

> **TURATTI**

ITALIAN ENGINEERING
AT ITS BEST

Thinking Global, Acting Local

by Franz Schöpf



What do the Italian Veneto region and central California have in common? Both regions are fertile grounds for agriculture and, more specifically, for fruit and vegetable production. Some of the key players in those market segments operate there, creating clusters that turn into real incubators for innovation. Turatti Group is among them.



Alessandro Turatti,
President and CEO of Turatti North
America

Founded in Cavarzere, Italy, in 1869, the Turatti Group expanded its activities in 2015, opening a state-of-the-art, 20,000-square-foot facility in Salinas, California. The expansion is an important step in the group's growth strategy, says Alessandro Turatti, President and CEO of Turatti North America.

Why did Turatti choose central California as its base for its North American business?

Turatti always wants to be close to its customers to provide excellent service and gain the right insights for our product innovation. As a big part of our business comes from the US, we selected Salinas for its proximity to the processing facilities of a large number of our customers there.

Salinas is also close to Silicon Valley. Do you see this as a fringe benefit for Turatti's innovation activities?

It's more than that. With one foot in its fields and another edged toward Silicon Valley, Salinas is perfect for its global reputation as an agriculture and innovation hub. We already hired experienced engineers and qualified technicians to serve our customers and continue on our successful growth path.

The proof that innovation is important for Turatti are the numerous award-winning machines the company recently introduced. How do you foster innovation in your company?

Our claim, The Future Today, is an expression of our commitment to innovation. We work closely with our most demanding customers and try to understand their challenges. We also work with universities, institutions and governments and are very proud that a large number of the innovations we brought to the market over the years steadily became benchmarks for the food processing industry as a whole.

Does “act locally” mean that you adapt your products to the US market specifically?

There are some key differences between the requirements of our European and American customers but in our industry the most significant difference is the required capacity of a processing line. I always say that the US customers in our market are what Formula 1 is to the car industry and designing a machine or line for their throughput requirements usually gives us an edge in the rest of the world.

What about the importance of food safety for you, your customers and the consumers?

Food safety is probably the single most important aspect in our industry. As a matter of fact, after having understood what our machines do, the second question our customers usually ask is, “How long does it take to sanitize?” As an EHEDG company member, Turatti focuses on the principles of hygienic design for every new machine we develop. To achieve this, we select suppliers, like Interroll, that share this philosophy with us. Interroll’s drum motors are perfectly designed for our customers’ application and help reduce sanitization times.



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Turatti is an official partner of the Rolling On Interroll program of the worldwide Interroll Group.

For its high-quality food processing lines, Turatti relies on Interroll drum motors as compact, energy-efficient and hygienic drive technology.

 **MAIN INTERROLL PRODUCTS**

