

Former competitor revitalizes Orsogril

Popular grating fences will remain available



After taking over fencing manufacturer Defim in 2008, large-scale steel company Feralpi Group took over Defim's former competitor Orsogril last year. With their closely complementary product ranges, the Feralpi Group thinks they stand a good chance of getting through the economic crisis alive.

BY FLORIS DOGTEROM

The Feralpi Group, originally an Italian manufacturer of steel products for the construction industry, remains on the take-over path. After they incorporated fellow Italian company Defim (now Nuova Defim) in 2008, last September Defim's former competitor Orsogril was added to their corporate portfolio. Orsogril is Italian as well. Both companies were located less than half a mile from each other in the towns of Alzate Brianza and Anzano del Parco, near Lake Como.



Grating

And there are more similarities. Nuova Defim and Orsogril have similar product ranges in fencing panels and mesh panels. And both companies restarted under the wings of Feralpi, after having gone bankrupt. Orsogril will now be a part of Nuova Defim,

but will remain as a separate brandname. That seems to be a logical decision: Orsogril has 150 years of history and is a strong brand. The company is well-known for its grating, which makes for a very sturdy fence, when fitted vertically. This is a product in demand, especially in Italy. ▶▶

MAMMOTH

Self-closing hinge and gatecloser in one

Cautious

◀ Yet, at the end of 2011, it went wrong for family business Orsogril. Alberto Messaggi, CEO of Nuova Defim, expresses himself in a somewhat poetic and cautious way when trying to explain the bankruptcy: *"Management applied a romantic approach. Orsogril was very creative. But you can be as innovative as you would like, you still need to keep an eye on the costs. Now that Orsogril is part of Nuova Defim, we will handle things more business-like."*



Alberto Messaggi

Operational

That will be done with a lot less people. Where previously 120 people worked at Orsogril, there's only room for 30 now, while Nuova Defim has 80 employees left. The Orsogril crew however will not be moving to the neighbouring town. The factory indeed was closed for a year, but all of the machines are still fully operational.

Unique

Export manager Marco Morelli sees a bright future for the merged company: *"Our product ranges complement each other. And with Talia Screen, the grating fences from Orsogril, we have a unique product, which offers security and looks good. That's why it is so popular in the residential market."*

Waves

Messaggi has good faith that Orsogril will flourish again. *"Of course, it will be hard at first. We are in a very difficult market at the moment, but if you can sail the sea when there's a storm, you can only do better once the waves die down,"* he says as poetically as earlier on in the interview. ■



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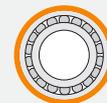
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