. Performance which is enhanced by quick hitching/unhitching, by the reliability of the components and the working comfort of a cabin which is the best in ergonomics.

In concrete, when a combine and its performance are evaluated, one must not be misled by technology alone. You always need to keep in mind the criteria of profitability. It is a standard which an efficient and competitive company can never lose from its sight.

The visual has a strong impact: the red combine, working in an elegantly outlined black and white field, follows the path of the upward graphic.

The graphic is a very concrete image and can be immediately understood: the more the vehicle is versatile and the greater the savings in consumption and maintenance, the more profitability will increase.

This is Laverda's promise: profitability. And it is exactly in terms of profitability that Laverda invites you to think when proposing its products.

**Vi invitiamo a pensare in termini di redditività.**

*produttività*

*risparmio su consumi e manutenzione*

**Nella nuova Serie M abbiamo aumentato la tecnologia che vi aiuta ad aumentare qualità e redditività del raccolto.**

La tecnologia Laverda unisce l'obiettivo della massima produttività alla diminuzione dei consumi e alla semplificazione di operatività e manutenzione. Da questo rapporto, maggior qualità e resa del prodotto, minori costi di gestione, deriva la redditività testata e riconosciuta della Serie M. Con soluzioni esclusive, come la nuova e polivalente benna Free flow con una cokeria di grande diametro, abbinata ad un nuovo canale elevatore che migliora la continuità di flusso. Una performance esaltata dalla rapidità delle operazioni, agilità/agenda, dall'affidabilità dei componenti, dal comfort operativo di una cabina al top dell'ergonomia. Una combinazione di tecnologie, al servizio dell'uomo e nel rispetto della natura, per raccogliere insieme le prossime sfide della redditività.

**L AVERDA**  
Valori in campo.

AGCO  
The Agronomy Company

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## AND THE SAGA OF THE COMPANY OF BREGANZE BECOMES AN IMPASSIONED BOOK

As the tenth season since the reintroduction of the historical trademark is approaching, Laverda has decided to pay homage to the Laverdas, a family of enlightened entrepreneurs who from 1873, the year the company was founded, up until the 80's contributed in a decisive way in the development of farming mechanisation in Italy and worldwide.

That which the "new" Laverda wants to render is due tribute to Piergiorgio Laverda. But it is also an impassioned act of love and a historical in-depth analysis on the events of the family, the economical and social fabric of Breganze and thereabouts in the background of an Italy which passed through different eras and extremely difficult ups and downs, including two world wars. It is the fresco of a company and a trademark which through the years have demonstrated an inextinguishable rooting and vital strength and which still continue to arouse passion and interest.

The book has just been printed and bears the title "Le Macchine Agricole Laverda. La storia, i protagonisti e tutti i modelli prodotti a Breganze dal 1873" [Laverda Agricultural Machinery. History, protagonists and all the models produced in Breganze since 1873].



# Ciampi, a widespread attention for the "Reds"

*Between Campania, Basilicata and Abruzzo, the reality of Sannio has built an important sales and assistance structure serving five provinces*

Ciampi srl, with its head office in San Giorgio del Sannio in the province of Benevento, is one of the dynamic Laverda dealerships in the south: it has had great success since 2002 for the company of Breganze in the sales of new red combine harvesters.

The company is organised with a sales network run by Saverio Ciampi, in which his son Antonello and two other sales operators work. It has a large spare parts warehouse and an efficient workshop, run by four mechanics who every year, together with their colleagues from workshops abroad, participate at courses of training and updating.

Ciampi srl also has three mobile units for assistance in the field.

In short, it is a very well organised company which offers the best to its customers. The dealership deeply believes in its relationship with its clients and makes after-sales customer service its best weapon. In order to manage the whole marketing area the best they can, Ciampi srl has opened five outside workshops, respectively in Baseline (BN), Calitri (AV), Lioni (AV), Irsina (PZ), Bonefro (CB).

The history of the company is kind of the history of its founder Saverio Ciampi, who is still the sole administrator, an authentic "self made man". He began the business on his own starting from zero back in 1982. He was just 21 years old. He had a four-axis Fiat 690 N2 truck, carrying out his first transports while working for others.

The next year was already rich in important episodes for Saverio Ciampi. On a personal and family level, because he married Maria Grazia Bellonio and had the joy of the birth of their first daughter, Marianna, who has now a degree in economics and marketing and is involved in the family business in the administration office. Whereas on a professional level, he purchased his first lorry with a new tractor and trailer.

The number of vehicles increased quickly and already by 1985 Ciampi started the first transportation company with four lorries.

In 1986 Michela was born, who is now studying Biology, and Antonello in 1987, an engineer surveyor, today his father's right-hand man, taking care of the sales network.

Saverio Ciampi established Ciampi srl in 1991, starting his own activity in the field of farm machinery, selling used vehicles.

A few years later, in 1998, the company turned into a Landini dealership for the province of Benevento. And then in 2002 Ciampi srl also acquired the Laverda dealership for the province of Benevento. Today it is the dealership for the "Reds" for the provinces of Benevento, Avellino, Potenza, Pescara and Chieti.

Two years later, thanks to a well-pondered analysis of the market, Saverio Ciampi understood that his future would develop well with the Agco group. Ciampi srl thus became the dealer for Massey Ferguson, Fendt and Challenger for the provinces of Avellino, Benevento, Potenza, Matera, Campobasso and Isernia.



Above: the main office of Ciampi srl in San Giorgio del Sannio

## 2010, twelve months with Laverda

Every object, even the most apparently irrelevant one, becomes a way of keeping in contact with the customer and to reiterate our message.

The calendar accompanies us every day, every month of the year, and therefore acquires a particular importance. That's why we don't want to break the tradition, studying a wall calendar which bears our Laverda trademark for the 2010 as well.

The visual for the next year places focus on the product presenting it in an extremely dynamic and modern outfit.

Simonetta Lambrocco



# Tecnagri-Pôle, the meeting point

*The exhibition organised by the Billaud-Segeba dealership as an occasion for discussion and acquaintance for four thousand French operators*

They won the bet! I take my hat off to Jean Pierre Sourice and his team who can relish the authentic success of their exhibition.

