



Furnishing  
INSPIRED FOR THE

STL is a third generation family business dedicated to the medium-heavy structural steelwork that has recently decided to make a major leap in avant-garde technology by purchasing an LT JUMBO system by ADIGE-Sys, the smallest company of the BLM GROUP.

It doesn't matter what you  
do, it's how **you do it**





In Guarulhos, near San Paulo, not far from the BLM do Brazil office, is a Brazilian company that has 100% Italian origins. Mr. Massimo Rodrigo, who is a very pleasant person to talk to, was in fact born in Italy and emigrated to Brazil with his entire family in 1954.

The father of Massimo was an expert in the furniture field and, in fact, his idea was to open a factory for the production of office furniture: shelving, tables, workbenches, etc. The project was implemented in 1974: "My father had made a model of a chair that he designed to which he added an armrest and he promoted it in schools," says Mr. Rodrigo. "The advantage was that the chair could be produced without the use of expensive machines, which at the time could not be afforded."

In this way, almost by accident, began what was to become the core activity of Metadil, a company with over 100 employees that produces mainly chairs and furniture for children and whose turnover in 2013 is forecast to reach approximately 40 million Reais and that is growing at a rate of about 20% per year. It is only natural to smile when you think of the difficulties in the early days with the production of chairs and compare them with the current production environment, which is equipped with new and technologically advanced machines in all departments.

### The first coloured school desk

From the beginning, Metadil's corporate mission has been to create quality products and continually improve them. It is not something that is taken for granted, especially when it comes to school furniture where most of the companies aim for large production volumes at low prices. Metadil, on the other hand, was the first company in Brazil to produce coloured furniture for children with different designs. "The school-desk is a tool that is used to develop the future generations," says Mr. Rodrigo with passion. "Therefore, its dignity and importance transcends that of the product itself. For this reason, we work hard for private and public schools that want quality. We are not interested in producing large quantities and low prices; where an additional weld can be seen as too much."

### The three processes involved in the product

The company is still a family business: working with Massimo is his wife, his three children and his sister. Production takes place in a 7,000 square metre building where we are right now, and two other buildings nearby that are used as warehouses. The market is straining and production is currently suffering; more space for new machinery would be useful, but the expansion of this facility isn't possible and a new building should be considered, but with all the problems that come with it.

"The product is fully manufactured within the company. We have the technology and know-how to manage all three processes involved in the making of our products: working of wood, steel and plastic."

"Since '74 to now we have overcome the difficult times by continuously investing in the company, but without biting off more than we could chew. The important thing is knowing how to do the maths, not spending unnecessarily and making the right investments. The machines with the highest technology were bought about ten years ago; in fact, before that the company was too small to afford certain investments, then the market grew and we could buy powerful machines starting with those for woodworking, then the tube bending and finally the laser ones."

### They have the real control on the production process

The acquaintance with BLM came about in a kind of 'stormy' way, but then we finalised the purchase of a tube bending system, the E-TURN52 and since then we have built up a working relationship that is still on-going. After having purchased the first E-turn, we bought a second one and then also a LT722D lasertube





system. "The LT722D lasertube system was a major investment, so basically today we cannot work without it. I should buy another one already, but I haven't got enough space," says a disconsolate Massimo.

Several new products have been created by Metadil, fully exploiting the fact that the laser makes it extremely easy, quick and cheap to create prototypes. The laser system allows multiple attempts to be made to achieve the best solution for the product to be manufactured without the need to invest in expensive moulds.

Almost all the tubes used by Metadil are perforated and bent and the BLM GROUP products allow full automation.

**Pieces are cut and perforated with the LT722D laser system and then bent on the E-TURN52 bender equipped with a hole detection system to allow the tube to be put in the correct direction before bending.**

Automation is important as it reduces the manpower required, but more so because it allows a real control over the manufacturing process that guarantees the precision necessary for the automation of the next process-

ing step; robotised welding. "Process control also ensures that the product is always the same and this is very important for those who, like us, need to certify their products," explains Mr. Rodrigo. "Our cradles, which have a metal structure are already certified and now we are applying for other certifications on chairs and tables.

This also shows how Metadil has built its success on reliability, service and quality. "It doesn't matter what you do, it's how you do it," concludes Mr. Rodrigo, who adds:

"We are Italian and cannot afford to make a bad impression, even to keep up the reputation of our country."