

Raccortubi Group offers clients the flexibility of the

Raccortubi Group, headquartered in Milan, Italy, manufactures, stocks and supplies a variety of piping materials used across the world in critical applications such as chemical and petrochemical plants, oil installations, power plants, fertilizer plants and offshore platforms. These materials include high quality pipes, tubes, butt weld fittings and flanges in metals ranging from stainless steel and duplex to superaustenitics and nickel alloys, in a wide variety of diameters and thicknesses. They are supplied from the Group's existing stock as well as from its production facilities in accordance with customer needs. In fact, due to its unique position in the market as both a manufacturer and distributor, Raccortubi is able to accommodate clients with not only complete customized project packages, but also single item necessities already in stock in its warehouses.

Stainless Steel World Americas had the pleasure of speaking with Raccortubi Group's President, Mr. Luca Pentericci, and Raccortubi do Brasil's General Manager, Mr. Pietro Federico. We discussed the company's recent acquisitions, its new location in Brazil, its uncompromising product quality and why the company is the right choice for American clients.

By Candace Allison

A unique company

Luca explained that Raccortubi was founded in 1949 and began operations as a supplier of piping materials. Despite always being an active distributor in the Italian industrial market, by the early 1980s the company decided it would be advantageous to offer customers an additional service. So in 1986, Raccortubi started its own butt weld fittings manufacturing business called Tecninox, which allowed the company greater autonomy in regards to suppliers and market fluctuations. This turned out to be an excellent decision as clients today still benefit from an off-shelf availability of fully tested and certified products without the constraint of additional time and costs for any extra laboratory testing if required. Most customer requests for either single items or project packages are fulfilled from Raccortubi's existing stock, but with Tecninox's presence in the Group it means that if a client requires a particular type of fitting, this need can be satisfied according to the customer requirements and within a short lead time.

In 2011 and 2012, when the industrial market started to change as a result of the European debt crisis, Raccortubi wisely decided to rethink its strategic decisions and its exact positioning within the market. Luca explained, "That was the right time for us to establish branches not just outside Italy, but also outside Europe. Specifically in areas where we knew that there was a strong demand for our materials, our services and our expertise. So in 2012, we developed a comprehensive plan where the following year, within a very short time span, we opened three different subsidiaries: One in Brazil, Raccortubi do Brasil; one in Singapore, Raccortubi Singapore; and one in Dubai, Raccortubi Middle East. Of

course, this endeavor took a lot of effort, timing and resources, but we felt that it was a fantastic opportunity to spread our wings to other global markets where we knew we could make a big difference by offering our products and services. We realized that if we wanted to grow we had to do so organically, so that is why we tried to recreate the same structure that we have here in Italy with a similar layout for the facilities, stockholding and technical expertise."

Luca continued that around the same time in 2013, it became apparent that Raccortubi needed to boost its own production activities and it achieved this in December 2014 by acquiring another manufacturing company, Petrol Raccord. It was a "match made in heaven" as the company was a natural extension of the existing manufacturing range that Raccortubi already offered through Tecninox. Immediately after the acquisition, Raccortubi began investing resources into streamlining the production process by enhancing productivity and acquiring a large base material stock of duplex, super duplex and 6Mo. Luca confirmed that as a company Raccortubi is satisfied with how it has grown organically and branched out into global markets with a fixed local presence. Most importantly, now is the time for Raccortubi Group to introduce itself to potential customers and make them aware of its unique organizational structure as both a manufacturer and a supplier who can offer the best of both worlds.

Impressive worldwide facilities

Pietro detailed that Raccortubi's headquarters in Milan, Italy, encompasses an expansive 25,000 square meters, which includes offices, and a massive ware-

house. The Group's manufacturing facilities meanwhile are based in Piacenza, just over an hour's drive from Group headquarters. All of the company's other subsidiaries are modeled off of the Raccortubi set-up in Milan. Luca confirmed that Raccortubi does also have a sales agent in Houston, Texas. The Raccortubi



Mr. Luca Pentericci, President, Raccortubi Group.

location in Brazil helps to provide American clients with the high quality products they require, to shorter lead times.

"When we started Raccortubi do Brasil it was from the ground up, so finding the right area for our facilities was extremely important. We are located in Jacareí between São Paulo and Rio de Janeiro, which is close to both our customers and end-users, and exactly where we want to be," explained Pietro. He continued, "Only a year after we chose this location, construction began on a new road that now connects Santos, Brazil's largest port, with the main road from São Paulo to Rio de Janeiro, which will help us out a lot in transporting large quantities of



The Raccortubi Group location in Italy.

our products efficiently." In addition, as well as sales and logistics offices, Raccortubi do Brasil has a warehouse at its disposal, from which it supplies customers with complete project packages as well as ex-stock material for maintenance and urgent requirements.

Dependable products

Pietro clarified that Raccortubi do Brasil offers the same material and products as Raccortubi's headquarters in Italy. However, as a Group, Raccortubi aims to shape the stock according to the different kinds of local market needs. Luca provided the example of the Dubai location offering especially nickel alloys because that type of material is very much in demand in the Middle East. Meanwhile, in Brazil, the warehouse is stocked to fulfill the needs of the local offshore industry, specializing in duplex and super duplex in particular.

