

STORCI.COM

#20



I'M GONNA TELL YOU  
OUR FIRST 30 YEARS

LA CASA  
DEL TORTELLINO



WORKING TOGETHER  
TO GROW TOGETHER



P.M. MOHAMED ALI  
& CO.





# 30 YEARS TOGETHER



“WE HAVE GONE A LONG WAY. THERE IS STILL A LONG WAY TO GO”.

Interview to Michele Storci



We are about to celebrate an important anniversary this year: thirty years of history are a significant achievement for any companies. We would like to regard it, however, not as an arrival point, on the contrary, as a fundamental milestone of a story that has still to be written about. We are ready to face the future that we are looking at with serenity, due to our own experience, and with the same desire to take on new challenges and live the situations as they come. We are pleased to publish the interview to Michele Storci, CEO of Storci SpA.



2021 is the year of Storci's 30th Anniversary. Is it also the occasion for an analysis?

I do not like taking the stock of our achievements, it is not part of my way of doing things. I think that working reality, as many other realities, is always in progress. This goal, that seemed so far away just some years ago, has certainly arrived earlier than I thought. Today, the first thing that comes to mind is a great satisfaction. We have grown up, we have gone a long way together, from a small family-run business to a large Company, we have organized our structure and reached many objectives. There is still a lot to do, however.

What does it mean for you being Anzio Storci's son, a real great name of this sector?

It is a demanding legacy, to say the least. My father has had an essential role in the development of pasta-factories technology, as a matter of fact, he has been the true protagonist. He has witnessed its growth and actively participated in all the technological revolutions of that period in the pasta process. He has a professional past that is very difficult to equal, as we are talking of nearly seventy years of experience. To mark this personal and professional achievement, we have produced an interesting book based on interviews my father gave to the celebrated biographer Giancarlo Gonizzi. Today, as this work has finished and become a biography with the title “Kneading Work into Art”, I am, and we all are, very satisfied with it.

I can say that my path and my experiences have been very different from those of my father, all leading to my current professional position.

Times have drastically changed, today there is not that constant evolution/revolution existing in the past. I mean the uphill bend of innovation is not as steep as it used to be. We are experiencing a different era witnessing a change mostly in consumption, not as much in technology.

Do you think you have taught your father something from a working viewpoint, his expertise notwithstanding?

No, I cannot make such a statement. I can say, however, that

he has given my brother Simone and me a lot of freedom to operate, since the beginning he has delegated many tasks, letting us free to express ourselves, to experiment first-hand and sometimes, why not, to make and learn from our mistakes. I have been lucky to live in close contact with him, either practising our profession and our favourite sport. We share, for instance, the same passion for baseball that we pursued together for 10 years in the past, my father as a baseball official, me as a player.

We are experiencing a particular historical moment and are all waiting for something good and productive to happen sooner or later. Can you see any positive signs for the future of this sector?

Thinking positively is a must, regardless of the working sector and difficult times such as this one we are in. I can say that pasta and food sector is generally regarded as “essential” as it satisfies a fundamental necessity of people: nutrition. Do not forget, moreover, that we are in Italy, a Country where pasta dominates the picture, since it is omnipresent on our tables. Consequently, there are all the prerequisites to feel optimistic.

What direction is Storci taking today? Are you still aiming at technological innovation or are you thinking of implementing the proposal for customer support services? What is the future way?

Storci has collected and made as his own all the knowledge of

its founder and President.

Today, the Company has more than 90 employees and everybody try to put into practice what Anzio taught in the past and is still teaching; not only are his advices about our plants and machinery but also about sales, sourcing or technology. Together with my brother and collaborators, we try to follow them as best as we can.

As I previously said, the Company has changed and grown, though keeping that ability to adapt that is our key to success. The way to the future, being a sector with many competitors, is in the middle, between new ideas to be successfully applied and new markets for our lines.

Our main goal is to make our machines more and more performant and easy to use. Moreover, Customer care services must be developed and focused on the Internet of Things (IoT), that many people talk about whereas we are already putting it into practice thanks to so many customized solutions.

Pasta is a versatile product suitable for many variations like those for health enthusiasts that have been catching on in the last few years, resulting in pasta made of chickpeas, lentils, etc. We will be surely riding on the wave of innovations with our Instant Pasta (pasta ready in 3 minutes, valid alternative to Asian noodles) because we have proved to have been forward-looking in pioneering this new trend. We do not manufacture pasta, but we would like to facilitate with our machinery, at an industrial level, all these trends so that to obtain, always, an excellent product, where tradition and innovation blend naturally together.

A special moment you have lived in these last thirty years?

There have been so many, little big steps that have made Storci the Company that is today. As an example, the opening ceremony of the new headquarters in 2004. First among many, however, was the presentation of my father's biography held in our premises. I saw reflected in the eyes of some of our collaborators close to tears. A little tribute, if compared to the intensity of his life and experience, that I have strongly craved for, so that it remains as a permanent mark of a great man.



# STORCI PRODUCTION WORKSHOP

WORKING TOGETHER TO GROW TOGETHER.

