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magazine

N. 04  
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## ...IT'S ALL A BALANCING ACT, JUST SHORT OF MADNESS



**ENTREPRENEURIAL  
EXCELLENCE BECOMES  
A SUCCESS STORY**



**WHEN THE GOING  
GETS TOUGH**



**NEWS FROM  
MARRAFFA  
& VENPASUD**



**PUGLIA:  
PUSHING THE LIMITS**

"As youngsters we see everything so close: this is the future. As oldies we see everything so far away: that is the past"  
from the film "Youth - La giovinezza" by Paolo Sorrentino





venpa sud  
NOLEGGIO - VENDITA PIATTAFORME



marraffa  
TRASPORTI ECCEZIONALI E SOLLEVAMENTI

## Editorial

### IT'S ALL A BALANCING ACT, JUST SHORT OF MADNESS

In the south of Italy is a region you would not expect to find. Some consider it the California of Italy, for others it is more like Florida with its beauty, its stunning landscapes and its coastline together with its history of excellence in industry and its high number of start-up companies. In the early sixties the region of Puglia was endowed with some major industrial plants. In Brindisi a large petrochemical industry was built, quickly followed by Italsider's fourth iron and steel plant. Agriculture, fishing, farming, manufacturing and the textile industry saw an exponential growth in the number of small and medium-sized enterprises in the Salento region, to which today we can also add the growth in research institutes and tourism. It is for precisely these reasons that the region of Puglia is considered the richest and most developed region of the south, earning its nickname as the "California" of southern Italy and perhaps even of the whole country. In this issue we will also continue our journey aboard our truck, but we won't travel too far from home.

Summer is a time for short sleeves and it's inevitable that outside it will be hot, but we'll turn off the air-con, we'll put on our short sleeves, we'll open the window and with the wind in our face we'll show you a side of Puglia that you don't know; a land of beauty, excellence but also many contradictions. When JLG and GOLDHOFER came to visit they discovered an extraordinary land. We will raise you up high with our new telescopic boom lift and we will also show you how you can work suspended from a bridge, all designed to show you that with the new additions to the MARRAFFA-VENPA SUD fleet nothing is impossible. Our truck will also make time to stop off in Basilicata where we can see the Tempa Rossa site in Corleto Perticara, where we are working with our partners to ship and transport the components required for the construction of a production and refining centre for the oil and gas industry.

On our journey there is no chance to get bored, not even in summer.

## GETTING AHEAD OF THE COMPETITION



Those who want to get ahead of the competition need vehicles which can meet their expectations from every point of view. To be able to offer you the very best in haulage today, and in the future, we have opted for the Actros brand to represent us around Italy and Europe as it responds to our

growing needs in terms of comfort, profitability, driving dynamics and variety of choice.

The result: a truck which for many reasons inspires admiration from top to bottom. In part because its new cabs ensure the highest levels of comfort for our drivers. But also because it comes equipped with numerous technical innovations with regard to fuel economy and offers a range of services which work perfectly together to make your transportation more profitable. And finally, because on the road it is easy to handle, safe, unshakeable and quite unlike any other truck. Climb aboard and discover the new dimension of long-distance haulage.

## ENTREPRENEURIAL EXCELLENCE BECOMES A SUCCESS STORY

### JLG for Venpa Sud and Goldhofer for Marraffa - visits to the Itria Valley to strengthen our partnerships

VENPA SUD has twenty years of history under its belt. During this time a lot of road has been travelled: from the first lifting platform, which now has pride of place in our beautiful old headquarters in Contrada Rospano in Martina Franca, to the latest arrival, a Wumag Wt 1000 which is today the flagship of our super-accessorized fleet. Men and machines that have made VENPA SUD a market leader in the global market for handling and lifting of both objects and personnel. Our professional team is able to find appropriate and suitable solutions for every requirement, while our team of highly-specialized technicians cover maintenance and security. Business today is an impossible, gravity-defying challenge to face every type of situation, to work where others are unable to do so and with the help of Marraffa, our partner in the group which specializes in exceptional transport, we aim to meet the challenge. The two companies are recognized landmarks in the national industrial landscape and have plenty of room to grow on the foreign markets; a fact that was confirmed by a visit from Mr Wilson Jones, President and CEO of the Oshkosh Corporation Group and owner of the JLG brand, an established