Raccortubi Group as a whole really makes the most of its efficient combination of stockholding and manufacturing activities. It offers clients integrated production of butt weld fittings from 1/2" up to 56", virtually without wall thickness limitations, in stainless steel, duplex, super duplex, 6Mo, nickel alloys and titanium. Stock includes pipes, tubes, fittings and flanges in a wide range of diameters and thicknesses also in a large variety



Raccortubi do Brasil.



stockholder with the expertise of the manufacturer



of stainless steel and corrosion resistant alloys. This growing inventory, together with the complete control over production, guarantees high-quality, cost-effective, flexible solutions, perfectly suited to many end-users' short lead times, especially in terms of maintenance services for critical applications.

The highest quality standards

Since Raccortubi's products are used worldwide in many critical and severe service environments there is absolutely no room for failure. This is why Raccortubi Group only manufactures and stocks the highest quality materials. As Luca clarified, "Not only do we offer specific material grades for particularly critical applications like duplex and super duplex, but we also have the technical expertise and skills as well as the knowledge of these materials to manufacture high-quality products. We employ people who are very experienced in the tests to be carried out to meet the end-users' and oil operators' demands because the level of quality always increases according to the different levels of criticality of the application. At Raccortubi, our main focus is on quality and that is what we deliver, but this means we cannot necessarily be the cheapest. We are very proud of this. We

have the best quality material and clients receive added value from us."

Luca continued to explain that Raccortubi's rigorous quality control means that all of its product offerings meet the strict demands of many of the world's biggest operating companies. Not only does Raccortubi Group have many certifications including ISO 9001:2008, PED, ASME III NCA-3800 and NORSOK M-650 Ed. 4, but it has made such requirements part of its very own internal manufacturing processes. Over the years, Raccortubi has created its internal specifications for all of its products to cover the various standard requirements using the narrowest values and keep material in stock that does not need any additional tests. As an example, Pietro detailed that in Brazil in order to supply products for the state-owned oil company projects, the manufacturer must be on an approved manufacturer's list (CRCC). Without approval, a company would not be able to offer their services. But even within these approvals there are grades and rates. Not only is Raccortubi approved by the country's leading oil company as both a distributor and manufacturer, but it also has the highest approval rate and an A+ for quality with the operator, which is no small feat.



The Tecnox manufacturing facility.



Mr. Pietro Federico, General Manager, Raccortubi do Brasil.

The right choice

When asked why potential clients, especially ones in North and South America, should choose Raccortubi products, both gentlemen are quick to answer "quality and flexibility." Luca further described that as both a manufacturer and supplier, Raccortubi offers the client what competitors simply cannot: The flexibility of the stockholder with the expertise of the manufacturer. Raccortubi

offers customers a multiplied service that isn't just about the material. Rather it's about personalization, the option of tailor-made products and the advantages of being flexible in order to accommodate either a short or long lead time.

"Using Raccortubi as their supplier, clients all over the world learn that we have something more to offer them. It's not only about the material," Luca said. "I always say that we sell a service and the material is only a part of that service. It's not the other way around. This is sometimes difficult for people to understand because they often see the prices and don't see anything else. Customers place an order with a company like ours, because they understand it's not only about the final price. They see the value in the overall handling of the order. So if someone is looking for regular material and just a product without anything else, then perhaps Raccortubi is not the right supplier for them." Pietro agreed with this statement and added his own, concluding, "The right customer sees the benefits of what we offer. So if a potential client is interested in a complete solution, not just a product, then Raccortubi Group can become a long-standing partner of choice."

Face-to-face interaction

"We always like going to exhibitions because we feel that shaking hands and looking people in the eyes is something that allows us the chance to explore new opportunities with potential clients, but also reconnect with long-established customers. Sometimes you just have to sit down, have a drink together, talk about your families, etc. You don't necessarily have to talk about business, but at least you know that when you are picking up the phone and you speak with that guy, you can put a face to the name and the other way around. This means building long-lasting trust for years to come. It is as personalized as you can get." – Luca Pentericci

Raccortubi Group will be exhibiting at Stand J33, Pavilion 3, at the Rio Oil & Gas 2016 Expo and Conference in Rio de Janeiro, Brazil, from October 24th to 27th.

AT A GLANCE

Company name:	Raccortubi Group
Years in business:	67 years
Global headquarters:	Viale De Gasperi 194, 20010 Marcallo con Casone, Milan, Italy
South America presence:	Rodovia Geraldo Scavone 2080, Unidades 17/18, CEP 12305-490 Jacareí, São Paulo, Brazil
Products:	Pipes, tubes (including heat exchanger tubes cut to size, instrumentation tubes, etc.), fittings (butt weld fittings from 1/2" up to 56", in all wall thicknesses), flanges, other components
Materials:	Stainless steel, duplex, super duplex, superaustenitics, nickel alloys, titanium
Industries:	Oil & gas, offshore, petrochemical & chemical, fertilizer, etc.
Certifications:	ISO 9001:2008, PED, ASME III NCA-3800, NORSOK M-650 Ed. 4, etc.
Website:	www.raccortubigroup.com www.raccortubidobrasil.com

All photos: Raccortubi Group