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#14

Storci
PASTA MACHINERY



60 YEARS
IN THE PASTA WORLD

FICO
EATALY WORLD



INTERVIEW TO
MICHELE STORCI



LLC
NUDLE PRODUCT



Michele Storci tells us about the current situation of pasta industry in the world, as well as its main trends.

Which are the most interesting international markets at present?

We are focusing on Middle East where we can find scenarios suitable for our whole product range. Pasta in these Countries is a great resource as it has low production costs and is definitely eco-friendly: indeed, wheat can be produced using only 900 litres of water per kilo, unlike rice that needs 2500 litres for producing the same quantity.

Which are the differences between Italian and international markets?

The Italian market is on the so-called high-end: that means short distribution chain, selected wheat, prestigious raw materials. A great liveliness has been coming out from the area of Gragnano in these last few years, thanks to the official designation PGIs – Protected geographical Indications – that has a global, great impact. Then there is the rest of the world with different needs, tastes, productions and raw materials quality. The pasta world is certainly and constantly developing and we are as usual in step with the times.

What are the latest trends? How much has the market changed in these last few years?

We have gone from machinery manufacturers to product suppliers. To long-standing Customers we basically supply machinery whereas new Customers are supplied with the product. For this reason, we have created the Storci Training Center at Pastificio di Canossa, with the purpose of testing the pasta produced by our lines. Our goal is meeting our Customer's needs, with specific reference to the reliability aspect, even for

the most innovative product. We cannot forget that an interesting market share has been opening up to functional pasta. Every pasta-maker has been organizing in order to offer an alternative product as far as the well-being is concerned, thanks to the development of new flours rich in vitamins, antioxidants and proteins; a different way to complete our diet with all those basic substances that we miss to eat daily for different reasons.

What about instant pasta?

This product is sticking with the same trend, faithful to its main features: easy to cook and to eat, low cost. Moreover, fresh pasta has gone back to the top: after a short break, we are offering again our cutting-edge lines, efficient as usual.



INTERVIEW TO MICHELE STORCI

PASTA INDUSTRY TRENDS IN THE WORLD



WITH STORCI
FOR TOP-CLASS
PASTA PRODUCTION

LLC NUDLE PASTA-MAKING FACTORY



LLC NUDLE Product, a Russian Company producing natural and high quality food products and pasta, was founded in 2000 and has been constantly growing since, to the point that today more than 80 different pasta shapes are produced in its premises by about 200 employees.

The Company uses durum and soft wheat flours and manufactures both short and long pasta as well as special formats such as lasagna, cannelloni, besbarmachnaya, stuffed shells and tubes, etc. sold under TM Fillini.

Nudle's total commitment is focused on reaching the highest quality using efficient and modern technology.

For this very reason they chose Storci: we supplied Nudle with long and short pasta lines, nests and lasagna line.

The Director of Penza factory, Mr Viktor Ivanovich Sikack, answers all our questions:

How did you come across Storci?

We were looking for a Company which was well known internationally or even globally, because we were in search of a technology that could combine tradition with innovation, still guaranteeing high quality.

Browsing among pasta producers, we found out that most of them used Storci lines. Consequently, we made up our mind.

What kind of pasta did you intend to produce?

Our intention was to enter the pasta market decisively with several formats: both short and long

pasta, nests, lasagna, etc.. Storci lines matched our criteria perfectly, even when we decided to distinguish our production starting also the manufacture of special formats. **Which are the main features of our Company that you like best?**

We have always found confirmation that professionalism and reliability are certainly your main characteristics that definitely stand out when proving your capacity to suit our needs as well as operationally speaking.

We are also very pleased with the technological reliability of your machines that allows the right balance between tradition and innovation, relevant features for both the Russian and global markets.

What can you tell us about your future projects?

We are planning to enter soon the European market, introducing new pasta shapes, still ensuring to meet the expectations and needs of our Customers and put all our efforts into what we do best pasta.



OMNIA LINES, A WIDER RANGE TO MEET OUR CUSTOMERS' SATISFACTION

OUR SALES MANAGERS SAY...

