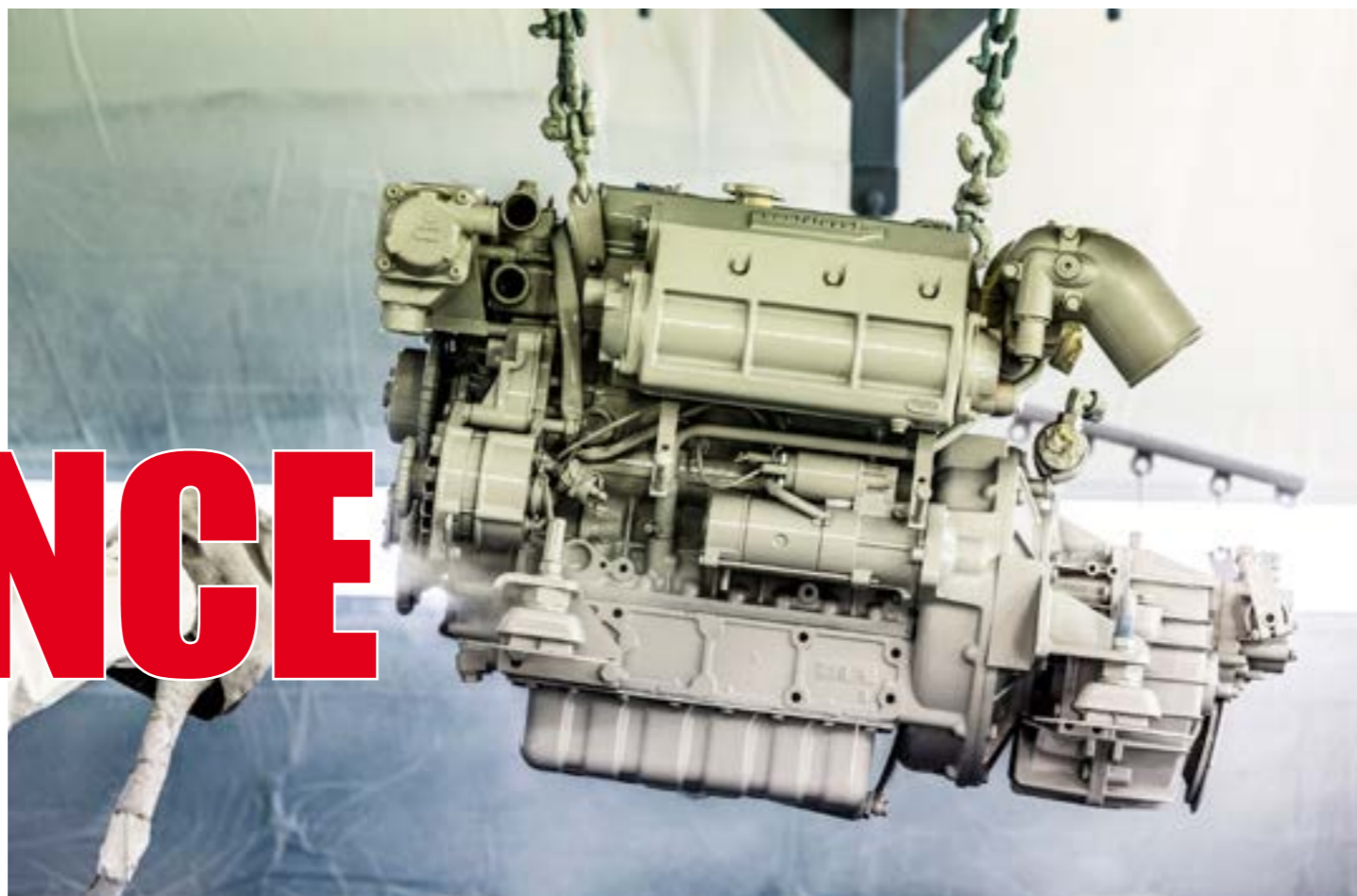


NANNI ENERGY: AMALIA FESTA

BACK TO THE ESSENCE



Nanni's CEO, Amalia Festa. Nanni Energy will exhibit at the 2020 edition of the Yachting Festival in Cannes, confirmed from 8 to 13 September.

Nanni has undergone a variety of changes over the last decade - starting with its logo - including, above all, widening its range of engine manufacturing partners, with Scania and John Deere as the latest additions. The pandemic had an impact on the company management, too, but it also pushed company reorganization even more strongly, with the aim of offering customers both engines and spare parts from a plentiful stock and speeding deliveries as much as possible. In June, we talked with Nanni's CEO Amalia Festa, who shared her thoughts, strategies and uncommon vision for the future of Nanni as well as for the boating sector as a whole.

Let's begin with a detail that is only apparently secondary. Your new

logo sports the 'Energy in Blue' payoff. Let me be a bit provocative: is diesel regarded as something of a deadweight now?

Not in the least. The reason why we chose the 'Energy in Blue' payoff is that we wanted to convey the idea of energy, cleanliness, respect for the sea. It's consistent with and consequential to the message that we started getting across already in 2003 - so 17 years

According to Nanni's CEO Amalia Festa, cooperation will be a watchword to overcome the difficulties generated by the pandemic

ago. When we redesigned our logo, we chose to highlight this message, alongside our company name, Nanni. Basically, it's about getting back to the essence.

