



FROM GENERATION TO GENERATION

Two family businesses, two regions, the same passion. The companies Fiducia srl of Parma and Baldetti Giorgio srl of Castiglion Fiorentino (AR) rely on the ZATO Blue Devil shredder to achieve their goals of quality, efficiency and sustainability.

Italian family businesses have always played an important role in the collection and valorization of scrap metal thanks to their strong roots in the territory and their ability to establish trusting relationships with customers.

However, despite the continuous offer of efficient and punctual services, in order to consolidate their position in the market, these companies face important challenges, such as competition from large international operators and the need to constantly innovate to remain competitive.

Fiducia Srl in Parma and Baldetti Giorgio Srl in Castiglion Fiorentino (AR), are two companies that, in different regions, carry out the same activity with seriousness, passion and a focus on the environment on the one hand while keeping up to date with the latest technological advances on the other. Two very similar stories from two different companies, as Giovanni Fiducia and Daniele Baldetti, partners and owners of their respective companies, tell us.

“The recovery, processing and trade of scrap metal has



been our business for over 70 years", says Giovanni Fiducia, who adds: 'Our story began in Parma in the 1950s thanks to my grandfather who used to collect scrap metal in the streets of the city with a cart; he had this great passion for metals and, in the basement of his home, he started his business of recovering and cleaning pots and pans and various utensils before reselling them to the public.

Daniele Baldetti, for his part, describes a similar story: 'In Castiglion Fiorentino, during the post-war period, he acquired an abandoned warehouse which contained broken-down heavy-duty vehicles, tanks, and other abandoned post war equipment; This was the catalyst which started my grandfather's recovery and trade business. That initial period in our company's history period was Tough as raw materials such iron and metal were generally scarce and hard to come by.

Both companies are multi-generational family business, Giovanni is the third generation Fiducia to work in the company and works with his father Gianluca, founder of the company, who has been able to develop and consolidate his grandfather's passion. Baldetti on the other hand already has four generations who have worked for the company with the young Lorenzo, managing the supply and sale of spare parts recovered from scrap car.

"In the early 1970s we moved to this site and at the same time opened the car scrapping business," Daniele proudly tells us. We process about 1,000 scrap cars per year and sell the spare parts both in Italy and abroad, taking advantage of the new opportunities that the online market provides us.

"The management of scrap collection is an ongoing process that is constantly evolving," according to Baldetti. we have equipped ourselves and have continued over the years to invest in industrial vehicles and equipment be ahead of the curve and stay competitive. Three material handlers, four trucks, a scrap baler, and a shredder, the 'Zato', as it is affectionally known as, not bad for a small company like ours'.

Fiducia moved to its present location in the early 1980s and grew rapidly. by equipping itself with new machinery and providing new services, Giovanni continues: "In the 1990s, following the same initial passion as my grandfather, and later my father, I entered the family business which, with a lot of hard work, over the last 20 years has grown even stronger and has reached a prominent position, not only in Emilia Romagna' but also in the neighboring provinces.

Both companies agree on the need to work sustainably, to follow the principles of a economy and to safeguard the available resources as much as possible. "In order for our business to still be there for future generations There needs be a direct link between

investing in product-improving technologies and the environment,” they both agree.

“Our company’s choice to implement only the best technologies available on the market has allowed us to improve our techniques and to increase our efficiency which leads to a higher quality final product.” Explains Giovanni, who adds: This philosophy has cemented our reputation of being a serious and reliable partner not only for our suppliers but above all, for our customers.

For Daniele, investments in technology should never stop: “We look to the future, but also to the past, if we look back at what we have achieved already, we realise how the importance of my father Giorgio’s work was, we can honestly say that we would not be where we are today without his wisdom

and foresight. The results have come over the years, we have grown so much but I am convinced that there is still a long way to go and much room for improvement, I am already thinking of which equipment we will invest in next.

Giovanni Fiducia agrees: “I firmly believe that renovating and updating our machinery and equipment is a must if we want to offer a top-quality service and product. Where others follow, we at Fiducia want to lead, we want to be the promoters of a change because only by leading will we meet the expectations of the steel mills and foundries who ultimately are our customers.

“We must strive to work and deliver ever cleaner and purer grades of scrap metal,” continues Daniele, “The cleaner the scrap that foundries use to create new steel, the lower the emissions. The more scrap metal that we recycle the less virgin iron ore we need to dig up from finite resources and the more economic growth the planet can sustain without overtaxing the environment.

For both companies, the installation of the Zato Blue Devil shredder is an important step on the path towards total quality: “It allows us to value to

Ferrous scrap, sustainable and technological ‘heart’

Ferrous scrap and the electricity used to melt it, are the strategic raw materials needed by the steel industry which, in Italy produce 80% of all national steel. Among the major players in Europe is the Feralpi Group (around 2 billion euro turnover in 2021, operating in seven different countries and employing over 1800 people).

Founded in 1968 in Lonato del Garda and then expanded throughout Europe over the next half a century, Feralpi Group produces around two and a half million tonnes of steel each year. The underlying technology is that of the electric arc furnace that starts with the melting of ferrous scrap. What’s more, 93% of the steel produced by Feralpi is made from recycled material. A huge circular economy machine that is called upon to combine sustainability and competitiveness. Feralpi’s production process is, by nature, circular since it produces steel from scrap metal, thus

minimizing the dispersion of toxic waste into the environment and reducing the consumption of natural raw materials that would otherwise be needed.

Clean processed scrap is a strategic raw material for Feralpi and it is therefore essential that it reliably receives a continuous supply. For this reason, the Group has set itself the goal of increasing its supply of clean processed scrap by processing more of it themselves. Feralpi constantly invests in improving scrap sorting and cleaning. The plant at Lonato has also has a scrap pre-treatment facility with a new area dedicated to processing, shredding and sorting incoming scrap. With the help of automated vehicles, the scrap is transferred into the loading hopper and processed internally within their own yard, which eliminates contaminants such as (oxides, non-ferrous metals, and tailings), from making their way in to the furnace melting process thus improving the energy efficiency of the process, the quality of the product and the need for correction of the melt bath with additional raw materials.

Improving the scrap yield brings numerous advantages in terms of quality, production costs and efficiency. As fewer ‘correctives’ are needed during the process. Hence Feralpi’s increased reliance on their own scrap metal processing and sorting plant. A cleaner denser input material contributes to improved productivity and greater energy efficiency, as well as a reduction in the consumption of electrodes and ferroalloys. Feralpi’s sustainability-competitiveness mix is further strengthened, to the benefit not only of the company, but also the environment and the supply chains in which Feralpi operates.



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our recycling process and therefore to the finished product,' Giovanni tells us. The Blue Devil is extremely robust and solid, despite its 56t of weight it was very easy to install and a piece of cake to operate.

"It is the future," says Daniele, "Steel mills and foundries are asking for even cleaner material with good particle sizes, and the Blue Devil from Zato allows us to process difficult materials such as over dimensional profiles which, once downsized with the Blue Devil, is delivered straight to the steel mill as a perfect feed stock for their foundries. We also enjoy considerable savings, from both our yard storage costs and reduced transport costs".

Baldetti and Fiducia are like two peas in a pod when it comes to believing in excellence, linked by their shared goals of delivering total quality, production efficiency and sustainability. They are representatives of a healthy entrepreneurial spirit, multi-generational family-run companies with a firm belief in values and the will to constantly innovate.



» **Zato Blue Devil** shredder installed at Baldetti Giorgio Srl in Castiglion Fiorentino (AR)

» Daniele and Gianluca Fiducia

