

Putting down roots for a new future

Simai's challenge, a benchmark business in horizontal handling

A successful case history in the Belpaese: a historic SME living a second life thanks to being purchased by one of the most innovative and avant-garde companies on the planet. This multinational company is none other than Toyota Material Handling Europe, while the Italian company in question is Simai - manufacturer of the widest range of electric tow tractors and pla-

form trucks in Europe, the result of over 70 years of research and development activities and a passion for the job.

Massimiliano Bariola, ceo and leader of the intense renewal of Simai, tells us with enthusiasm about the work he has done in these last three years, in which the company has undergone a new phase, transforming into a centre of excellence under the umbrella of Toyota. "Si-

mai, has always been a solid company with inside it an entire operative world, from design through to after-sales. While maintaining maximum autonomy, it has adopted the work organisation system of Toyota and is sailing towards new and exciting horizons, with a complete range taking advantage of the rationalisation and streamlining methods offered by TPS (Toyota Production System), but also original industrial layouts for an increased production capacity, and inclusion in new markets." "Made in Italy" or rather, "Made in Milano" by Simai as pointed out by the ceo, is not only represented by the machinery, which is used, among others by airports, the rail industry, law enforcement and the people care & solutions sector, but is also made up of in-house processes: structure work, varnishing, and mechanical manufacture all carried out locally to Milano, with great benefits in terms of flexibility.

"In these years, we have also implemented sales networks in Italy and abroad, created a new language with a renewed website and strong social media presence. And we have also concentrated a lot on young people, winning, among other things, the Premio Meta, Best In-Company Apprenticeship Experience," notes Bariola. Even in the future, Simai will continue its mission as an engineering company with personalised bespoke solutions for each and every client, opening itself to new challenges. ■



MASSIMILIANO BARIOLA