



10 minutes with...



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Thanks for taking 10 minutes out with *gasworld*. What are we interrupting in your schedule today?

As the person responsible for sales, I need to look at numbers every single day, so I was looking at numbers! It is important for me to verify the sales reports from every corner of the globe on a constant basis to create the platform for strategic action. The next step on the schedule is to update a business plan for a new product development – we might discuss this with you in the coming months, but for the moment I cannot reveal too much.

It's our cryogenic equipment issue this month. Could you tell us a little about any overlaps Cavagna has with the cryogenic side of the business?

Where gas is utilised there is always overlapping with different equipment. As you said, Cavagna is not extremely active in manufacturing equipment for cryogenic application, nevertheless we have a small but for us significant market share for small tanks regulators.

That helps us as well in the continuous improvement of the compressed gases equipment we manufacture. Those experiences give us a better understanding of the different applications, giving our R&D the input to improve the actual products and give birth to new developments focusing on the safety and the performance of the equipment. A 360° view on the gas application can only give us more knowledge. We have been proven to utilise that knowledge over the years by creating qualitative products – and we get better every day.

When we last interviewed Cavagna, we talked about the group's new site in Sao Paulo. Is the site delivering as hoped?

The site is delivering even better than

we hoped. Despite the peaks and lows of the market, our colleagues in Brazil have been able to continuously grow the market share also by providing a full service on-site to the gas companies.

Synergistic work with our customer is a value for us. We always want to understand in details the business of our customer to be able of making their life easier via the quality of our product and the dedication of our staff finding the right solution for every request. Being side by side with our customer is a real value. In geographies like Latin America, not exactly close by the headquarter, that could be difficult; working on local presence is the strategy we have decided to follow and it is having success. The support provided locally by the laboratory and the product maintenance facility is incredibly well perceived by the local market.

We also understood that Cavagna was keen to further maintain its strong position in the European and US markets – how is this going?

The global industrial and economic situation has driven us to perform better than expected, answering your question: very well thank you!

The North American market has been driven by the demand of integrated valves for medical applications, the Viproxy. Our products are providing higher quality standards than the requirement of the market, that aspects has been a driver for the implementation of this specific product. Again in North America, we have a strong historic local presence and the market demand also on more standard products has been consistent and stable. We are satisfied by our performance.

In Europe we experienced the success of our Vopr valves, last year on the technical gases side. IVopr is a top class product

and the customers who have tested it confirmed the high quality of the product and its outstanding performances. IVopr performances opened up different market segment for our customers, segments which normally cannot be covered with Vopr valves. We are satisfied, but more is still to come.

Digitisation is a hot topic for the gases industry, and on the radar of Cavagna Group. Is the group working on any new products in this area at present?

The group is working hard on this topic, across all our business units. We strongly believe that the next wave of innovation will come via digitalisation and we invest to be first in class. We created a dedicate development team creating in-house skills and partnering with top companies around the world to bring products to the market and evolve even further our production processes and capabilities.

The group has been able to launch already digitalised products with IoT data transmission in the energy gas segment. Cavagna has therefore created its own service platform which interconnects different devices. The future is coming, and we are right now ready to lead it.

What's next on the agenda for Cavagna?

I cannot fail to mention the manufacturing technology. Being at the forefront of the production process is in our DNA, which is leading us into constant evolution. Introducing a smart factory logic into our manufacturing process was a natural progression. Programme 4.0 started some time back, we have a major investment plan ahead that will hopefully bring improvements to the factory to streamline processes and will help us to make more versatile production decisions with many positive impacts. 