

Rolleri S.p.a.

- ✓ The company was founded in 1987 in Vigolzone, Piacenza
- ✓ Product manufactured: press brake tools
- ✓ The company has obtained the UNI ENI ISO 9001-9008 Certification
- ✓ Today Rollery SpA exports all over the world

During our visit at Rolleri premises we met Mr. Marco Sala., the Marketing Manager who illustrated us the evolution of the company all over the

production techniques. Since 1997 Rolleri has started the production of **press brake tools** and it has gradually specialized in this field.

“Rolleri strength resides in the product excellence and in the capability to supply the customer with a further guarantee thanking to the many Certifications achieved”

years as well as the company products range

Rolleri Spa was **founded in 1987** and in the first 10 years the company worked essentially on behalf of a third party, always improving their

Since 2000 the company, after achieving the **Quality Management ISO 9001-9008 Certification**, has begun to expand its business.

In 2002 Rolleri opened its first branch in Germany, **Rolleri**

Rolleri Job Training

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In 2007 was founded, Rolleri Job Training a company specialized in job training courses.

This new society starts its activity organizing courses for metal sheet folding. In the following years Rolleri Job Training have increased its specialization in the field of job training and organizing courses for sales, marketing, purchasing and logistics departments. Rolleri also excels in the communication and in human resources field.

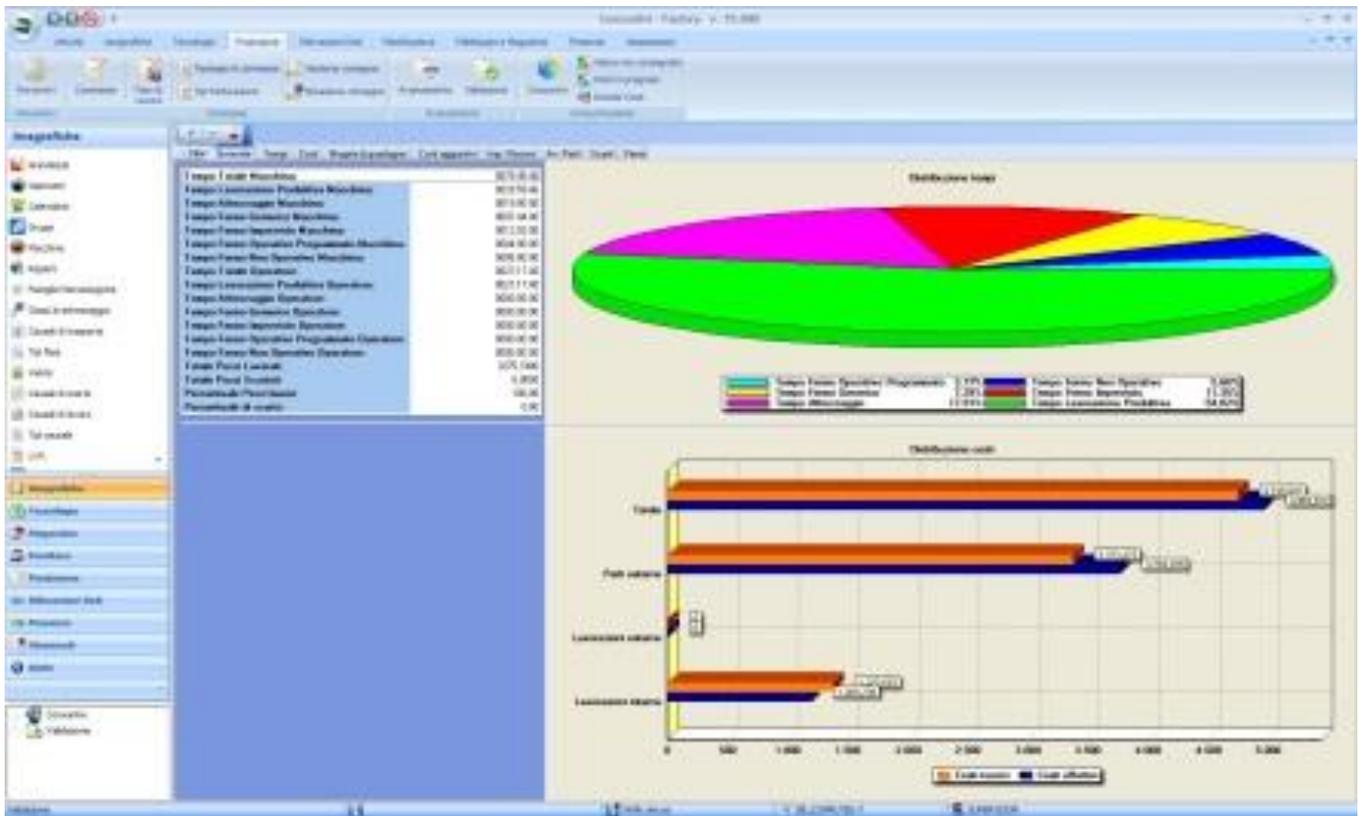
Rolleri Job Training aim is to supply people and companies with the proper instruments, the methods and the knowledge necessary to be competitive in a more and more demanding and evolving market.

