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### NEWS

A rich content of **important news** about events, exhibitions, people and companies from the whole world of wood and woodworking industry.

on page 3

### FOCUS ON XYLEXPO



from page 4

### COMPANY REVIEW

Biesse, Cefla, Costa Levigatrici, Essetre, Ims, Mz Project, Finiture, Formetal, Freud, Giardina, Homag, Ica Group, Ima-Shelling, Leuco, Leitz, Makor, Salvador, Scm, Sistemi, Twt, Vecoplan, Vitap, Weinig...are just some of the companies featured in this issue, with articles or product sheets specifically devoted to them on occasion of their participation at Xylexpo 2018 exhibition.

from page 5



### USEFUL ADDRESSES...

For our readers, a **"who's who"** we have never promoted as it deserved. Now we are casting a spotlight in this issue. A way to be found and to find partners...

on page 22

### EXHIBITION CALENDAR

Another very popular section of our magazines: the upcoming industry exhibitions!

on page 23



## Maestro

### Digital Systems

**Maestro** smartech | **Maestro** suite | **Maestro** connect | **Maestro** xplora | eye-M

Maestro Digital Systems is the result of a steady commitment and big investments in R&D. A set of digital products and services that further expands SCM's woodworking knowledge-rich DNA. A dynamic system in continuous development which promises a simple and efficient management of the Digital Factory of the future.



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8th -12th May  
Milan  
Hall 2



is more



# THE FUTURE OF COATING IS TODAY, CEFLA'S HONOR!



What will distinguish **Cefla**, the giant of coating that needs no introduction, at Xylexpo 2018? Easy to say: you will see "live" the creation of textured digital prints using a "J-Print" machine with "myTexture" technology, a solution that delivers exceptional effects. Once again, the Imola-based company will show the flexibility of its solutions and what it means to "be an industry", reaffirming the decision - taken a few years ago - to explore every new coating option offered by research.

All supported by a strong claim, "**Welcome to the other side of digital printing**", which introduces the new horizons, in terms of innovation, of digital print, a "novelty" that Xylexpo visitors will be able to touch with their hands, as mentioned. At the Cefla stand, business owners interesting in the huge potential of digital print, will find a "J-Print" line in operation, creating an amazing embossed effect on any material. It's a high-definition coating, both visually and haptically, created by the perfect register between the pattern lines and the matching relief.

The embossing effect is achieved with the exclusive technology "**myTexture**", developed by Cefla together with Kuei, a successful partnership that has gathered a team of designers and highly qualified experts around the idea of creating large formats with a surprising natural haptic sensation, visually synchronized with the source picture ("E.I.R. Embossing In Registration"). Really an unprecedented solution that strikes with its high fidelity and endless creative possibilities, delivering so far unimaginable results to business owners, architects, designers, with unprecedented budget. All of this combines with the potential of digital print in terms of customization of unique pieces, with abrasion resistance levels that meet the highest flooring standards, offering a revolutionary solution.

This solution is a strong candidate for the **Xia award for innovation**, after Cefla won the same prize in previous editions.

The Cefla stand at Xylexpo will also feature a spraying line equipped with "**iBotic**", the top-of-

range spraying robot submitted to a significant performance revision. iBotic is the perfect solution for the spray coating of items with different shape and thickness (up to 180 millimeters), including curved faces, shaped profiles and complex undercuts. Such excellent result is ensured by the action of numerical control interpolated arms that move according to the information acquired automatically from the workpiece geometry. Leveraging 3D interpolation, "iBotic" executes an optimal working sequence, following the contours accurately and keeping the spraying guns at an ideal distance to achieve the best result. Automatic infeed detection provides an extremely flexible solution also for small batches of different parts.

Significant space will also be assigned to Industry 4.0, an area where Cefla Finishing shows its full potential in terms of research and innovation. The development trends of the solutions offered to enterprises are design, simulation, supervision and control, efficiency improvement.

At Xylexpo, you will appreciate several benefits offered by solutions such as "**cCloner**", enabling the simulation of complex production lines. This technology provides the operator with a realistic and dynamic 3D vision of the process even before the production line is commissioned. "cCloner" also allows to interact with the production line in simulated mode (virtual reality) during operation, so as to identify process inefficiencies immediately and make the necessary corrections to achieve the expected values of efficiency, productivity and quality.

There will also be "**cTracker**", the line supervisor for the control and real-time management of the entire production system that illustrates the line efficiency level and "suggests" how to act to improve it, minimizing non-productive phases.