In a worried French market, falling from 40% to 10% (depending on sectors) and while many experts are expecting a long gloomy and difficult phase, the Ets Billaud-Segeba company presented its regional professional exhibition "Tecnagri-Pôle".

There was an excellent reply over the three days: 4,000 people (farmers, contractors, cooperatives) visited the over thirty thousand square metre exposition in the main office of the dealership in Bressuire (79) and were able to meet some of the 102 suppliers who participated at this exhibition. Laverda, a trademark distributed by Ets Billaud-Segeba, was among them.

The exposition offered presentations of materials, promotions, animations, tests, convivial moments, unveiling of new products, among which the Laverda M 306T New fiammante combine harvester, just out of the Breganze factory.

It was truly a well-organised exhibition, capable of doing everything possible to convince the visitors, even the most reticent ones, about the seriousness and professionalism of the organising

dealership.

Tecnagri-Pôle began in 2007, when the expansion of the company gave the input to start initiatives capable of helping long-time customers and those from recently acquired businesses to discover the headquarters in Bressuire.

"Innovate, come together, multiply exchanges among the different actors of the agricultural world" was the still-effective motto of Jean Pierre Sourice.

And thus Billaud-Segeba decided to replace its traditional "Open doors" appointments which took place in each one of their offices, with a brand new event, the Tecnagri-Pôle exhibition at Bressuire.

The exhibition allowed the main Billaud-Segeba suppliers to present and exploit their trademarks directly in close contact with the farmers of the region. It was also a real opportunity for everyone to introduce themselves, to meet other operators and customers, and to strengthen one's notoriety. A new way to communicate, promoting relationships inside of an economical division which is very attentive to novelties and innovations, which was much appreciated by the sector.

Fabrice Rondeau



From right to left: Fabrice Rondeau, Commercial Director Laverda France - Marie Rambaud, Billaud-Segeba Marketing Manager- Jean Pierre Sourice, Billaud-Segeba Managing Director- Billaud-Segeba Sales force - Yves Gaujarengues, Laverda Commercial Inspector.



## Twenty-five thousand customers and eight operational offices to follow them close at hand daily

Billaud-Segeba is an extremely dynamic company, based on a modern philosophy: "Propose a complete offer, always acquiring new skills" as Jean Pierre Sourice puts it.

Billaud-Segeba has had many important events for growth and development in the last thirteen years:

April 1996, purchase of Billaud-Irrigation, an irrigation specialist;

March 1999: re-launching of Segeba, expert in the distribution of agricultural machinery;

September 1999: re-launching of Techni Service, expert in maintenance and installation of pumping stations and building animal-breeding facilities; November 1999: fusion of names Billaud-Segeba; September 2000: purchase of Bocage Elevage, specialist in milking machines;

from 2001 to 2007 there were many events: the re-launching of Ets Guillemet, Agri- Vihiers, Seba, Ets Bourneau, expert in distribution of agricultural machinery; and the re-launching of Bressuire Loisirs

Motoculture, expert in mechanized farming, and Agri-France Pièces;

and finally in September 2008, Billaud-Segeba signed the distribution contract with Laverda.

In short, a complete service in the agricultural sector.

Billaud-Segeba wants to be close to its customers in every way: therefore it operates from eight offices divided in three provinces, and its marketing agents and technicians are available daily for customers, answering their questions and offering solutions.

Some numbers are significant in order to get a picture of the company: 28 million euro net turnover, after taxes; 117 employees; 25,000 customers, among whom 13,000 are farmers; the suppliers are 350; and the commercialised and warehouse references are 12,500.

F. R.

## Electronics storms onto the European scene

*Agritechnica 2009 highlighted the technological efforts of manufacturers with three hundred innovations in farming mechanisation*

*Laverda and Fella presented new solutions which appealed to the markets, who are seeking reliability and low-cost management*

The most coveted appointment among European manufacturers of agricultural machinery and equipment is definitely the Agritechnica exhibition in Hanover, Germany, which takes place every two years.

The exceptional duration, which includes two days which are exclusively for operators in the sector and five days open to the public, makes the German exhibition last an entire week, different from the other international exhibitions in the sector, such as Eima in Bologna and Sima in Paris.

While we await to receive the official data on the attendance, we can disclose that the general perception among exhibitors was that the one-week formula of the event does not penalise the numbers of visitors or even that of the operators, despite the expensive entrance fee of 75 euro.

The world economic crisis seems not to have affected the desire for recovery on behalf of the manufacturers in the sector who were present at Hanover, introducing nearly 300 innovations in the field of agricultural mechanisation. We can't presume to show them all here. Both because the media has already done so in a large part and because our visit concentrated on the harvesting machinery sector. The elements which distinguish the innovations presented are linked mainly to the use of electronics to improve the efficiency and quality of the machines that work for man as the operator. With modern technologies, especially among harvesting machinery, there is ever more awareness of the need to obtain crops which are healthy from the start, because it is man who is the user of the farm crops intended for feed-

ing the world population and for bioenergy.

As far as combine harvesters are concerned, we can perceive that the guidelines for the development of new projects are aimed at lowering costs, making harvesting more inexpensive.

They are working on greater working efficiency in order to decrease the amount of time needed for the machines to work. This reduces the risks caused by unfit climates and above all it benefits the excellent quality of the harvest, thanks to the possibility of harvesting "just in time", when the cereal has ripened properly.

Dividing the machinery into three macro-classes, we can say that the base-level combines are always more equipped for comfort, with user-friendly instruments, besides being enhanced in performance. The intermediate-level ones are



Above: Angelo Benedetti, sales and marketing director of Laverda Spa.

Below: Laverda stand at Agritechnica.

On the next page: the M 306 SP LS 4WD exposed at Hanover.



often equipped with technical solutions which are an alternative to standard systems for that which concerns the harvesting devices and management of the registrations of all the main machine options. And then the top-level combine harvesters are proceeding towards a totally automatic work management. Moreover, there is advancement in research on larger accessories with better performance, such as harvesting heads, more sophisticated control systems and sensors, remote control for maintenance and the best possible logistic exploitation.