For any further information please visit the website. <http://www.rollericulturadimpr.esa.it/>

Deutschland GmbH. From that moment a widespread sales

over the world, the production unit is based in Piacenza, which

is always renewing itself and in search of new challenges to



Picture 1- Factory Final Balances

network has gradually developed, and today Rolleri can count on a large number of agents and resellers in Italy and abroad.

Today Rolleri distributes the 70% of its products in foreign markets and the 30% in Italy. In the last two years it has been created Rolleri Do Brasil, who deals with the commercial development in Brazil, and in the Central America. Furthermore a new branch has been opened in India and other market has been approached such as Russia and China.

While the products are sold all

is also the head office. As Mr. Sala explains, **Rolleri strength** resides in the **product excellence** and in the capability to supply the customer with a further guarantee thanking to the many Certifications achieved. **Another strength** is the fact Rolleri has a different view if compared to its customers, since the company is “marketing oriented”. Rolleri has always carried out marketing actions aiming at the brand awareness, first in the domestic market, and later on foreign markets. Even nowadays Rolleri policy is “never to stop”. The company

grow up.

To be able to supply a state of the art product Rolleri has a “Research and Development” department which aims at creating customized solutions to satisfy any customer’s needs. **Rolleri is a creator of innovation:** the possibility to exchange information with the users of the tools is a strategic action in order to maintain the leadership in the market as far as the aspects of technological innovation are concerned.

In 1998 the company grew up considerably so it became necessary to introduce a new



Picture 2-Press brake tooling

instrument to improve the production control and the organisation of the work of the whole company. That's why they chose to buy our **Software ERP Factory**

We also had the opportunity to meet Mr.Tagliaferri from Technical Department, who showed us how our software is now used.

Before using our software Factory how did you organize the production?

Before introducing Factory we did not have software in charge of the production and the warehouse management. At the beginning we had just one software, Arca, for the accounting management while the production and the warehouse management were manual.

What do you manage with Factory today?

Today we manage the job orders, the orders to suppliers

and the warehouse. **With software ERP** we can manage the production orders starting from the project up to the test phases. With Factory it is possible to plan the activities and respect the delivery times, We may also control the times and costs of production, the state of the warehouse and integrate the production with the activity of the technical and accounting departments so as to reduce the waste of information. We use Factory to calculate the final balance of the operation schedule. All over the years Factory has allowed us to make more precise offers. With this ERP we can keep under control the times and the state of the

handling and to be updated about the stock.

Why did you choose Factory instead of another management system?

At those times, we were using Arca, for the accounting management so we decided to buy Factory since it can be easily supplemented with Arca.

Did you ever ask to customize your software?