"**Smart Contract**" is the service that makes business continuity even more reliable and easy to manage, leveraging the full potential of predictive maintenance, while "**cMaster**" handles all monitoring operations, thus keeping line productivity under control anytime and anywhere, also remotely. Xylexpo will also offer the opportunity to experience **virtual reality by Cefla**, wearing a VR headset to dive into a production line and explore each function, appreciating the effectiveness of solutions with great realism.

Cefla Finishing is a global leader in coating, decoration, digital print of wood and wood-based materials, designing and manufacturing turnkey custom lines. With the expertise acquired over the years and advanced know-how, the company is a reference for finishing technology dedicated to glass, plastic, fiber cement, composite materials and metal.

Hall 3, stand A01-C14.

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



# WIRUTEX, SEARCHING FOR RESULTS

**Patrizio Pasquini**, business partner at **Wirutex**, a Pesaro-based company specializing in tool production, immediately offers an overview of the topics of our conversation. He knows this company very well, since 2015 it has been controlled by Bi.Fin srl, the holding of the **Selci family** and major shareholder of Biesse, and by himself, a story that began a few decades ago: "Wirutex was established in 1980, when my brother Mauro decided to create a business specializing in the resale, maintenance and sharpening of tools.

As it often happens, we started from scratch, but we had ideas and skills, so the company began to grow. I joined Wirutex in the early Nineties, initially dealing with sales operations, then more and more involved in technical matters and in the problems presented by customers who met me and asked to find a solution with our engineers. That's where I found my real vocation, and little by little, I took over the role of research and development manager and I also acquired a small share in the company. In those years we transformed the business and started to manufacture tools... We went on until recently, in 2012, when my brother decided to dedicated himself to new challenges and left the company in my hands. Definitely a big challenge in tough years, with decreasing demand, revenues reduced by 50 percent, all but encouraging perspectives... that's when I decided to discuss with **Giancarlo Selci**. Biesse accounted for 50 percent of our revenues: he was our reference customer, with whom we often developed special tools".



Patrizio Pasquini.



was convinced by my great passion. Passion and competence are essential values for an entrepreneur, and Selci knows that very well. For me, it was essential to think that machines and tools had to live together, support constant knowledge transfer, know-how, interaction... Ultimately, I convinced him and he decided to become part of our story himself. We are not a Biesse group company, let me

say it clearly: we are **an independent business** that enjoys huge benefits from having Giancarlo Selci among its business partners, holding a 51 percent share, but we operate with a clear strategy and full independence".

Was it a major change?

"Mr. Selci has helped us think bigger, committing to obtaining certifications and investing in more performing and safer technology. We have really turned our business inside out, increasing quality and efficiency exponentially. We have also started a collaboration with **Diamut**, the Biesse company that produces tools for stone working, we execute a series of operations for them..."

What about the future of tools?

"Equipment manufacturers have finally realized that tools are an integral part of machines, they are a key element. This leads to valuable collaboration, often resulting into the creation of special tools, made to measure, which in our opinion will always be an essential part of our job. Making tools means taking a big number of factors into account, from the type of machine to the habits of operators, from the material to be processed to the quality of the finished product. It's almost impossible to solve this equation with a standard tool "from catalog", and in this respect, the big investments we have made in technology are really helpful. We are working intensively on the "weight" of tools, on the use of specific materials, on the development of new and more effective mechanical fixing systems".

by Luca Rossetti

## ON DISPLAY AT XYLEXPO 2018

At Xylexpo 2018 Wirutex hi-tech tools will feature a number of new products and the full range of solutions for wood, plastics and aluminum. Standard tools and specific high-tech products sharing a common feature: quality, a key element for the business culture of Wirutex hi-tech tools. Exhibition highlights will also include **diamond-tipped boring bits**, created with a production process that leverages next-generation technology to offer the performance of a diamond tool combined with the affordability of a hard metal tool. At the Milan exhibition, Wirutex will also present specific products for carbon and fiberglass, including the **new diamond-tipped router bits** with whole tips for grooves which has achieved interesting results in tests at partner.

Hall 1, stand D22.

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

Mr. Pasquini, let's go back to your meeting with Mr. Selci...

"I have to say that he was quite doubtful initially: he wondered why he should be involved in such a small business and I told him that I wanted to create new opportunities, that I had ideas I could not develop alone... I think he