Electronics and automation are helping to have the greatest care in seeking to harvest the best cereal quality, both from an economical standpoint as well as human nutrition.

Laverda is a part of this context thanks to over 50 years of experience in the harvesting sector and in recent years, thanks to its collaboration with Agco.

This edition of Agritechnica permitted us to showcase just some of the important technical improvements of our M and Lc series, besides a new cutting bar. We will supply other important and innovative signs of technological progress at the Eima exhibition in Bologna next autumn 2010. These improvements are the result of our careful attention to the market which demands reliability, construction simplicity and low-cost management from a combine harvester. Following these guidelines, the Breganze engineers have increased the power of the transmissions, improved accessibility to the harvesting components and thought up quick solutions to transform the machine according to different uses.

I was pleased to see that even our biggest competitors concentrated on the class of products which are comparable with the Laverda series. This is a sign and a confirmation that at Breganze we're on the right road towards meeting the requirements of a significant segment of farmers.

Laverda has started a joint-venture with Agco for the intermediate and top-class combines, presenting the M1 800 Ars in Italy. This machine has an axial harvesting system which worked very well

on wheat and corn last season, but above all its exceptional performance on rice was astounding. Both the productive capacity and the quality of the grain stood out for this precious cereal. The more expert rice cultivators say there was a record yield, taking into account the averages for the season.

Another sector which implicates Laverda indirectly is haymaking. The presence in Germany of our own Fella GmbH makes Agritechnica an important moment to introduce new machinery. Among these is the new Th 13010 hay turner, a renewed range of compact TS series windrowing machines and the front-facing Km 3140 Fp mower, with a brand new Italian-style "Formula 1" design.

In general the entire haymaking sector is by now considered of extreme importance for future development which, despite the current crisis, it must account for: one is without a doubt the animal feeding sector, and consequently human feeding, while the other is bioenergy.

Therefore, if on one hand the traditional compact machines become more user-friendly and versatile for family-run farms, on the other hand the large combined or self-propelled mower conditioners, the 13, 15 metre and over hay turners together with the

multiple-rotor hay turners will always have added importance in the work site both of the zoo technical cultivation fodder and the bioenergy chain. And even these large machines will profit from electronic control systems and "Isobus" protocol for dialogue with modern tractors. On the occasion of Agritechnica, a gold medal was awarded to a group of German companies for the first Isobus protocol application for management of their machinery.

Other sectors, such as ploughing and ground preparation, seed drills, liquid manure spreaders and spraying machines or other machines for crop protection gave clear indications about the direction modern agriculture is going. Above all on the awareness that the vast extensions in the East expect Western manufacturers to supply suitable mechanisation for their specific requirements in order to work together for development in agriculture as an inexhaustible source of new energy and the final solution for populations without the primordial and essential right for food.

Only then will we be able to appreciate the benefits of high technology agricultural mechanisation seen at Agritechnica 2009.

Angelo Benedetti



### Fima 2010 in Spain, specially observed: M306 LS

Laverda will be present in Spain at Fima, the next important international appointment which will take place February 9 - 13, 2010.

The exhibition, which occurs every two years, will take place at the Saragossa fairgrounds as always.

The focus for 2010 will again be on agricultural machinery and equipment. Laverda will exhibit an M 306 Levelling System.



# Agro Cesla, in the heart of Serbia

*For three years the young and dynamic dealership in Novi Sad has been a Laverda agent: low consumption and efficient service are appreciated*

Agro Cesla was founded seven years ago by Bozidar Ivkovic. The mother house, Cesla Investa, has been active for fifteen years, mainly engaged in real estate investments in Serbia and Montenegro.

Initially Agro Cesla was concentrated mainly in importing agricultural machinery produced in Eastern Europe. But when the economical situation changed in Serbia, the company targeted the offer of products coming from agricultural machinery manufacturers in Western Europe.

Today Agro Cesla represents all of the companies of the Argo group (Laverda, McCormick, Fella and Galignani), as well as other businesses such as Regent, MaterMacc, Faresin, Bargam, Marani, Dondi, Frema, Eurospand and many others.

In just a few years, Agro Cesla has become one of the top five companies in its field in Serbia and is still growing.

Its main office is in Novi Sad, the capital of Voivodina. Voivodina is a region in northern Serbia and is dedicated mainly to farming, representing nearly 95% of the entire Serbian market for agricultural machinery. Adding on new products and new trademarks for Agro Cesla to sell has naturally opened the way to new professional figures who have been formed in these years. Most of the collaborators in the company today have an average age of thirty, making its organisation young and dynamic.

The new head office is right at the entrance to Novi Sad and in a few months the whole business will be transferred to the new site. It will give Agro Cesla professionals the best working conditions with the agricultural machinery typologies.

They will be closer to the customers, will have new offices and an efficient customer service. There will be a show-room, an area dedicated to the customers. And all of this will be concentrated in one sole office building.

Every year Agro Cesla takes part in regional events and exhibitions in its sector. Novi Sad itself holds the largest trade fair every year in mid-May. It is a strong attraction and very important not only for Serbia, but for the entire

region of ex-Yugoslavia.

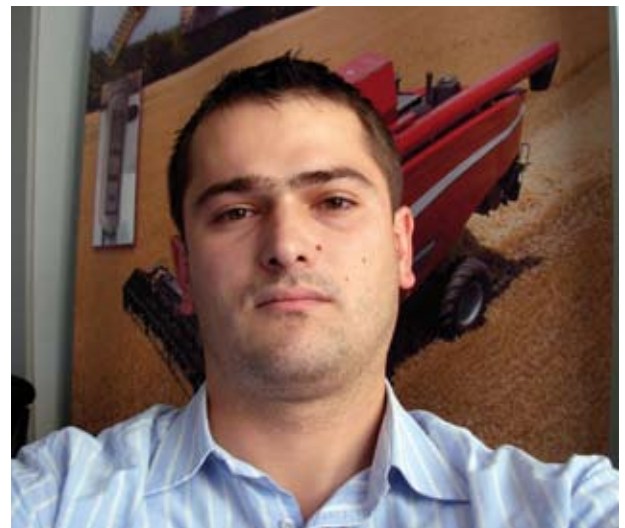
Among the trademarks that it represents, Agro Cesla is especially proud of Laverda, which it already has had on its team for three years.

