


 LIGNA
PREVIEW



Talking Technical

Met Lorenzo Ricciardi. Articulate, talented, fluent in English, Russian and Italian and schooled to a high level in the intricate details of drilling, sizing and sanding machines, Lorenzo is the new Technical Application Engineer responsible for drilling, sizing and sanding products at Biesse UK - and he brings a lot to the party.

One of a new breed of home-grown maestri at Biesse, Lorenzo's role is essentially that of a technical consultant who supports the commercial team on the front line with additional technical information but one who is also there to support you with in-depth knowledge and

guidance to ensure you invest in precisely the right solution for the tasks you want to perform now and well into the future.

Trained intensively for eight hours a day over an 18-month period at Biesse in Italy, there isn't much Lorenzo doesn't know about the USPs of Biesse's drilling, sizing and sanding machines, or those of its competitors. But you won't find any hint of superciliousness in his approach - quite the opposite, in fact: quietly spoken and thoughtful, he gives considered answers that inspire confidence. He has his customers' best interests at heart and it's clear he wants to make a real difference.

Lorenzo Ricciardi joins the Biesse UK team as a Technical Application Engineer with responsibility for drilling, sizing and sanding.



Brema Eko 2.2

“There are so many options on the market that we need to make sure we are meeting the needs of our customers exactly,” he says. “Technology is always moving forward so it’s easy to make a mistake. When we take an order, we need to be certain we have done everything possible to ensure our customers are investing in the right machine for the job and we have done everything possible to help them consider every aspect of the application. Choosing the right machine is often a complex process but it is my job to help the customer reach the right decision and find the best solution for his factory.”

“Some customers are very fixed on what they want, they have done their research and they go and buy a machine that works well for them. Others choose a machine that’s right for them now but within a year they find they need to do something they didn’t expect they would need to do. If we can have a conversation before they make their decision, the decision may change once they are aware of local or wider European trends, or any new materials that might be coming out. Sometimes we can even open their minds to other products that could help them develop and extend their own offer. We can help people on many different

levels. We know the machines that will work for them in the medium term but we also know about new developments that may work better, or enable them to adapt to future needs more easily.

“If a customer has a drilling need, for example, we need to understand whether he is only drilling or whether his needs are wider. It is important to establish the real need because once we know this, we can present options. We are always ready to demonstrate our machines to customers and provide technical comparisons with those of our competitors. I am constantly updating our shared knowledge as new machines come onto the market.

“We like to show the machine working, either as a general demo in the Tech Centre, where we can demonstrate generic features and compare it with other machines that will also do the process, or by making some of the products the customer wants to produce so they can see the quality. We usually ask for panels and programs and any special requirements, such as a problem the customer wants to overcome.

“For example, there was a customer recently who wanted to do hinge drilling. He was using a pod and rail machine with some manual drilling as well but he wanted

to save time and improve the process. However, the product was supermatt and he was worried that a vertical drilling machine may scratch the finish. We took some of his panels and drilled them on an Eco 2.2. It wasn’t the machine he thought he needed but he was so impressed with the result that he signed the order.

“When a customer sees a better way to produce his own product, they will often move to a different machine. That’s really where my knowledge helps: although it’s very specific, I can provide a wider view, offer comparisons between Biesse machines and those of our competitors and help to ensure every option has been considered before the customer invests.

“We don’t always have the exact machine a customer wants to see in our Tech Centre, so what we aim to do is show general features in Daventry and provide customers with the time to look at similar machines, or discuss with our software specialists what they want to achieve. Then we would usually arrange to take them to a factory where there is a machine of the specification they want so they can discuss everything with an actual user. If it’s a really technical machine that we don’t have in the UK yet, or it’s a machine that has a new set



Selco WN2

of features, we are always open to bringing customers to see other customers in Italy or around Europe.”

It’s not just during the decision-making process that Lorenzo’s knowledge is useful to Biesse customers. In the last few months, he’s worked with a company that bought a sanding machine for working wood-based panels but six months after it was commissioned, they needed to switch production to solid surfacing materials. “The machine they bought was not designed to process Corian but with some adaptations you can do it,” he says. “We asked them to send materials here and we tested them and sent them the result. Some things can’t be retrofitted – like sanders with certain specs on the units – but you can adjust them, so we wanted to try this before suggesting they may need a calibration machine as well.” Lorenzo’s client had a machine that was producing a higher gloss finish than required and even after adjustment of the units the material couldn’t be finished as they would have liked but liaising with HQ in Italy, he found a solution that worked for them. “It’s easy for me to get answers quickly,” he says.

Unfortunately, at the time of our interview Lorenzo didn’t know whether

he would be at Ligna but he was able to give me a brief overview of the stand focus and some of the machines and software packages that will be available for you to see.

“A lot of the show will be focussed on automation,” he says. “Our most recent focus has not been on developing new machines for Ligna. We want to show our solutions for automation and efficiency. Because of this, our automation-focussed Systems division will take priority. However, we know there will be customers interested in stand-alone machines as well, so we will be catering for them, too.”

For sizing, the Biesse Ligna stand will include a WN6 plus Rover B FT with ROS and Winstore – an automated cutting and machining cell. There will be a batch-one edgeline with a Stream B MDS 3.0 edgeline with a robot, a sorter and a buffer, along with a Stream A edgeline working in tandem with a Winner W4 for automatic management of panels.

Separate machines will include a Rover A15/18 CNC machining centre with a Synchro automatic loading and unloading device – and a really high level, flexible Brema Vector 15 INS for drilling and inserting that will put hinges in the panel

automatically. For finishing, the Opera 5 and Opera 7 sanders will both be on the stand.

The software you can expect to see demonstrated at Ligna will include Smartconnection for planning and control, bSolid for CAD/CAM, and IX by IMOS. The optimising software will include bOpti for Selco saws and bNest, and, of course, SOPHIA, Biesse’s IoT and parts platform. You’ll find them all at Ligna 2023 in Hall 11 between 15th and 19th May.

For more information on Biesse machines, or to discuss a solution to your production problem, call Biesse UK on 01327 300366. You’ll find a very interesting video showing recent developments and how technology is evolving on Biesse UK’s website at www.biesse.com/uk/wood/#

Lorenzo Ricciardi
with Viet sander