We're now recovering from the Covid-19 emergency lockdown. What was the lesson learned from this hard-to-believe experience? What's your vision for the next future?

The pandemic forced us to change our behavior, both work-wise and environmentally-wise. Our internal organization procedure, by the way, worked perfectly smoothly. From an operational standpoint, we noticed a strongly cooperative approach between those still working on the company premises and those who were working remotely. Internal reorganization, human rela-

tionships, the handling of production... These are all factors that triggered a change for the better, even just by making us realize that we can keep communicating and moving forward even despite the distance.

How has this experience impacted you, at a personal level?

For me, it's been a very positive experience. After being an entrepreneur for 30 years, I put my line worker's clothes back on and spent the whole months of March and April working side by side with the boys on the shopfloor. Except for a week's break required for sanitizing our premises in mid-March, we never stopped. By being there in the forefront, we realized that as a matter of fact people were getting accustomed to the new working modalities pretty quickly.

How's the post-Covid market situation?

Production capacity inevitably slowed down, which had huge consequences, and recovery has been subject to a set of conditions and delays, including the procurement of materials.

True, but what do you think will happen to the European boating sector in the short term?

Even if we're faced with a pretty chaotic economic juncture, I feel we can be optimistic about the next few months. Besides, the agreements Nanni signed with John Deere and Scania over the last few years gave us an opportunity to offer a wider range of products and gain new clients in new markets. I believe that things are going to change again, and from a certain viewpoint I

hope that these changes will come and give new impulse to the market.

You just mentioned the agreements signed in recent years with John Deere e Scania. The power rating range has increased, which adds to a broader potential customer base, that now includes vessels well over 20 meters. Am I right?

Such a vast range sure allows us to broaden our horizons, both for propellers and for gensets. As Nanni, we also have what we call a 'pleasure' range of auxiliary equipment alongside our models with a higher displacement. Besides, being able to offer models from Scania and John Deere allows us to take part in tenders in the defense sector e.g. for vehicles of considerable size, including with gensets.

FROM KUBOTA TO SCANIA

In the Seventies, it was Kubota. Maybe not the very beginning, because Nanni was born in Milan in 1952, and was already specialized in marinizing Farymann industrial engines long before being a partner of the Japanese manufacturer. But soon the company would start looking beyond the Alps, to France, and this French-oriented vision got even stronger when almost 30 years ago. In 1991, Nanni was bought by Amalia Festa who strengthened the company's investments across the Alps. The company grew relentlessly, and Toyota was added to the list of manufacturing partners, side by side with Kubota and MAN.

In a more recent past, 2014, Nanni signed an agreement with John Deere to marinize and sell Nanni engines in the 150 to 760 hp range (from 110 to almost 560 kW).

Another engine block was added in 2018, with the agreement signed with Scania for leisure boats. The bar was raised on output power, which now reaches a remarkable 1200 hp (about 882.5 kW). This means that the French marinizer is now targeting boats from 15 to 24 meters and potentially even longer, in a multiple configuration.

A picture of Nanni facilities in France, not far from Bordeaux. The company had to stop for a week in mid-March, due to the Covid-19 outbreak.



How are things going with other Nanni's partners, such as Toyota or Kubota?

I regard them as Nanni's pillars, in that they keep generating large volumes thanks to which we can keep moving forward and cater for diversified targets. With Kubota we are increasing volumes in the genset segment. With Toyota we have opened up new markets, including extra European.

We remember Nanni's first approach to hybrids, back in times when maybe the technology was still in embryo. Where are we now? What are your market guidelines?

Over the last few years, hybrid has kept moving forward, it never stopped. We have always been developing hybrid applications on request. What we are

doing now is exploring new solutions together with the shipyards.

Obviously, now we are in a bit of a stand-by situation, but we believe that sooner or later there is going to be an even stronger demand for this technology, maybe for professional vessels or for higher-end segments rather than for small-size leisure boats; for this last segment, we might soon see an adapted full-electric engine.

Let's now move on to the forthcoming boating events. Currently (July 2020) the boat shows in Cannes and Genoa are confirmed, while Hamburg will be postponed. What do you think about it?

The trade shows that are mainly held indoors are at higher risk. We are just trying to figure out what might happen.

Especially for a trade fair such as the Yachting Festival in Cannes, it is crucial that borders are completely open, and people are given the opportunity to move freely. We are also keeping a watchful eye on Amsterdam's Mets which is held entirely indoors (as this article was being written, the event had been confirmed for November 2020, editor's note).

We'll see what happens, but I think we'll manage to be in Cannes. At Nanni, our efforts are now focused on seeking greater visibility on the web. We're pondering the possibility of setting up virtual events, presentations and trade shows: we believe it's important that people start thinking in this way.

What role should a 'marinizer' like Nanni play today?

Just like we always did. We have always developed our engines with an eye to compactness. Which means, first and foremost, achieving engines that are balanced, easy to install and, above all, more accessible.

It has to be said, though, that marinization developments are easier for a mid-sized company such as Nanni than for a large group that's usually less agile, also in decision-making terms. Already since 2014, when we started working with John Deere engines, all the way through to 2018, the year of our agreement with Scania, we have never stopped researching into engines. This choice was at the same time demanding and absolutely vital, in that it enabled us to keep up with the times. Our suppliers themselves often turn to us when developing their engines.



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