multinational company that operates in the construction industry with the production of telescopic and lifting equipment. During his mini European tour, Mr Jones took time to stop off at our VENPA SUD headquarters in Martina Franca. MARRAFFA, meanwhile, recently received a visit from Goldhofer, a brand leader in the production of self-propelled machinery for the exceptional transport sector. Two important visits from two major international partners which confirm the importance of synergy between companies and the sharing of experiences, but which also highlight just how much the VENPA SUD and MARRAFFA brands have become recognized and trusted, a fact which bodes well for the significant trade agreements and investments we are planning for the coming years.

"We are honoured by this increasing international attention - says Michele Marraffa - the strength of my companies lies in their on-going quest for new technology, their record on safety and the new investments we make, but above all it comes from our team of highly knowledgeable, experienced, competent employees with lots of ideas and clear objectives".



The Marraffa staff with the Goldhofer executive



The Venpa Sud staff with the JLG executives

# TEMPAROSSA

In collaboration with Fagioli Spa, MARRAFFA has been given the responsibility for the door-to-door, shipping and transportation of components for a major company in the petrochemical sector. The project, known as Tempa Rossa, involves the shipping and transportation of the components required to construct a production and refining centre for the gas and oil industry at Corleto Perticara, in the southern Italy region of Basilicata. It is estimated that the Tempa Rossa field will come on stream in early 2016 and will produce around 50,000 barrels of oil per day together with 230,000 cubic metres of natural gas and 240 tonnes of GPL. With the construction of this site, oil production in Italy will increase by almost 40%. As declared by the constructor, "the site has considerable potential and will be of strategic importance in regional economic development". The main features of the project are not only the fact that the construction materials are produced at different sites around the world, but also the fact that Tempa Rossa is located in the southern Apennines, at an altitude of 1,000 metres above sea level. Access to the site is along extremely steep and narrow roads, dirt road tracks and around hairpin bends. With heavy cargoes of not less than 120 tonnes, it was necessary to prepare a detailed study to highlight all the essential roadworks to carry out based on the characteristics of the exceptional convoy required for the transportation to site. To further complicate things, the land surrounding the site is rich in clay and subject to frequent landslides which occur more frequently during the heavy rainfalls of autumn and winter. In an attempt to manage all these varied conditions, MARRAFFA carried out some geological and hydro-electric studies,

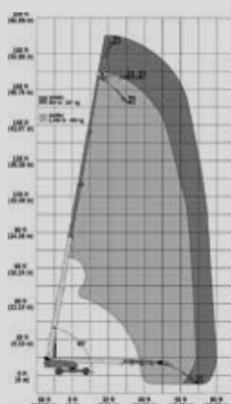
drawing up risk plans to test the actual load-bearing capacity in some critical areas of the defined route in order to check the load capacity at ground level and suggest some possible interventions to allow the safe passage of heavy convoys. These road works are essential, but work was also required to create an intermediate staging area just before the final leg of the journey. It is precisely this area that allows Marraffa the space to use mobile cranes, gantry lifting equipment and hydraulic jacks to transfer heavy loads from exceptional convoy trucks and trailers to SPMT vehicles. From this staging area, located in the valley just before the steep hills, the SPMTs take over and the flexibility of their steered wheels, their hydraulic system and the power of their engines enables them to deal with all the dirt road tracks and the hairpin bends. In the first 5 months of work we have already transported around 50 components and more are expected before the end of 2015.



## JLG 1850SJ ULTRA SERIES TELESCOPIC BOOM LIFT

Horizontal outreach: 24.38 m  
Platform capacity - Limited: 454 kg  
Platform height: 56.56 m

It can reach its maximum height much faster than its competitors, in addition the telescopic jib provides a work area of 82.118 cubic metres, while the time required for the extension or retraction of the axes is nothing short of extraordinary: you only need around a minute.