It is an important example of made in Italy and, it must be admitted, at the start it was not easy to promote. It was a completely new trademark for the Serbian market and the farmers and those in charge of this sector did not know much about Laverda combine harvesters.

But soon after the first units were sold and the first work season had passed, the customers had many good reasons to appreciate the main features of these machines. The good work performance, reliability, low consumption and technical support were highly regarded.

Already in the second harvesting and sales season, Agro Cesla has had a much easier time making the Laverda machinery and technology known. A key factor for success was the excellent relationship which was established from the very beginning with all of the Laverda departments, from direction to after-sales customer service to the spare part division. Together we formed a winning team. On behalf of the Serbian company, we look forward to keep on collaborating with the mother house in Breganze in way which is always this valid.

Boban Mladen



At the top: the Agro Cesla office in Novi Sad.

Above: Boban Mladen, sales manager of Agro Cesla

## Boban Mladen, a young manager in charge of the sales office

Boban Mladen, the Agro Cesla sales manager, is one of the young professionals who has been successfully inserted into the staff at the company in Novi Sad, where he has been working for three years now.

Besides managing the sales office, he takes care of other important activities in company policy, such as maintaining contacts with suppliers and international partners, marketing and finance.

Ever since he was young, growing up in the countryside, he showed great interest in farm machinery.

This helped him to decide to orientate his training and professional career towards the sector of agricultural mechanisation. During his studies, Boban took part in several projects regarding the use and exploitation of farm machinery. When he finished his studies, he tried to increase his knowledge in the sector, participating in many training courses for updates and specialisation, such as marketing and customer service courses held by Laverda.

Boban is married with a child, and shortly will become a father for a second time.

Congratulations Boban!

### Serbia: agricultural modernisation in the name of Europe

Serbia, with its long history linked to Europe, sees its entrance into the European Union in its horizon. This is driving this country, which has had an urgent economical planning for several decades, and a political system in line with socialism, as well as long years of political isolation, to carry out important reforms, especially for agriculture.

The new Serbia is making its transition towards market economy. The country, which is rich in natural resources (lead, copper, zinc and bauxite), is planning on modernising agriculture, the sector which contributes 20% of its exports today and employs over 20% of the active population. Voivodina and Morava are the regions which are most cultivated: wheat, corn, sugar beet, hemp, flax and fruit are the most popular crops.

Modernisation of the farming industry which is just beginning today must be able to guarantee greater productivity and be more competitive pricewise. The process should favour the amalgamation of multiple family-run businesses, in order to ensure greater production and the ensuing increased profits. The economical operator will be ever more responsible for his own business choices, overcoming the custom that the State has of indicating what to produce and then to guarantee its purchase. With its integration into the EU, Serbia aims to create the basic rules of reference for an economy capable of integrating itself, having free access to the larger agricultural market, improving quality and product standards for the good of the consumer. It can count on an important system of financing by means of the Community's agricultural policy.

### Romania: a main role for agriculture and its typical products

Compared to that of the 15 EU countries (before 2004) and the 10 Central and Eastern European countries (PECO), Rumanian agriculture has a more important role in national economy due to its contribution to the GDP, its employment and in reference to the amount of land dedicated to agriculture. In 2002, agriculture represented 13.4% of the GDP, gave jobs to 36.4% of the active population and occupied 62.1% of the entire territory. Obviously the importance that farming has in Romania is enormous. But what does Romania expect from Europe? The Rumanian Dacian Ciolos, nominated the new European Commissioner for Agriculture and rural development, wrote a few months back:

"With the entrance of Romania, agriculture in the EU has been strengthened with nearly 14 million hectares of farm land, 9 million of which can be cultivated. It is impossible to imagine Rumanian agriculture to be more competitive without a solid rural development policy, since it engages 30% of the active population, while half of the population lives in rural districts. Though 45% of the land that can be cultivated is run by a few thousand agricultural businesses, each with between a few hundred and a few thousand hectares of land, most of the production is done on small farms. The Rumanian consumer is used to shopping in local markets, with food and fruit produced by traditional local cultivations. This is why the adaptation of agro-alimentary crops to European Standards should not occur to the detriment of the diversity and typicality of the food, traditional elements deeply recognised on the part of the Rumanian consumer."

## General Leasing, for over ten years a leading figure in the Rumanian market

General Leasing SA is Laverda's importer in Romania. The company has its head office and administrative headquarters in Bucharest. It was founded in 1993 and is totally controlled by Rumanian shareholders. Since its founding, the company has been active in the import of considerable volumes of agricultural machinery, financed by national contracts. The company mainly resells or leases farm machinery and equipment purchased from important Western European suppliers. The product range marketed by General Leasing SA includes Laverda combines for cereal harvesting, McCormick tractors, Kverneland machines for soil preparation, seeding and harvesting, Bauer equipment for irrigation and soil treatment, Gregoire grape harvesters and McCormick and Dieci telescopes.

General Leasing has three main offices with 55 employees: the main administrative headquarters is in Bucharest while the technical assistance centres are located in Slobozia and Cluj. Not only do these two offices supply spare parts, maintenance and repairs for the agricultural machinery sold, but they also offer customers technical assistance, thanks to nearly twenty mechanical, electronic and electric-hydraulic experts. This General Leasing can guarantee full technical assistance and the after-sales warranty.

Laverda is one of the main suppliers of General Leasing: studying the volume of the sales of the Breganze company in detail, what catches one's eye are the nearly 200 combine harvester models placed on the Rumanian market.

Dumitru Majeri  
Technical Adviser



# All new: name, look and technology

*In Hanover, the debut of Fella's Km 3140 Fp, the drum mower designed to make work and maintenance easy and efficient*

Not only is the name new. But a whole lot more.

The Km 3140 Fp drum mower with front hitching, built by Fella GmbH, was introduced at Agritechnica, not just with a totally new design, but also with improved technology.

The new Fella Km 3140 Fp has a fresh and innovative look, but that's not all. The shape of the machine optimises its aerodynamic capacities and gives it greater space for safer access to the mowing drum. And then the look is fundamental: the new mower is red, the colour which features all of Fella machines and it is customised according to the new Fella style.