Some of our Staff of the production dept told us about their work experiences in Storci.

## GIOVANNI SALIERNO Quality Control

I have not been working in Storci for a long time here, however, I have successfully managed to establish good professional relationships as well as some strong friendships. I like diversifying my activities to the full, this has always been possible here, thanks to the considerable enthusiasm shown towards me and to the training path I have taken up.



## FELIX OHENE KORANTENG Lathe

I've been here for 4 years and after the first, unavoidable problems linked to the transition between the theory of the professional school and the practical work, today, I can work competently, thanks to the great support of my colleagues and supervisors.



## BOTTARELLI GIANLUCA Welding and Carpentry Supervisor

I've been working here for a long time and I'm very happy with my work environment. It is of great importance to me, for such a key sector like mine, that the Company is always looking forward, aiming to a growth that concerns both technology and development.

## ABDOU SALL Lathe

I have started working here due to an apprenticeship and I have immediately appreciated the friendly atmosphere of this Company. I can feel I am part of it and I like very much that they are interested in both our working and individual backgrounds.



## RUGGERO BORASCHI Lathe

I like my job in Storci; I think the Company is a strong reality that has room to make you improve and reach a higher level in your professional development.



## BELLETTI FLAVIO Assembling/Warehouse

What do I like best about my job? People. I like working in a serene environment such as ours, where I can learn new activities and perform new duties. Yes, this is Storci!



## MASSIMO MELIS Assembling Supervisor

I like the homely atmosphere very much, although the Company has been growing a lot, thanks to the main figure, I mean our President, Anzio Storci, who, together with his sons, has always supported our work with suggestions and advices, without fearing to get dirty.

## MICHELA RIVA Shipping/Warehouse

Since I have been working in Storci, I have always seen it as everyone's Company. I am the only woman working in the production/shipping dept and I can proudly say that I have never felt a black swan. On the contrary I strongly feel to belong to this department, which is made of professionalism and casualness. What I like most in Storci is the homely atmosphere, the flexibility towards the Staff and the attitude to avert conflicts.



## OSCAR VALENTI Assembling

Working in Storci is very satisfying. The special attention and sensitivity of the owners to the Staff, pushes me to do my best any time, because I feel my job is well appreciated.



## LUCA PELATI Warehouse/Spareparts

I feel at home while I'm working. A memento among many: the day I was taken on and our President Anzio Storci, deflecting my gratitude, said: "Don't mention it. Thanks to you!" How can I forget it?



## ROBERTO BOCCHI Lathe Supervisor

President Anzio Storci is like a father for me. Our relationship goes beyond professionalism and mutual esteem. We have been working together for so long and our motto has always been the same: work with passion and give your best, anytime.



Praise to our Workshop Manager, Mr Roberto Amadei, who contributed to coordinate all interviews.



# LA CASA DEL TORTELLINO

## A UNIQUE SYNERGY WITH STORCI



Casa del Tortellino is an interesting family-run pasta factory in Angri (Salerno) whose main goal is that one to obtain an excellent product within everyone's reach.

The search for the flavours of the past along with the awareness that Nature must be treated with respect, have led the Company to choose a production process such to allow a more delicate and slower kneading, nearer to the old tradition.

Gioacchino Orlando, owner along with his brother Gianluca and his Mum Lucia, tells us everything about it.

**Casa del Tortellino is an artisanal factory that has been manufacturing pasta since 1992, with "passion and pure love" for pasta. How did all this start?**

Everything started thanks to my father Carmine, who, thirty years ago, laid the foundation for what has now become our pasta factory. He had few economic means at his disposal, he took on this adventure buying some small machines for fresh pasta. He has basically self-created our Company and today we have come to be well known, especially in the region of Campania.

The pairing with Storci and the subsequent purchase of a dry pasta line has been a turning point and we can reach also foreign markets now, for both dry and fresh pasta. Today, all our family is working in the factory.

**What were your needs for your Company ? Why did you choose us?**

We got to know you two years ago and you immediately trusted us, although we were little producers.

It's still fresh in my mind when your sales manager Giovanni Strinati came to visit us along with your technician Marco who, glancing around at our space, still under renovation, and looking a little bit worried, had said: "Do we really have to install a pasta factory here?" And I had answered: "Yes!" smiling. From that very moment, our project took off.

We literally dealt with every detail, the adaption of the machines was "extreme", considering the small dimensions of our pasta factory.

Still today, switching on the machines every day evokes the same feeling of priceless satisfaction.

**Which are the features of Storci machines that you have mostly appreciated?**

Choosing Storci has been like going to a "pasta-factories tailor". In my opinion, the distinctiveness of Storci is this one, the ability to find a customized solution for any need. Moreover, what I appreciate very much is your reliability, especially during the after-sale service.

Yours is a Company whose job does not finish only with the project and construction, but it moves forward interacting with Customers, supplying modern tools. Thanks to Storci line, it has been possible handling also ancient grains. Ancient grain must combine with innovation, it must take the goodness of innovation to grow, with respect to traditions.