## RENTAL VENPASUD - BARIN UNDERBRIDGE UNIT

Bridge Inspection Units (known as "by bridge" here in Italy) are a type of aerial platform which are used under bridge structures. These units are moved into position under bridges, viaducts etc., then the operators are provided safe access via suspended cages which can be used to carry out road maintenance on the suspended structures above. These units can be rented and used for road maintenance, construction and road inspection and consolidation work on bridges and other suspended structures. They can be set up quickly and at road level occupy just 2 metres of a lane, while horizontal expansion can be up to 19 metres. They are also designed to overcome any noise level barriers. Special equipment can be fitted to enable operators to perform restoration work on either beams or pipe laying.

# “SIAMO SOLO NOI”

## *Our machines used to set up the stage for “Blasco”*

At least 60,000 spectators packed into the San Nicola stadium in Bari for the Vasco Rossi concert. “This won’t be an end of career concert” Vasco declared, and he was true to his word. More than two and a half hours of music with an exceptional band on stage including Stef Burns and Vince Pastano on guitars, Claudio Golinelli on bass, Will Hunt on drums, Alberto Rocchetti on keyboards, Andrew Graft on sax and Frank Nemola on the trumpet while Clara Moroni covered the vocals. “I cried more than once - someone wrote on the Net - you never change Vasco, you’re always there, telling me to bite the bullet despite my troubles and keep going because we are alive”.

The great Blasco spaceship literally took off: an impressive stage shaped like a spaceship and surrounded by lights and lasers. Several VENPA SUD units were required to help with the setup and construction. The concert organisers opted for the safety record and reliability of VENPA SUD, the rest was left to the great Blasco who fired up his fans to the tune of his greatest hits such as “Albachiara” and “Vita Spericolata” and went on to close the concert beautifully with the wonderful “Sally” and “Siamo solo noi”.



# “VADO AL MASSIMO”

In Puglia the land and the climate, both so generous here, provide more than enough to satisfy its people so that the will to live overcomes any possible impatience caused by the difficulties of living here. This is exactly why for the second year running Puglia has been awarded the prize for the happiest region in Italy. It’s that winning combination of crystal clear sea, countryside, forests, art, culture and food and wine that Puglia offerd which makes such a decisive contribution in making its inhabitants so happy and optimistic. At least this is what the “Corriere della Sera” newspaper discovered with its iHappy index; an analysis of the emotional content of around forty million messages on Twitter, gathered every day across Italy. According to this study, with over 64% of the happiest defined as “happy”, Puglia leaps into pole position as the happiest region in Italy. The National Geographic Magazine, meanwhile, believes Puglia is the also the most beautiful region in the world. A region which the rest of the world knows as being the “heel of the boot” of Italy, that strip of land between the Adriatic to one side and the Ionian to the other, a region which combines old and new, white beaches, caves, villages and mouth-watering cuisine.



**BARI** - Bari is the perfect place to observe everyday life, to get away from the crowds of tourists and wander undisturbed around the markets and narrow streets of the old town, then stop to enjoy the excellent cuisine Puglia is so famous for.



**SALENTO** - The Salento is already well-known as a favourite destination for young people. In the Salento life is lived at night, but should you decide to visit the area out of season then it’s a completely different story.



**VALLE D’ITRIA** - In 1996 Alberobello was made a Unesco World Heritage Site, but it’s the whole of the Itria Valley which attracts so much attention from the visitors to our region, from our own beautiful Martina Franca, to Ostuni, Cisternino and Locorotondo.



**TREMITI ISLANDS** - The Tremiti Islands is an archipelago in the Adriatic, just north of the Gargano peninsula, and is famous for its crystal-clear waters of a blue that seems almost surreal.



**GARGANO PENINSULA** - A fabulous coastline and lush forests make up the Gargano National Park, interspersed with delightful towns like Vieste and Peschici where time seems to stand still.