

The precious ductility of aluminium

From Italy an undisputed leader in developing new alloys out to conquer the world markets

Eural Gnutti has been producing semi-finished aluminium pieces since 1968 and boasts a world leadership in the sector of aluminium alloy bars, tubes and profiles, principally made for the automotive, precision mechanical, safety equipment, hydraulic and pneumatic market, which the Rovato based company also provides with other products from its range, such as sections and heat dissipators. "In reality the story of this business has its roots back even further. It was my father who created Trafilerie Carlo Gnutti in 1948, mainly working with brass and, precisely, aluminium which in those times was a revolutionary material just as titanium could be today", specifies Sergio Gnutti, president and owner of the company together with his brother Giuliano, the latter being the founder of Eural Gnutti together with his father Oreste. Eural Gnutti then abandons the brass segment in the late sixties to exclusively work with aluminium. "I was only 19 when this enterprising venture began, the relevant continuity being assured by continual investments in new technologies, systems, offices and resources. A continual focus on research and innovation is in fact essential to guarantee customers a matchless, unbeatable niche product". From 2009 to 2013 and therefore during the entire global economic slump, the Brescia based firm in-

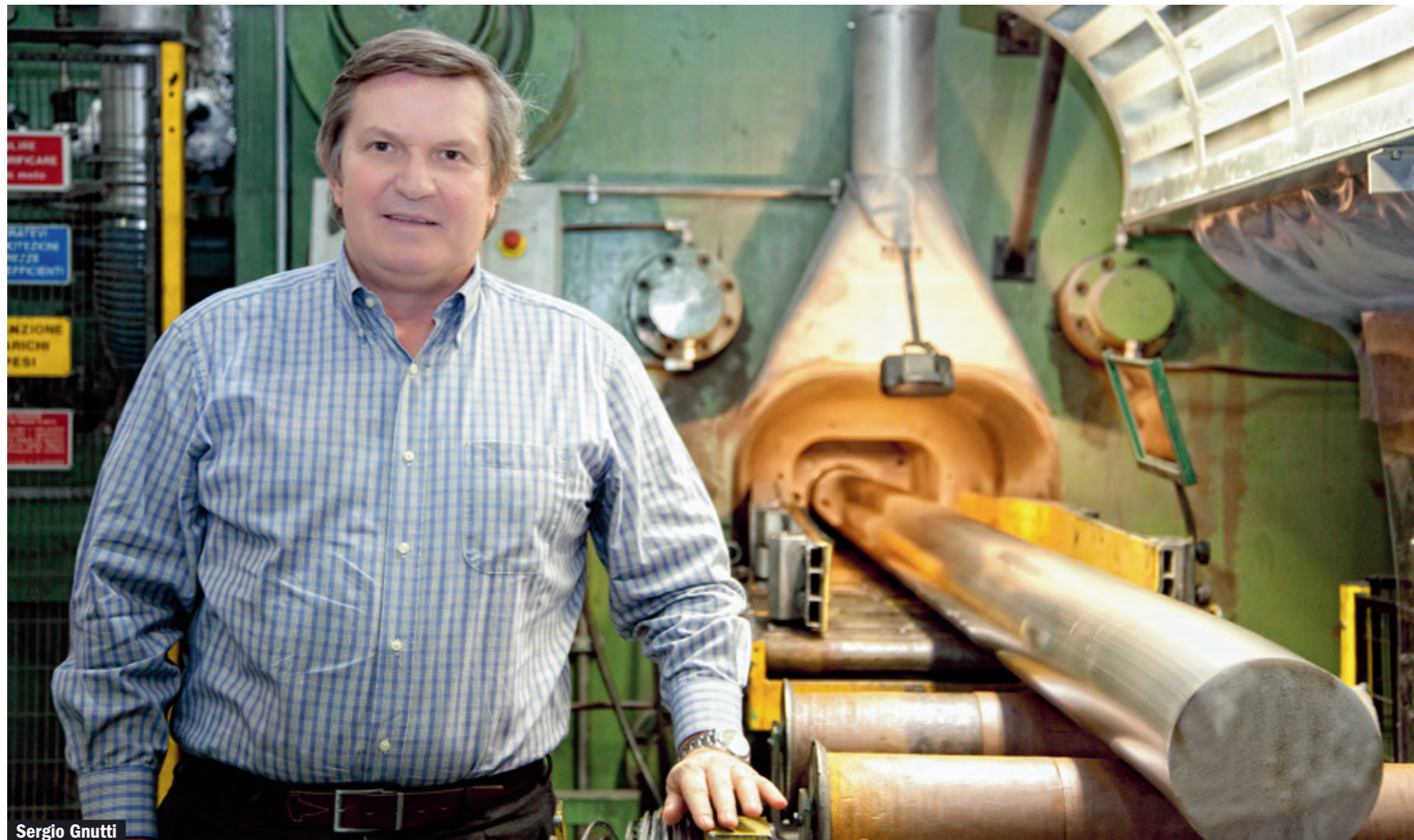
vested 100 million Euro to implement the Rovato factory, as well as to double the billet production line at Pontevedo: and it is precisely here where a cutting edge furnace was recently completed. "We

are about to open a representative office in Chicago: the entire American continent is of interest to us, particularly Brazil and Mexico", points out Gnutti. But what was the turning point enabling Eural

Gnutti to effectively launch itself, making it different from any other competitor? "The turning point came when we decided to concentrate on high value added only, excluding the more common applications, for example those typical of the building industry, and focusing on those in the top range", explains the president. The company also offers a reliable consultancy service to select the most appropriate alloys for each application. "Seeing that our range of alloys covers 99% of the applications, we help our customer to choose the one most appropriate one for their needs. We refrain from continual-

ly creating new alloys to rationalize costs: the best part of the demand is already satisfied by those currently available. The customer can count on a staff having lived on 'bread and aluminium' since it was founded, with an above average experience and know-how therefore, and ability to exploit it in a reliable way", declares Gnutti. Fortified by its enormous heritage of experience and expertise the Brescia-based company also aims at assuring excellence in producing alloys for all applications and for all markets in the near future. The Eural Gnutti bars are made from the most common alloys up to the

most recent ecological ones, conforming to the severest European RoHs and Elv standards. Feather in the cap is the plant in the Pontevedo factory, result of a continual evolution in the plastic forming of aluminium alloy business, exploiting cutting edge melting and casting technologies, the relevant work processes being monitored throughout the entire production cycle. Billets produced for company needs go to supply the bar extrusion presses in the Rovato factory. A high degree of workability and uniformity of the high mechanical properties, the latter characteristics satisfying the high quality standards demanded by customers the world over, are typical features of the Eural bars. Eural Gnutti offers a vast range of extrusions for industrial use to selected companies in compartments with high technological standards. Extrusions, the key step in the entire production process, are then personalized for each product through specific heat treatments. Lastly, tests and inspections are carried out in a special area using state-of-the-art control instruments. The total participation of a working team - 426 people in all - is the great value added of the Rovato company and particularly the sales force, travelling throughout the world every week to promote the production range. A collective effort rewarded by the turnover figures, which in 2012 amounted to 172 million Euro. "We are still a family run business, so that the rapidity in decision making turns to our advantage, together with a passion for this work. We manufacture a highly specialized product for a worldwide niche market and have succeeded in pinpointing said niche on an international scale very well up until now and shall continue to do so", concludes the president.



Sergio Gnutti