"The renewed design of our new Km 3140 Fp means much more than a mere change in outward appearance - declared Bernhard Kohl, head of the Fella Research and Development Department -. The new look wants to emphasize our ongoing commitment to improvement. It means realising the best quality and technological standards, in substance to make work easier for our customers and, at the same time, to make high quality products. This is our main objective".

The Feucht company opted for the new name: Km 3140 Fp, not just because it sounds nice. Changing from the past, now all Fella machines have a four-number name, starting with this series. This not only provides information about the machine - the designation determines the number of drums and the mower version -, but the first two numbers indicate the working width as well.

Just like the machines that preceded it, the new Km 3140 also has excellent technical equipment. The machine is equipped with bolted drums, very important for simplifying maintenance.

The oil bath lubrication of the transmissions make the machine long-lasting and reduces maintenance costs, elements

which highlight the quality typical of Fella products. The compact hitch connecting the mower to the tractor makes it possible to be adapted transversely to the ground with a more or less 6.5 degree stroke.

Perforated plates to position the spring suspensions, with standard assembly, guarantee easing the load which, combined to a telescopic hitch, allow even lengthwise adjustment to the ground.

Height adjustment of the cut is quite variable, allowing use in different kinds of conditions. The quick blade change which is standard makes work much easier.

In short, Km 3140 opens up a new road. In the future, all Fella drum mowers with front tractor hitching and 2.85, 3.05 and 3.25 metre working width will have a new look and a new name. Above all they will have all of the technical improvements of the new mower, besides the customary and well-proven advantages offered by Feucht products.



At the top: the new look of the Fella mower.

Above: Fella's office in Feucht.

Below: the stand of the Germans company, controlled by Laverda, in Hanover.



# The “Reds” improve their performance

*A brief look at the innovations applied to the Laverda combine harvesters range increasing work capacity and quality*

There are many technical novelties involving the range of Laverda combine harvesters for 2009-2010.

## The exclusive innovations of the M Series Special Power

For the top series of the range, Laverda offers the new **Free Flow cutting header**. Equipped with a large-diameter auger with bigger spiral, Free Flow increases crop-carrying capacity by 15% and ensures better feeding of even the most difficult types of crops, with the advantage of enhancing machine performance.

The sturdy open-profile frame of Free Flow provides better visibility and improves the handling of long-stemmed crops. Free Flow also simplifies hitching and unhitching the bar to the machine.

The **hydrostatically operated pickup reel**, located on the right side, with a new reel tine bar adjustment device, newly designed tines (more sturdy and flexible) and anti-clogging blades. Improved balance of masses and simplified drive allow the pick up reel to work with greater efficiency even when harvesting down crops.

The new **centralized multiple coupling** for all electric and hydraulic controls makes hitching a quick and simple operation. This saves time and makes hitching and unhitching more precise.

Moreover, the controls are the ultimate in safety and reliability.

The new **elevator channel**, longer and with a larger intake, has been developed to improve the performance of the machine, with a greater capacity, a smoother crop flow and the possibility of coupling with larger headers. The **new cylinders** increase lifting capacity and the operator has better visibility from the cab.

Another important innovation is the use of **header and threshing apparatus drives**.

The drives for the header and the threshing apparatus, located on the left side of the machine, have been made even stronger and more reliable. Every part has been evaluated and resized to support improved performance, from the large-diameter pulleys to the enlarged multiple belts.

The strength and durability of the various components, even under heavy-duty work, have improved together with the machine's overall performance.

The newly-designed Laverda **exclusive reverser** has three times the power of the traditional system, making it much more effective. This makes unblocking smoother and easier for the operator, while improving the system's reliability and increasing work safety.

## Innovations of the M Series Special Power, LCS, REV and AL

For the whole series of combine harvesters, Laverda offers important new features, starting with a new **drive for the hydrostatic unit**, located on the left side of the machine, making it even stronger and more reliable.

The large-diameter pulleys and enlarged multiple belts, as well as the strength and durability of the various components, even under heavy-duty work, have improved together with the machine's overall performance.

The **hydraulic system** has also been redesigned with a new service pump made integral with the hydrostatic pump of the propulsion system to provide direct drive with maximum efficiency and minimal energy loss.

The new large-capacity **stone trap** with its large opening, ensures complete discharge and allows quick and easy access to the grain pan

and threshing apparatus without changing the concave adjustment. This considerably reduces the time required to clean and check the threshing apparatus and allows for quick maintenance operations.

The **2<sup>nd</sup> generation Agritronic Plus on-board computer** is provided with new modern software. It is more functional and easy to manage thanks to the three separate independent modules. The highly functional operator interface provides a well-organized view of the machine's operations and efficiency parameters.

**An optional for the M Series Special Power, LCS, REV and AL is the on-board computer “Ceres 8000 i”.** This advanced instrument monitors performance and records output levels, equipped with DGPS technology.

The display shows crop weight and humidity in real time, as well as machine performance and the yield of the field being harvested (which is mapped). This grants full control over threshing operations with on-the-spot data or through statistics (storable on SD card).

The advantages are evident: to optimize agricultural operations, to rationalise production management and increase profits.



# The Italian network meets in Breganze

*Future guidelines presented at Italian dealers meeting  
Market quotas: Laverda rising for three years now*

Many things have changed in the last year since the last meeting of the Italian sales network, during the Eima exhibition in 2008. First the financial crisis and then the worldwide economic crisis have taken their toll.

This new meeting was much needed to be able to analyse the situation together and to find more suitable strategies to face the challenges of a competitive and demanding market. The meeting was held at Breganze at the end of September, attended by all of the Laverda dealers.

After the opening welcome, the managing director Mario Scapin, supplied a brief insight on this year's balances, examining the overall economic situation, the reaction of Laverda to the crisis, the activities carried out inside of the production plant and the investment plan. The report was cautiously optimistic, because, stated Scapin, "Laverda is aware and sure of a recovery of the market in the near future, and is doing its utmost to be ready for a new period of growth". In the end he urged the dealers to always give the maximum attention to the customer, in terms of service, advice and visibility.

