

# STAMPER



## M.S. Ambrogio: a success story spanning 60 years.

Mario Sangalli has been at the helm of the Italian company M.S. Ambrogio S.p.A. since the early 1990s and with great success. The visionary entrepreneur has a clear understanding of market developments and, anticipating future demand, is prepared to invest in new, state-of-the-art equipment – such as the latest acquisition of four BRUDERER high-performance stamping presses.

### BRUDERER AG

Egnacherstrasse 44, CH-9320 Frasnacht  
☎ + 41 71 447 75 00, ✉ + 41 71 447 77 80

For more information about BRUDERER and our products, services and subsidiaries, visit [www.bruderer.com](http://www.bruderer.com)

# M.S. Ambrogio: a success story spanning 60 years.



Mario Sangalli, owner and CEO of the MSA Group.

**Mario Sangalli has been at the helm of the Italian company M.S. Ambrogio S. p. A. since the early 1990s and with great success. The visionary entrepreneur has a clear understanding of market developments and, anticipating future demand, is prepared to invest in new, state-of-the-art equipment – such as the latest acquisition of four BRUDERER high-performance stamping presses.**

When asked which project triggered the decision for this sizeable investment, Mario Sangalli chuckles. Rather than waiting to be approached by customers with a specific requirement, he uses his keen instinct and clear vision to anticipate future trends. And thus he was spot on when he purchased the first two BSTA 810-145 stamping presses with BSV 300 servo feed units which were fully utilised in 3-shift-operation shortly after their commissioning.

With the same instinct and foresight, his father Aurelio Sangalli, the acting president of the MSA group, laid the foundations for today's company in 1949 at the age of 20. Working six days a week and driven by the constant strive towards more efficient production methods, he soon started producing springs and metal parts and thus quickly gained success.

As early as the 1960s, MSA offered groundbreaking manufacturing solutions by radically restructuring their production. To complement the traditional wire springs, the company started to produce spring components with noble-metal contacts for well-known customers from the automotive and electrical sectors and the budding electronics industry.

When Mario Sangalli joined the company in 1989, it had a workforce of around 500 employees and a turnover of almost 40 million Euros. Today, he is the owner and CEO of the entire MSA group, which employs 1,000 staff worldwide and generates a turnover in the region of 200 million Euros, with the major customer sectors being the automotive industry, the electrical and electronic sectors and furniture manufacturing.

### The three pillars of success.

The success of MSA is built on three solid pillars, according to Mario Sangalli: customers, suppliers and employees. In his relationships with customers and suppliers, he values trustworthiness, mutual respect and transparency. The employees with their specific expertise, their quality-focused approach and their reliability are the main asset of the company: "They apply all their knowledge and experience for the company", says Sangalli, who runs the company like a large family.

The red thread running through the whole MSA group is their 360-degree approach to innovation, which goes beyond the ideas emanating from their in-house research and development department. "Innovation and cutting-edge technology have been our constant companions. We always incorporate the latest technology, whether it is for machines, tools, assembly plants, the finishing of products or in the logistics processes. Since we started to meet monthly at the highest level of management to exchange ideas on new and current projects, the innovation process has become even more dynamic."

In order to keep their competitive edge and transfer it to the next generation, MSA has a training programme for young professionals. The company also works closely with the Polytechnic University of Lecco and the schools and colleges in the region, employs trainees and funds grants for the children of their employees, and furthermore, there is an in-house training centre.

### 'Qualità totale'.

In charting their course of success, MSA has another constant: quality. The company was a trailblazer in writing their own quality handbook in the early 1980s, and when about 10 years later the ISO 9000 standards became the industry norm, MSA easily passed the necessary certifications. Today, six of the seven production locations comply with even the strictest standard UNI EN ISO/TS 16949:2009, which is a requirement for the automotive industry.

This quality concept means that customers benefit from tailored advice and personal attention from the first project step. MSA offers support in product design, selection of the best possible technologies and solution concepts for the manufacture of what are often complex parts, or further, researches what would be the ideal material from a technological and economical point of view. The company also develops and builds the press tools, which are essential to making best use of the potential of high-performance production plants, such as the BRUDERER automatic stamping presses.

### BRUDERER: a guarantor for quality.

Since its beginnings, MSA has been closely involved with stamping. Mario Sangalli is nevertheless committed to a comprehensive manufacturing portfolio: "We want to have a broad spread and not just supply a niche market. Nowadays it is not just about selling products. A company needs to offer additional services covering the complete process, such as take part from the very beginning as co-designer and develop the ideal processes for each material. Our technicians are on-site at the customers' works and cooperate closely with their technical departments. It is essential to be present in the markets where the development takes place, such as Germany for example – this is where the ideas for the future will come from!"

MSA's range of machinery comprises about 300 machines with a total capacity for more than 30 million parts per day. The machines in the stamping room run in two or three shifts. Amongst them are 50 BRUDERER stamping presses with a press force of up to 810 kN and 1,450 mm bed length, producing large volumes of parts every day. Using different types of materials from iron to copper, brass, aluminum, to name only a few, with a thickness of up to 2.0 mm thick, different parts are stamped at high speed .

The BRUDERER stamping presses are a guarantor for quality as far as Mario Sangalli is concerned: "Producing on BRUDERER machines means quality production for an international clientele, it's in an entirely different league. Up to a press force of 80 tonnes, BRUDERER stamping presses are second to none. Their absolute reliability, high quality and state-of-the-art technology are priceless when it comes to cost-efficient production." MSA has a defined standard for the tool loading area and stroke heights for all their BSTAs, allowing them to use their potential to the full. The stamping presses can thus be used with the same tools throughout the whole of the MSA group.

The same performance, precision and ease of use that characterise the stamping presses also apply to the BRUDERER servo feeds. "For example, with the BRUDERER servo feeds we benefit from the excellent synchronization to assemble different material inside of the tool. We appreciate their flexibility and versatility which allows us to continually improve our production processes and adapt them to ever stricter requirements. They can be set up in no time and work accurately and reliably. A further unrivalled advantage is the fact that BRUDERER is the only manufacturer of machines and feed units worldwide who, without exceptions, has spare parts available for all its products", adds Mario Sangalli.

On the topic of the four newly acquired BRUDERER stamping presses, Mario Sangalli explains his view of future market developments: "In the longer term, we will need more 80 tonne presses. This was borne out by the first two new 80 tonne BRUDERER machines which were running to capacity in three-shift operation after a very short time, even though at the time of ordering, there was no concrete project in the pipeline. Today, all four new BRUDERER stamping presses run two or three shifts, and naturally, they work perfectly and produce parts reliably to the highest quality." ■

3-shift operation: BSTA 810-145 high-performance stamping press.



BRUDERER AG | Egnacherstr. 44 | CH-9320 Frasnacht



State-of-the-art technology: MSA's range of machinery.

