

THE VALUE OF TECHNOLOGY AS AN OPPORTUNITY

An excellent collaboration is the one between Sacmi, a global leader in innovative machinery and systems for the ceramic industry, and its client GSI, a well-established company in the Civita Castellana production district. Reborn after a tragic fire, GSI is now a benchmark for companies in the ceramic sector that see advanced technology as an opportunity for growth and global competitiveness.

by Cristina Mandrini and Federica Capoduri



The story of this “extraordinary achievement” is told by Diego Rossi, owner of GSI Ceramica, who follows in his father’s footsteps and now leads the company with the same courage, vision, and respect for a system of values that places the product at the center, along with the human dimension of those who create it. Alongside him is engineer Roberto Ceccarelli, production manager at GSI, who has been guiding the company’s new development plan for years, focusing on the implementation of advanced industrial systems.

“We strongly believe in Made in Italy,” says Diego Rossi, “so much so that on some occasions we even place our logo inside the Italian flag. What sets us apart today, and what is rewarding us, is being a family-run company. Major global distributors feel confident working with us, also because of the enthusiasm that constantly drives us to give our best. This is the foundation of a long interview that is, above all, the story of a recent past in which the company stood at a crossroads between closing down and starting over, choosing instead to be reborn by accelerating technological innovation with the aim of scaling up in numbers.”

TOWARDS AN INNOVATIVE ASSET
Paradoxically, the fire accelerated GSI’s journey toward a highly advanced technological system, thanks to the installation of Sacmi high-pressure casting systems, among the most innovative and efficient in the ceramic sector, allowing the company to position itself at the highest levels in its field.

“After the fire, before rebuilding, we were working without walls, even without a roof,” recalls engineer Ceccarelli. “Our strength, what allowed us to move forward despite everything and overcome the difficulties, lies precisely in this intrinsic, vital bond, which demonstrates a strong sense of belonging to this company. We are a flexible, agile company that has suffered in the past but has restarted thanks to collaboration with Sacmi. Today, new technologies account for 94% of what we do, and the quality level has increased significantly. Even from a working perspective, the improvements are evident. Today at GSI, the heavy and exhausting work is carried out by robots, while people, the technicians, oversee the machines without physical strain,” confirms Ceccarelli.

A COLLABORATION THAT CONTINUES TO GROW

GSI Ceramica’s product range – sanitary ware, washbasins, bidets, WCs and bathroom accessories – is growing steadily and this year is expected to increase by 30%. At the same time, its presence in both the Italian and international markets will be strengthened. Operations made possible not only by the plant itself, but also thanks to subsequent investment choices, such as new thermal machinery (kilns and dryers equipped with heat recovery systems) and a new integrated logistics project.”

Opening: Finished Products Department

On this page: single-mould casting mould for ADM products and robotic handling of cast products



Daniele Coralli, Sanitaryware & Tableware Business Unit Manager Sacmi shares the company's perspective:

"We are very proud of our collaboration with GSI Ceramica. It is a great Italian example that almost fully reflects the state of the art of our work and our experience. In the near future, the plan is to add a new kiln that consumes much less energy and to introduce even more robot-based handling systems. With this type of technology, we maintain a competitive final cost because our machines can meet different market needs by offering high-quality and efficient products, while ensuring repeatability, identical pieces without dimensional variations, and therefore high volumes with very low scrap rates.

The key point is that the real process is no longer about selling machines, but about selling the final result. How it is done matters, because the perception of time between demand and supply has changed. The concept of time to market – the time between product design and its actual availability – is fundamental, and GSI is a perfect example. Today, they can achieve delivery times equal to one-tenth of what they were before. They can produce and deliver an item not in stock in a very short time. This reliability ensures not only that they retain customers, but also that they gain new ones."



*From the left
Daniele Coralli,
General Manager
Sanitaryware & Tableware
Business Unit, SACMI*

*Diego Rossi,
GSI Ceramica President
and Board Member*

*Roberto Ceccarelli,
GSI Ceramica Plant Manager
and Board Member*

We ask Mr Ceccarelli what the secret is behind the success of this collaboration: "GSI, like Sacmi, knows how to listen to clients and to the various market opportunities. We have both been able to be ready for change, for the technological challenge of robotics, and to trust each other. This is where the answer to your competitors lies," continues Ceccarelli. "We truly aim to offer the highest quality in everything, including prototypes and product customization. We do all this in compliance with environmental regulations and with a strong focus on safety. We always invite our partners to visit us, because beyond seeing innovative machinery, guests can also perceive our passion, our modern design vision, and the transparency with which we work."

At GSI we pay great attention to water savings. We have developed a system to recover industrial wastewater, which, through internal processes, becomes reusable water within the company. We are also installing around 1,000 kW of photovoltaic panels.

In terms of overall investment, we are talking about between 35 and 40 million euros. And it doesn't end here. What is certain is that, beyond the availability of financial capital, it is also necessary to know how to manage it, and to be competent from both a technical and commercial perspective in order to handle large volumes. Perhaps this is another of our strengths, what distinguishes us from others, and why Sacmi considers us a model worth telling.

*Top right: Robotic
handling system for cast
products*

*Below: Riedhammer
roller kiln*