Pietro Dal Santo, assistance and spare parts director, gave a report on the activities carried out in 2009. He recommended the dealers to turn out in large numbers at the training sessions that Laverda organises in different periods of the year, when the combine harvesters are not at work. He said, "participation at the technical information courses qualifies the dealer and allows him to be constantly updated on product novelties and service solutions for the machinery already at work in the field".

Dal Santo then emphasized the importance of organising the workshops well, counting on adequate equipment and service, among other things. The issue of overhauling at the end of the season was extremely important. Machine overhaul reduces the risk of having to stop while working in the fields at the start of the following season, thus avoiding costly waste of time. Dal Santo ended his talk highlighting the need for every dealership to have an adequate stock of spare parts available.

Then it was Angelo Benedetti's turn to present the results of a survey of the market carried out by a specialised company commissioned by Laverda. This investigation has shown that Laverda is a much appreciated trademark, whose products stand out for reliability, strength, low-costs and intuitive use. These products represent "The best standard for every customer", as the meeting's slogan would put it.

Simonetta Lambrocco, the communication and public relations manager, placed the attention on a very simple axiom, pointing out the importance at every level of our image, since "only if we are visible" - she explained - "the customer will be able to see us. Each dealership is the territory's magnifying lens, through which the operators can see Laverda". Simonetta Lambrocco ended by introducing the new advertising campaign and Laverda's calendar for 2010.

The Italian market manager, Giampietro Castellacci, analysed the tendency of the internal market over the last three years, both in general and regarding Laverda. Laverda is holding its own, considering that it is not present in the non-conventional combine segment, and that this year the domestic market has fallen compared to the previous season. Actually it is growing as far as market quotas are concerned, whereas volumes are falling. Global economy is still in a difficult stint and this affects the economy in our country as well. Therefore we must keep guard and raise our objectives, as Castellacci said at the end of his speech, by launching "its own" pre-campaign targets.

The last to speak was Luciano Parise, the product manager. He highlighted the product innovations which Laverda is presenting for its 2009-2010 range, novelties which customers were able to appreciate at the exhibition in Hanover, from November 8-14.

When the meeting had finished and after lunch at the company restaurant, there was a guided visit of the production plant. This allowed all of the participants to see close up the new island for welding frames of the new family of bars, the renewed lay-out of the assembly line and the reorganisation of the pre-assembly areas, and finally the new bar assembly line which is still being installed.



# Increased efficiency in the supply chain

*Supply chain, warehouse-supermarket and milk run: a world of innovations behind the mysterious words*

Supply chain, supermarket, milk run: odd words which identify an important part of the activities inside of the Laverda production plant.

These strange words however enclose the capability of optimising resources, eliminating waste and avoiding mistakes. And last but not least, the customer has enormous advantages, especially at a time in which the economic recession is being felt.

We talked about this with the supply manager, Fabio dalla Valle, and with Daniele Saccardo, in charge of Laverda's kaizen activities.

## **Fabio, what exactly does supply chain mean?**

"Supply chain defines all of those activities dedicated to organising the supply of materials, from general purchasing policies to the choice of suppliers, from the determination of the price list to planning and supplying assembly lines".

## **What objectives does the project of this new body have?**

"The decision we made to create a specific body of reference depended on the need to have a more organic and synergic coordination between the individual functions in the company involved in the supply job".

## **How do the ideas of supermarket and milk run fit into the supply chain?**

"In an economical context like the one today where flexibility, efficiency and reactivity of a productive system are strategic, it is of utmost importance to have a flow of materials, from the suppliers to the consumer, which is structured in such a way as to meet all these requirements.

From this point of view, Laverda is striving for ongoing improvement according to the logic of lean production. Supermarket and milk run are some of the concepts which this lean philosophy makes available to face current problems".

## **Ongoing improvement of the supply chain: where did you start from?**

"We started by identifying some areas of improvement considering future complexities, and we thought it out in full collaboration with production engineering.

We aim at having an efficient and accurate organisation of material flow from the supplier to the assembly lines which allow us perfect volume management, greater flexibility, recovery in production capacity and to be able to cope with the introduction of new products."

## **This is a very high aim! How did you reach it?**

"We mainly concentrated on three areas. We started by reorganising incoming material flow. We even invented a slogan: "Non-stop from the lorry to the consumer". Then we developed the warehouse-supermarket idea, followed by the introduction of one of the cornerstone concepts of lean production, the milk-run".

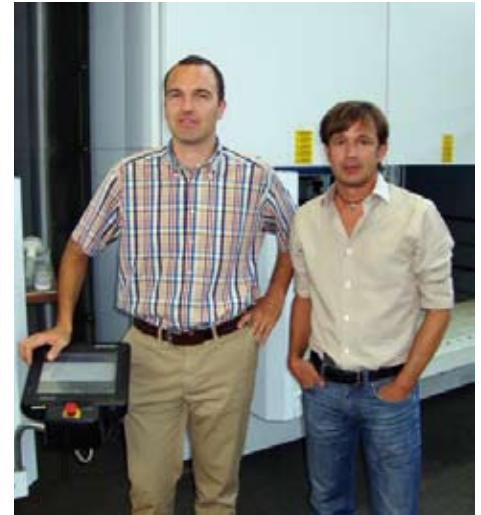
## **But what did you have to do operation-wise in the supply chain, Daniele?**

"First of all we had to reorganise the road system for the suppliers' incoming vehicles. Together we also established the packaging of each individual material, in order to eliminate useless handling and emptying of the goods. Our central information system activated the electronic Ddt (transportation document). A message system sends an SMS to inform the department manager when urgent material has been delivered. When the items are unloaded from the vehicle, today we also have an immediate automatic identification of their storage cell in our warehouse-supermarket. And finally, material handling has been organised by means of radio-frequency terminals and barcodes".

## **I'm curious about the idea of the warehouse-supermarket. Could you give us some details about how it's structured, Fabio?**

"We organised our central warehouse as best we could, by determining a well structured area inside of it, intended exclusively for reception and storage of large-sized materials.

We installed new vertical modular storerooms, integrating them with a central information system. Then we created a new management algorithm for the loading and unloading of materials. All of this allows us to speed up the supply flow and to optimise management of the warehouse-supermarket".