All this is possible, because we can knead in a slower way and decide the speed of extrusion of the product. You cannot do it with other plants.

To complete the picture, I cannot forget the mention the static dryers that allow us to set the correct drying temperatures, even in case of laborious recipes.

**Where is your passion for pasta taking you to in the future? Have you got a particular project in the pipeline or a dream to actualize?**

We are following the slow-food philosophy: Good, Right and Clean.

Our project that is also our dream is to create a totally green production plant to get a green product, a photovoltaic system with solar and thermal panels to feed Storci's line and dryers. This will be possible thanks to Storci's technology.



## WHY WE CHOSE STORCI (AGAIN)



The business relationship between P.M. Mohamed Ali & Co. and Storci started some years ago, when the first line, 1000/400 Omnia, was purchased.

We are proud to announce that the Sri Lankan group has decided to turn to our Company again for a new dry short pasta

line, capacity 1200 kg/h. This plant can manufacture a wide range of short pasta shapes and is the outcome of an attentive planning work by Storci R&D dept which, beyond getting to a strengthening of the line, has implemented a series of specific details to make it even more reliable and performing. Which ones?

We asked Mr. Marhoof Fahmi – P.M. Mohamed Ali & Co. owner – about it.

**You did buy a Storci short pasta line (1200 kg/h), equipped with accessories and highly automated. Could you tell us which features of this line struck you most? How has it contributed to produce an excellent pasta such as yours?**

In my opinion, there are some key factors that I would like to point out. Thanks to *Storci presses*, the quality of our products is risen and the plant monitoring is much easier: moreover, the high technology and the quality of the components used are essential to reach such results.

*Trays stacking machine* guarantees technology & safety.



## P.M. MOHAMED ALI & CO

For a production at its very top.

*The drying phase*, which is modular, versatile and advantageous. Storci dryers have been recently re-designed, improving all the components, from both technological and technical viewpoints. They enable the drying of any pasta shapes, with no problem whatsoever.

Last, but not least, I have to mention is the *high automation* of the line itself that allows a reduction of the manpower with a subsequent management fee saving.



**Which are the reasons you would bring forward when advising someone, interested in the pasta sector, to turn to Storci?**

In general terms, the quality and reliability of their lines. Moreover, we would like to highlight the excellent service/after-sales assistance, always available and thorough: Storci team has proved to be very responsive to our needs, timely and professionally.

**Are you planning any specific projects in the next future? Any new challenges to take on?**

We are planning to boost further short pasta shapes and add a long pasta production plant in the future. In our opinion, the greatest challenge nowadays is to make people understand how pasta is a healthy and versatile product, with so many pros, making sure that it is more and more available and affordable on the market, without being forced to give up on quality.



We are a step  
ahead of our Competitors.  
Find out why.

# Industry 4.0 and IoT

## IoT Internet of Things



The Fourth Industrial Revolution (or Industry 4.0) is the ongoing automation of traditional manufacturing and industrial practices, using modern smart technology.

The internet of things (IoT), improved communication and self-monitoring, that can analyze and diagnose issues without the need for human intervention, is integrated in this process.

Industry 4.0. basically refers to a trend of industrial automation, integrating new technologies to improve working conditions, create new business modes and increase capacity and performance of plants.

We at Storci, earlier the Italian Government and European Union urged Italian Companies to upgrade the technology of their plants and comply with the new requirements, had already grasped all the evolution that the system was facing and the consequent effect on our sector.

The laws issued about this subject required, as a minimum prerequisite, that machines were network connected and production data could be extracted for a greater traceability. Our machines already met these conditions, we had gone further, indeed.

Our Competitors, in fact, had conformed only with the basic European rules instead we had already made a breakthrough, planning a system able to collect the data referred to our Customers' machines – not basic and essential data, but a great deal of information – that, thanks to a series of devices, was saved in a cloud and remotely analysed.

We have been able, thus, to create a system that can intelligently elaborate the data to reach a real predicting method: on the

base of data analysed, in fact, we can foresee some situations that might occur concerning the control of the line or machine. Those events can be related to wear, corrosion, consumption, lack or wrong maintenance, malfunctioning, etc. with the possibility to carry out interventions, where needed, and consequently preventing possible downtimes.

This information can be evaluated and available to the technical department, to be used for several purposes such as improving the project phase, examining only the data regarded as essential. All the back-up process has developed. We had to manage a great bulk of figures, all different because specific for each Customer, nonetheless, we succeeded in making it compatible with all the systems of each pasta factory.

Today, data collected from every machine, whose back-up was already possible, are saved in our cloud, as mentioned before, where they are classified and monitored, all over the world.

Thanks to this system, in case of need, our technicians can intervene without being physically on the spot and the company can monitor each situation, like the alarms status and the production phase.

We have also created specific working stations, undergoing further evolution, to give remote technical assistance to the Customer with the help of detectors and webcams, Storci staff can pilot the technician of the pasta factory, wherever he is.

We are aware of the great advantage we have, compared to Competitors and we will try to exploit it to the full, to meet the need of clientele well conscious that pasta-making needs respect for tradition as well as keeping up with technology.