



CASE HISTORY: BESANA GROUP

Ricciarelli SpA and Besana Group:
a solid partnership to keep dried fruit safe around the world





100 years of activity always in the same sector. It was 1921 when the brothers Emilio and Vincenzo started their business taking advantage of the large availability of hazelnuts, walnuts and chestnuts that grow on the rich volcanic soils on Vesuvius. This is where Besana was born, today considered a leading company in Europe for the market of dried fruit, seeds, chocolate and snacks, whose ownership has now reached its fourth generation.

A company that has grown over the years, expanding the range of products and increasing its numbers over time, until they have needed for automatic packaging systems that kept the production speed and it was able to maintain the standards required by the clientele: here the meeting with Ricciarelli, a partnership born in the early seventies and destined to last over time, up to the present day.

«I went personally to Pistoia after some owners of pasta factories recommended this name - comments the honorary president Giuseppe Calcagni - because we needed an important packaging activity that was no longer sustainable manually. I remember that during the meeting I explained to Aldo and Mario Ricciarelli that we had to make mesh bags to pack dried fruit in shell and that we needed groups of cadenced weighers that could release 12/15 pieces at a time. I was surprised by the will of both of them that, although they had never worked outside the pasta sector, replied they would immediately get to work to study the best solution to obtain the result. So we bought the first line of four weighers FC1000».

**«THEIR WILL
TO TAKE ON A NEW
CHALLENGE
ALREADY IN THE '70S
SURPRISED ME»**

- Pino Calcagni



*Besana factory
in San Gennaro Vesuviano (Naples)*





An historical photo from the Besana archive

Different models over the years

From the first weighers, Besana moved on with different models of packaging machines to realize pillows and square bottoms bags to which the necessary tools for euroslot and zip bags have been added over time, in line with what were and still are market demands. The desire to be innovators to anticipate customer requests, in fact, has always distinguished both the companies.

«I believe that our meeting was a lucky one for everybody - continues Mr. Calcagni - we had finally found an ally to automatically pack dried fruit, while for Ricciarelli it was an opportunity to try something new that opened the doors to different product sectors for them too. Together we were able to test many new systems and be in line with what the market was asking for».

The relationship between Ricciarelli and Besana, born 50 years ago, still continues today, thanks to the important interventions done on to the machines over the years. The world of dried fruit needs much more "tailor-made" solutions than other sectors, also due to the desire to produce packages of mix products, and consequently an efficient assistance for the machines in the plant.



Ricciarelli FCBS20 multihead weigher

About this mr. Calcagni says: «There has always been an excellent relationship of collaboration between us, both in terms of quality and quantity, thanks to the frequent contacts we had both with the sales department and with engineers and technicians, who have always offered us a continuous assistance and maintenance job that is essential to keep the machine performance level high. And that's not all: this industrial relationship has also allowed us to update our systems as new ones born and to be always ready to propose innovative solutions on the market».



*Pino Calcagni,
honorary president of the Besana group*



A new challenge for the future

After reaching the markets of almost the whole world, the objective of Besana's current #1 is an incentive to continue to do even better: «What do we want to do now? To bring our dried fruit to Mars! I will have to ask your engineers to study a solution to make good packaging even in the absence of gravity...».

A new challenge begins.

RICCIARELLI
PACKAGING SYSTEMS

Via Umberto Mariotti 143,
51100, Pistoia (Italy)
0039 057344571
info@ricciarellispa.it
www.ricciarellispa.it