Fabio Dalla Valle, at the left, with Daniele Saccardo.

## **And what is the milk-run, Daniele?**

"The milk run for Laverda consists in several small electrically-driven trains with trailers composed of 5 to 7 containers. These carry the materials needed to supply the assembly sites with the "just in time" logic (they arrive when needed).

Just like real trains, they have pre-established paths, going from the warehouse-supermarket both to the painting lines and to the assembly lines. Obviously they have to arrive on time, according to production schedules.

This has allowed us to reach the efficiency targets we sought, limiting movement and reducing safety risks linked to the traffic of lift trucks inside the production departments".

Thank you Fabio, thank you Daniele and congratulations on your work.

Simonetta Lambrocco

# From the Laverda archive: always new surprises

*The collection of company documents reveals new pages in the history of the last World War and a project presented at the Expo of Turin in 1911*

The internationalisation of the market and the arrival of new emerging countries as leading figures in industry, especially in the manufacturing sector, have made European companies, and in particular Italian ones, reconsider the intrinsic value of their history and productive tradition. They are distinctive and at times excellent elements which can play a fundamental role in the success of a product or a technology.

This is why it is always more important to acknowledge the company archive as a source of knowledge and identity and to be aware that its documents should be well preserved. Universities have gone in this direction by instituting specific courses.

Often many businesses, though having a rich tradition, have not been able to preserve their memory. Therefore they find themselves without adequate records of their past and sometimes are compelled to "invent" a history or to borrow from the experiences of others.

In this aspect I have to say that Laverda represents an exception, though partly owing to luck and partly to intelligent choices.

Chance or a series of lucky coincidences determined the fact that a good part of the documents regarding company activities between 1890 and 1945 were saved. They were kept in the attic of the family home and found only at the end of the 90's by some university students driven by the memory and passion of Giovanni Battista Laverda.

Unfortunately the company records of the second half of the century had a different fate. Most of them were destroyed during office and property changes.

This bulk of documents, letters, invoices, registers, photographs on sheets and paper, catalogues, brochures and advertisement videos in the last twenty years has allowed scholars and those interested in reconstructing the events of that which is today the oldest Italian factory of agricultural machinery still active. This research has given way to degree theses, historical essays, articles and photographic displays, until the realisation of the company museum.

Bit by bit that the documents are put into place, ever new aspects emerge. Elements of a collective memory which owners, the factory, workers, the Breganze society, the territory, farming and industry all have in common.

Such is the case of the recent discovery of an important group of documents concerning

the difficult, at times tragic, period of the German invasion during world War II, and the role that the company played in those 20 months, the products it built and the implication of local workers. They tell of the precarious situations from those days with scarcity of raw materials and urgent need to build mowers and reaper-binders for farm work which was without the male workforce, all engaged in the war. They bring to light specific orders that the plant in Breganze, declared a "protected factory" by the German Minister of War Industry in January 1944, was called to carry out. These many mechanical works include the production of components for gas generating systems to be installed on army trucks and, above all, the difficult task of building over 700 four-wheel animal-towed carriages following a specific model.

Another recent example was found on the pages of an agricultural magazine from the start of 1900. It discovered a project presented by Pietro Laverda at the International Exposition of Turin in 1911, which did not go beyond the proto-type stage, though it was patented. In his interest for wine-making machinery, he had designed and built an automatic and regulated power supplied continuous winepress, capable of considerably facilitating wine making. The

machine was run by a 1.5 hp electric or combustion engine and could process 3,000-4,000 kg of pomace per hour. Two cylinders placed one inside the other and eccentric did the crushing, with pressing regulated by a large flat spring. The liquid gathered below and was then sent to an appropriate tub while the used pomaces were expelled from the top and a new pressing cycle started. The idea was an anticipation of modern wine-making machines.

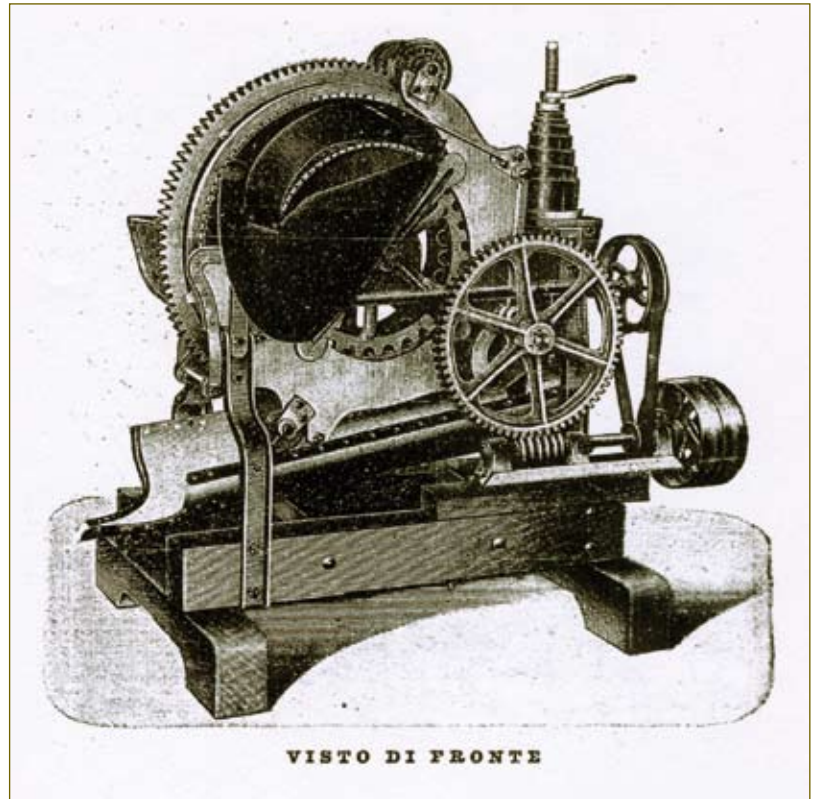
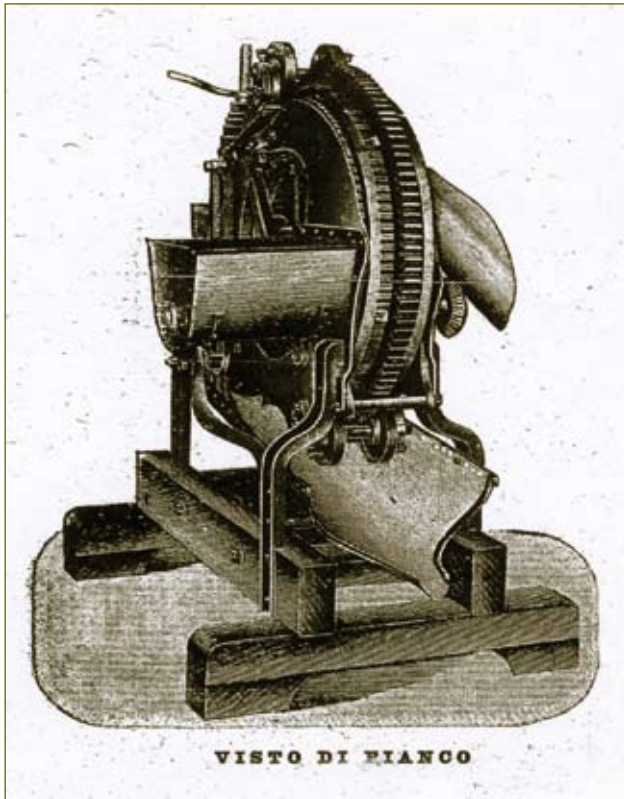
Thus by fittingly evaluating materials and documents, the history of an industry becomes a technical and cultural heritage not only for the company itself, but for the whole community, stimulating other production realities to treasure their past and to preserve its memory.

