

Storci: "My work? A 67-year-long passion"

From workshop boy in Barilla to successful manager. "My father taught me so much"

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Calm and debonair. While talking with the enthusiasm of a youth and the wisdom of a world-wise man, it doesn't take long to understand that the love for his work is untouched and nurtured with every passing day, despite 67 years of experience behind him. You wouldn't believe it! Anzio Storci, President of the Parmesan Company of the same name - world leader in the sector of pasta production machinery - is a businessman from the old school, who pays attention to the essentials. Between one business commitment and another, ("Later I'm going to Pistoia"), he is pleased to tell us about his long working experience and the goals he has achieved, with the humility and knowledge of a man who has always kept his feet on the ground.

The numbers of Storci

Leader of the pasta market

Storci spa was founded in 1991, since 1995 it has been part of the Fava-Storci Group, The Company, headquartered in Lemignano - Collecchio, can tally up to 100 employees, a turnover that in 2015 reached 23,5 million of euros, 5,8 million of which are related to export. It is a world leader company in the sector of pasta machinery for design, production and installation of pasta lines, with a share of 45% of the global market. Among its lines, there are cous cous, ready-meals and instant pasta lines.

First of all, let's talk of his age. "I just turned 82 " he smiles " but I'm still working hard because I love my job as much as I did in the past". And turning around, he proudly points at a technical drawing standing out on his desk "Look. That is one of my project for Barilla, dated back to 1953"

You should need a book to tell us all about your long experience. Where would you like to start from? Let's start from 1949. I was 15 years old when I started working in Barilla in September. Due to family problems I was forced to stop school , subsequently I started working. At the beginning I was hired as a workshop boy and soon I learned how to fix the dies of the machinery, those which gave shape to the pasta. At 19, I was moved to the technical department, a new sector just created in Barilla.



Storci Spa President and founder Anzio Storci

Could we say that 1953 was an important year for you?

Yes, in some ways. After four years paying my dues, I started working along with a designer, planning machines and full plants. Soon I had the chance of designing continuous and automatic lines and testing the machinery.

Is your professional growth strictly linked to that one of the largest pasta factory in the world then?

Yes, I am very attached to Barilla and to the historic factory in Pedrignano. After that, I became the person in charge of the entire

production department, which boasted the largest and most technologically advanced machinery in the world. Those were important years for my training. I used to work with an excellent team.

The year 1977 was another milestone. What happened?

After 28 years as an employee, I made up my mind and left Barilla. As mutually agreed with the Company, I gave notice but I went on cooperating as a consultant. In the meantime, together with other six colleagues who had left the Pedrignano factory, we founded Parmasei

whose core business was the production of machinery for the dairy sector, in the sphere of Parmalat influence, and only marginally the production of small pasta lines.

Let's now jump to the nineties.

My sons, Michele and Simone, decided to follow in my footsteps and in 1991 we founded our Storci Company to produce exclusively pasta lines. After a few years we formed a partnership with Fava in Cento, a major player in the sector, allowing us to achieve leadership of the world market with a share of around 45%.

The continuous development of new technologies has been your strong point. Which one specifically?

Well, let's say the idea of creating a unique line for all pasta shapes, named Omnia and the development of real customized lines.

This is a virtuous growth. Is there a formula for it?

I don't believe there are special formulas. However I believe in moral examples, models who can teach the importance of ethics, honesty and respect. I have had a supporting family, a just and fair father who taught me the sound principles and values of our roots.

What would you like to tell the young people who want to become businessmen?

They need willpower and a bit of luck as well. To those who would like to earn immediately a lot of money, I would say that coming up through the ranks is essential. They need patience and humility and even a not well paid apprenticeship could be the beginning of a successful career.

Your are the President of Storci as well as a technician and a valued sales manager who always travels and never comes to a halt.

Where do you find all this strength after 67 years of work?

I would say that my job is my favourite hobby, followed by baseball that has been involving my life for 40 years. You can't tell the heart what to do! And I enjoy good health. I couldn't do without it. ♦