Yes we did. We asked for several customizations. Recently we required the printing of operation orders and a personalisation permitting to store the pieces directly into the warehouse. Our product and its relevant manufacturing evolve

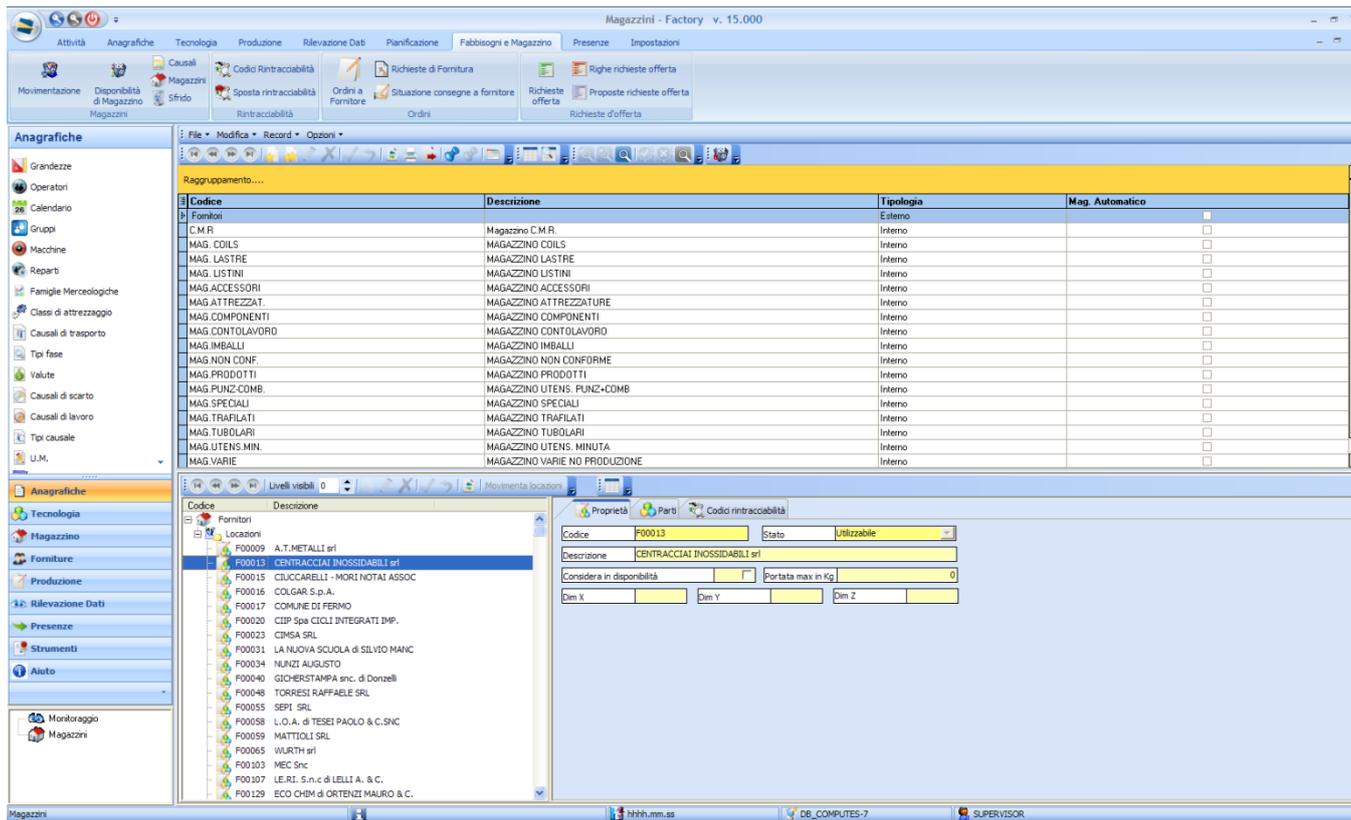
“..We use Factory to calculate the operation schedule and we can always have under control the state of the production advancement”

production. With Factory we can always be updated about the state of manufacturing with no need to go and check it in the factory.

Today we manage completely the warehouse with the ERP. Before the introduction of Factory the loading and unloading of the goods was entirely manual. Factory allowed us to quicken the

continuously so we always have to face new requirements. The possibility to have custom-made software has a great importance and we could not really work with closed software.

We asked for several customizations. Recently we required the printing of operation orders and a personalisation permitting to store the pieces directly into the warehouse.



Picture 3- Factory -Warehouse form

Our product and its relevant manufacturing evolve continuously so we always have to face new requirements. The possibility to have custom-made software has a great importance and we could not really work with a closed software.

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