

Biesse and Schelling: the “third pole” was born



A significant event in the world of woodworking companies was the take-over of the Austrian company Schelling by the Italian group **Biesse**, a good occasion to think once again of a situation, where Italian industry has to look for new systems to increase its international activity.

In order to have more details about this operation, IDM met in Pesaro Piero Valentini, the general manager of the Biesse Group. He explained what he meant for company integration: to create groups able to supply their customers with a complete line of products. According to Valentini, the woodworking market is passing through an evolutionary stage, which will lead to a universe formed of big groups. Biesse's goal is to take over more consistent market shares, widening their presence at international level. The take-over of Schelling is not a contraposition to the recent Homag-Ima merger, but the intention to propose an alternative for the market, in order to assure a free competition at international level. The choice of Schelling to achieve the company's goal is due to the great reputation of this company in the field of big sizing plants. Another reason for this merger is the intention of the group to develop a qualified engineering service. In fact, thanks to this merger it is possible to create a “pole” in Austria able to supply turnkey woodworking plants.

The expertise of the two companies, together with some new products, will allow offering complete plants not only for small and medium concerns, but for big industries too. The great success at the last Xylexpo exhibition proved that the market has already accepted the new Biesse dimensions.

Today operators are looking for solid and well-organised companies present all over the world, which are able to assure an effective post-sale service. In this sense the reorganisation process of these three last years was crucial for the present and the future development of the group. In fact, the turnover in these years (415 billion Lira in 1996 and 615 last year) has confirmed the importance of this reorganisation and has allowed starting a “second stage”, of which the Schelling take-over is only the first step. The next one will be the listing at the Stock Exchange.