Piergiorgio Laverda

*Below: Hf 1 four-wheel military carriage pulled by two horses, used by the German army: over 700 models were built by the Laverda plant in Breganze.*

*On the page at the side: two views of the prototype of a continuous winepress invented by Pietro Laverda, taken from the newspaper of that time "L'Agricoltura Vicentina".*





# L'Agricoltura Vicentina

GIORNALE DELLA CATTEDRA AMBULANTE DI AGRICOLTURA  
E DEI COMIZI AGRARI DELLA PROVINCIA

Esce due volte al mese. Si distribuisce *gratis* ai Soci dei Comizi Agrari Vicentini. — Un numero separato Cent. 25. — Inserzioni. In quarta pagina Cent. 20

## The secondary school students from Bassano study the history of Laverda and win the Assindustria award

An excellent outcome for the students from the secondary school "Jacopo Da Ponte" in Bassano del Grappa (VI) in the annual contest promoted by the local Industrial Association, dedicated to the business history. Their essay on the history of the Laverda industry, especially regarding the founder Pietro Laverda Sr. (1845-1930), ended up in second place, earning them a coveted prize of money.

During their research, the students consulted the numerous documents in the Historical Archive made available by Piergiorgio Laverda and were able to visit the plant in Breganze, and in particular the company museum which collects the first technical accomplishments of the industry.

The jury particularly appreciated the attention placed on the relationship between the company and the society and the precise graphical and video exposition of the work.

# Agricultural entrepreneurs, things are changing in Europe

*Numbers are falling, but projects and incentives try to give motivation to young people who according to Censis are experienced and innovative in Italy*

Farmers are decreasing in Europe, and at the same time their average age is rising. It's not a happy picture, even though there are some counter-trends.

However, Eurostat data is quite worrying: from 1979 to 1997, farmers over 55 years old have passed from 47% to 55% of the sum total in Europe. In the same span, the number of farmers aged between 55 and 64 has remained stable, while those over 66 have increased.

This trend has developed above all in important countries such as Greece, Spain, Italy and Portugal. Italy even has the highest average age.

Analysing this data brings us to very gloomy forecasts: by 2020 there will be no more young farmers, and, presuming that the working life span is 35 years, there will be zero total presences in the agricultural sector in 2055. Naturally the progressive increase in age is a reality touching all economical sectors, in line with the birth trends in the Old Continent.

But it's felt even stronger in agriculture. Europe is working on inverting this trend, or at least slowing it down: farming is a testing field which is just too important.

One interesting novelty for young entrepreneurs in the sector is Project Erasmus which is just for them. They will be able to pass up to six months of work with an expert entrepreneur in another country inside the Union in order to learn how to administer and develop a company. This is financed by the European Union.

Erasmus for young entrepreneurs intends on expanding opportunities and developing business in the sector. The Cia, Confederazione Italiana Agricoltori [Italian Farmer Confederation] says that the project expects to organise 870 stays abroad between 2009 and 2010.

The proposal packet known as Health Check, programmed by the European Commission, is urging common

agricultural politics to reply to new challenges such as climatic change, the correct management of water resources, safeguard of biodiversity and of the territory. These issues are an extra reason for young Europeans to engage in farming and to build their own future.

And while Europe suffers from the abandonment of the fields and is working on stimulating their rediscovery, positive news comes from a research performed by Censis for Confagricoltura, which investigated the profile of new Italian agricultural entrepreneurs: they are young, learned, innovative and oriented towards international markets. Normally this has to do with businesses which are still settling in, with an average turnover of just over 500,000 euro and about 15 employees, but highly oriented towards marketing leverage and innovation.

The entrepreneurs guiding them make up 16.7% of the sample probed by Censis (for a total of 150 farm businesses):

51 % are below 40 and have a high cultural level, with consequential

managerial behaviour and use the most modern strategies to approach the market. 68% of their businesses have growing turnovers. This well photographs their situation, because this growth is not due to favourable circumstances, but to a business commitment based on the combination of market and innovation. These agriculture businesses have ongoing access to new geographical, distributive and commodity markets, they target new customers, and they are self-organised under a commercial and distribution profile: 72% of them has its own trademark. They all have an inside shop or a farm holiday to complete their business.

Moreover, 32% of these farm businesses consider technical or technological innovations as the best tool for growth.

These entrepreneurs have straightforward ideas about the future: 6 out of 10 ask for incentives for applied research and innovation. 44% consider encouraging the production of bioenergy and biofuel as a priority.

New ideas. Europe needs them.

