



FLEXIBILITY AND DIVERSIFICATION: INGREDIENTS FOR SUCCESS



The Firm

The company, Plan s.n.c., was created in 1991 from the initiative of two partners, Pietro Peruzzi and Lino Zoso, who upon the closure of the furniture sector company they worked for, took over the workshop and started a new business. The company gradually grew, increasing the fleet of machines and expanding the space until 2017, when Lino Zoso left, leaving Pietro Peruzzi to partner with his sons and purchase the current factory. It was from this new

family partnership that Plan s.r.l. was born.

Plan s.r.l. is a wholly family-owned company with the father holding 60 percent and managing R&D while the two brothers have 20 percent each and share the remaining responsibilities. Marco Peruzzi oversees the administrative and commercial side and explains how the company does contract work on rolled tubes destined for the furniture sector, but not exclusively: "Over time we have also expanded

our product range into industry sectors such as compressors, generator sets, agriculture, amusement parks, and we have infrastructure as a future prospect. Today 60 percent of the turnover is on furniture and 40 percent in other sectors, and our strength is being able to give a complete product from the single laser-cut tube to the assembled welded and painted finished product, including transportation."

A long-standing collaboration

The collaboration with BLM GROUP has long-standing roots. "In 2006 we purchased the first Adige ST660 cut-off machine, then in 2008 the first E-TURN52 tube bender, which bent tube diameters beyond the needs of the furniture and was specifically chosen to be able to do more than the competition. This allowed us to expand the market to other sectors beyond furniture, such as agricultural machinery," Marco Peruzzi recalls. We will see how this would later be a strategy consistently used successfully in subsequent investments. In 2015, as the work grew, another E-TURN arrived, but of a smaller size, a 32, and then in 2017 with the new company also came a major leap in investments. "Immediately came the E-FLEX wire bender, very useful in the furniture sector, then in 2018 the Lasertube LT FIBER EVO that revolutionized the way we work," explains Marco. Plan, however, is always looking ahead capitalizing on the consolidated results obtained with the laser then taking another leap in bending by seizing on new opportunities to approach other sectors with larger tube diameters with the additional purchase of an ELECT80, which is capable of bending round tubes up to 80mm in diameter and squares of 60x60 mm.

The strength of a complete machine fleet

Flexibility and diversification have always been Plan's goals in making investments to renew the production process. One strength which Marco Peruzzi is rightly proud of is the ability to have everything needed in-house to provide a complete and finished product: cutting and bending systems, three types of automated welding for iron, stainless steel, aluminum and brass, chromium plating, painting and galvanizing, including an automatic warehouse. This allows Plan to be flexible when catering to different markets: "We have a very large fleet of machines and this allows us not to have to resort to relying on outside suppliers. With the laser we do everything, with the tube benders, we start from the wire bender to the ELECT80 and so we always find the best solution."

Laser and bending a complete combination

In bending, electric machines provide reliability and precision that enable Plan to satisfy the most demanding customers: "With the ELECT80 and E-FLEX we have taken on very interesting projects in furniture. I remember a job we did for Cassina for which we had to build very special equipment

because of the difficulty of the particularly complex bends, and the quality we achieved earned us a lot of credit with the customer, who did not expect us to be able to do that job. Other firms had tried before without succeeding, and we were a kind of last resort. It used to be that all these things were done manually, but today you can't work like that anymore, and without E-FLEX we couldn't have done it." On lasers, Marco Peruzzi has already explained how LT FIBER has made a major leap for the company, but he adds, "The advantage of the laser is not so much in the processing speed, which is also quite high, but in being able to do so many processes that before either were not done or required more machines. If today we have customers asking for different products, it is precisely because there is the laser, which has given us access to sectors that were previously closed to us, allowing us room for growth that we did not have before. From just under two million in sales in 2016, we have reached 7 million by 2023, and this leap would not have been possible without Lasertube."

THE LASERTUBE HAS ENABLED A SIGNIFICANT TAKE-OFF IN THE COMPANY, FACILITATING ITS GROWTH



Software makes work easier

However, it is not only the market that has benefited from the use of lasers, opportunities for efficiency gains in the production process have been created internally as well: "The laser has also revolutionized the way we build jigs and more. It is not only the production aspect of providing the customer with a cut and drilled part, but there is also an organizational aspect that has improved because of the ability to easily create complicated fits."

It is well known that the software is constantly evolving, and Plan appreciated and benefited from the opportunity to download the new versions of ArTube CAD/CAM that BLM GROUP guarantees to its customers: "With the first versions we had to draw the joints, now with the software updates the joints

are all in the library in parametric form and you simply select them, choose the type and indicate the position where you want it and the software makes it automatically without much thought."

A modern entrepreneurial mindset

Today the company employs 60 people. "We have certified ourselves ISO 9001 and 14001, and we are gearing up for ESG reporting, believing in doing it before they ask us," explains Marco Peruzzi, showing that he has a modern, ongoing entrepreneurial mindset. "We also have open collaborations with training institutes and with Confindustria." In short, Plan is a company with an open and forward-looking vision.

With BLM GROUP, the relationship is positive: "We appreciate the te-

chnical service support; when calling other machine manufacturers we have to wait a long time before someone comes," he explains and then concludes, "Working with BLM GROUP as a partner is very important because of what they provide us but also because it is known by our customers."

Customers such as Cassina, Flos, B&B Minotti, and Flexform find speedy responses from Plan and a young growing company (average age 30) that continues to invest. This is a structured company with almost 60 people, 4 dedicated to R&D, that is able to respond quickly to their requests and to whom they can show a finished piece saying "We want it this way" and having the confidence in Plan they will make it happen.



MODERN ENTREPRENEUR
MIND-SET: *CERTIFICATIONS,
OPEN COLLABORATIONS,
CONSTANT INVESTMENTS*

