

Special  
Edition



# VARVEL

INTERNATIONAL



The **Varvel Group**  
proudly celebrates the brand  
new opening of **VARVEL USA LLC**



LETTER FROM ITALY

## Varvel: an Italian company with increasingly global reach

*We have come a long way indeed since 1955. When Varvel opened its first factory in the heart of Bologna, nobody would have believed that we could grow so quickly. Internationalization has enabled us to satisfy requests from all over the world. It has also taught us that, on top of product quality, excellent service is essential if we are to keep our customers. And service needs to cater for all needs, from sales to after-sales and product updates. Determined to continue down the path we chose in 1955, Varvel opened a subsidiary in India in 2011. Today we can celebrate the start of a great new adventure in the United States, aimed at guaranteeing a constant presence and becoming a key player in America, a vast market full of opportunities. This latest step was dictated in part by a desire to be as close as possible to customers who have shown that they appreciate the value of our work here in Bologna, and in part by our conviction that a company committed to growth needs to invest in research and development, plant and people. And people, in the form of employees, suppliers and customers, are the most important form of capital a company can have. So opening a U.S. subsidiary to serve the American market is not just a question of improving logistics, but a declaration of Varvel's strong commitment to finding ways to strengthen the relationship between our company headquarters and our customers around the world. Only a few years after the inauguration of our Indian joint venture and our sixtieth anniversary celebrations, this latest step clearly demonstrates the unique dynamism of a socially responsible company that began in Bologna, Italy, just over six decades ago, and has already reached over sixty different countries worldwide.*

*Francesco Berselli, President Varvel SpA*



LETTER FROM USA

## The art of innovation founded on tradition

*As Dwight D. Eisenhower sat in the White House, the radio sang with the tunes of Chuck Berry and the children of America gathered around the television to watch the first episodes of the Mickey Mouse Show; in the city of Bologna Italy, in the shadow of such greats as the Maserati Brothers and Enzo Ferrari, an Italian Mechanical engineer, Cesare Berselli began to design and assemble velocity variators. This was the birth of Varvel which has since focused on delivering the highest performance products with a focus on customer service that is unrivalled in the industry.*

*Today, I am honoured to be part of the effort to write the next chapter in the history of Varvel as we undertake to bring the precision and performance of Varvel to the US market with the same level of service and professionalism that has become synonymous with the name Varvel. From our 50,000 sq.ft facility in Peachtree Corners, Georgia our US operation offers the logistical systems to ensure that we provide the products our customers need when they need them, the technical knowledge to deliver the most efficient solutions for our customer's requirements and the customer care to ensure that we are always here when our customers need support. We look forward to meeting the challenges of a changing world and bringing a new and exciting option to the US market.*

*I hope you will join me in congratulating Cesare Berselli who may never have guessed where his vision would lead and I look forward to honouring his memory with a future that today even I might not be able to imagine. And, to the US market, hardy congratulations. Your waiting is over.*

*James Muldoon, General Manager Varvel USA LLC*



## VARVEL USA LLC

The introduction of 2017 celebrates the inauguration of the Varvel USA operation. The North American headquarters, located in Peachtree Corners, Georgia, just 20 minutes from the Atlanta city centre and 30 minutes from the Hartsfield - Jackson Atlanta International Airport, hub to major courier and transport companies servicing the country nationwide. The Varvel USA LLC operation is run out of a 50,000SFT facility consisting of:

- Corporate offices (accounting, purchasing, sales, marketing)
- Primary product warehouse with 27 affiliated logistic warehouse across the nation
- Aftermarket customer assistance
- Claims and warranty program
- Product service centre and technical assistance
- Application design and engineering consultation
- Home office to a capillary national sales reps and distribution network

The Varvel US operation will also have the support of one of the industry's most innovative and dynamic manufacturer of electric motors, with the scope of offering the US market a complete turnkey motor-gearbox solution. This collaboration will incorporate parallel product consultation, sales support, aftermarket assistance and product warranty policy all under the same umbrella.

[www.varvelusa.com](http://www.varvelusa.com)

