



"GHEDINI ING. FABIO & C."

Competitiveness

in new markets

The original aim of this Italian company was the production of hydraulic plants and systems but, due to customers' demands, "Ghedini ing. Fabio" started changing the production focusing on the manufacture of hydraulic attachments for earthmoving machines.

The company soon specialized in attachments for the emerging market of mini excavators. Nowadays "Ghedini ing. Fabio" is a well-known brand not only in Italy, but also in Europe, widening the range of products, which are now suitable for every kind of machines: mini excavators, excavators, skid and wheel load-

ers and backhoe loaders. All Ghedini's products are made of high quality materials coming from Italy; they are reliable, sound and with a percentage of faulted items less than 1%. Company "Ghedini ing. Fabio" has both a national commercial department and an export one, where qualified personnel can assist clients from the initial informa-

tion about products to problem solving and after sales. The main goal of the technical department is to improve the current models and plan new ones, according to clients' suggestions and to the market demand, while the workshop follows, with the highest care and precision, the phases of assembling, welding, testing and painting.

The products
The main products are auger drive units and bush cutters for excavators, skid loaders and backhoe loaders. The former are available in different models in order to suit every kind of machine and type of soil (soft, mixed and rocky). Diameters available range from 100 to 1,000 mm and thanks to extensions, it is possible to reach



every desired depth. The latter are bidirectional and they are available in different working widths (from 640 to 1,900 mm). They are equipped with a pair of Y-shaped knives and a third one located in the middle, allowing you to mince the material (they can cut branches with a diameter up to 15 cm). Other products, not less important, are the submersible pumps, without any electrical pumps. They can work up to 20 mt under water, still keeping a high quality standard. The vibrating plates are instead suitable both to compact the ground and for the vibro pile driving. A new series has been recently designed and produced for skid loaders and for trench applications. The latest products are the weed cutting buckets, which are suitable for reclamation works, such as the weed clearance of canal banks. They can

easily work under water. These weed cutting buckets can work on mini excavators, excavators and backhoe loaders and have three different sizes (1,5, 2,5 and 3,5 m). Currently "Ghedini ing. Fabio" is widely present on the Italian market and has dealers in almost all Europe. Export represents more than 60% of the production. The team can speak English, French, German, Spanish, Russian and Chinese (the main concern is always a quick reply to costumers' needs) and has an always updated website available in different languages (English, French, German, Spanish, Polish, Russian) and where it is possible to download catalogues and technical details. There's also a YouTube channel (www.youtube.com/aleghedini) where you can watch at the videos of the products at work. Facebook (Ghedini ing. Fabio & C. snc) and Twitter (ghedini

ing. Fabio) are other useful tools where "Ghedini Ing. Fabio" team can have a direct contact with clients and keep them informed about the latest news.

The importance of new markets

As for exhibitions, the company usually takes part in the main three international exhibitions in the field of earthmoving machines, such as In-termat in Paris, Samoter in Verona and Bauma in Munich. Moreover, in the last few years the staff has started participating also to other more local trade fairs, alone or in partnership with some dealers, like CTT in Moscow, Maszbud in Kielce (Poland), SASO in Split (Croatia) and Ankomak in Istanbul. The increasing demand of the products has pushed this Italian company to be more and more competitive and enter new

markets, such as the Indian one, where, at the moment, the company is not present. These are the words from "Ghedini ing. Fabio": *"We think that the Indian market is a very interesting and promising one. Due to the growing request of earthmoving machines and therefore of hydraulic attachments which can be applied on, together with the constant demands we receive from the Indian market, we are looking for some companies willing to cooperate with us and propose our products on such a big market!"* ■

INFO



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