Omnia line is a multi-format line, compact and versatile, created for the production of a great range of shapes, either standard and special ones, using one machine only. High quality and small footprint to manufacture short pasta, such as e.g. maccheroni, or long pasta, such as spaghetti or also special shapes (like paccheri and candele) – or optional pasta, such as nests and lasagna. Thanks to the bow-tie machine, it can also produce “farfalle”.

Omnia line, our top product, can boast several patents: **Premix Plus®**, Storci’s worldwide patent, is the best pre-mixing system on the market. It is the outcome of our long experience in this sector and can mix large quantities of dough with very low power costs, high quality, no operator.

The **double head**, also internationally patented, is the only one of its kind in the world that can produce long, short and special pasta. A specific device directs the dough from a head to the other one, without filling the wrong head and consequently no waste of product.

As an alternative to the double head, there is the

spreading cone.

The **pre-dryer Omnidryer**, thanks to its original internal configuration, allows the diversion of air flows and adapt them to the shape that has been producing at the very moment. Such a variable configuration, Storci patented, is absolutely unique and can pre-dry both short and long pasta, as well as special pasta, with no changes of the line.

Omnia line can be automated with sticks monitoring, trays stacking and unstacking units or with Omnirobo, automatic system that streamlines the process and needs a limited number of operators.

Today Omnia stays a step ahead: it can currently meet the need of whoever wants to produce larger quantities, such as 1000 kg/h of short pasta and 800 Kg/h of long pasta. Thanks to Omnia 1000, in fact, the area of application is ever wider.

Fabian Balestrazzi, Storci area sales Manager: “Omnia success is mainly due to its most important feature: versatility.





I mean, it can be used either by a start-up pasta-making factory or by established companies which would like to produce special formats other than standard ones. In this last case, specific parameters are necessary and Omnia is definitely up to it!

It is also important to highlight its great value for money and the fact that, on request, it can be equipped with instant pasta as well as gluten-free production units, therefore utmost potentiality and versatility. New Omnia 1000, to be precise, has immediately gained the trust of a clear-cut market share throughout the world: Europe, Asia and Africa, proving that its great potentialities have been recognized at once by those who intend to produce high quality pasta."

An Omnia 1000 will be shown at 2018 Ipack Ima Fair.
For more info and appointments, please mail to:
sales-storci@storci.com



Great news is expected for the pasta-making factories, thanks to the new, more efficient software for a smooth drying process in static cell.

This new system differs from the previous ones as it is based on an AUTO-ADJUSTMENT PRINCIPLE.

Once set start and end phases, during the intermediate phases the software enables the recipe to adjust to each situation and ambient condition.

This way, its functioning can be easily adapted to new events, such as human errors or malfunctioning (e.g. a different humidity level inside the cell or a quantity of pasta different from the standard one), both during the drying and production phases.

The convenience of this system consists of a **simpler control of the recipes**, thanks to the fact that only the beginning and the end of the process



must be set. Consequently, the quantity of parameters to be set is reduced as it is the probability to make mistakes.

Moreover, you can manage a wide range of pasta shapes with a unique recipe, whereas in the past each shape required a specific recipe.

All this results in a **greater precision of the product** drying level and perfect stability during each step of the process, obtaining a top-notch dry pasta, according to users' requirements.

Our software has already been very successfully tested by several Customers.

THE EVOLUTION 4.0 OF THE SYSTEM

STORCI NEW SOFTWARE FOR DRYING PROCESS





AT F.I.CO EATALY WORLD

DI MARTINO PASTA-MAKING FACTORY AND STORCI COME TOGETHER TO PRESENT EXCELLENT PASTA.



If you are visiting FICO EATALY WORLD in Bologna, the largest agri-food park in the world, do not forget to stop at Di Martino's

booth, the famous pasta-making factory headquartered in Gragnano, which has been keeping on the values of three generations with professionalism and passion.

At the beginning of G. Di Martino pasta factory, in fact, there is the story of a family strongly rooted in its area and traditions, inspired by passion and commitment that led to brilliant ideas and technological innovations, still respecting human beings and environment.

Short, long and special formats: the pasta factory chose Storci since they needed a Company which could guarantee production versatility and in the meantime the quality, an aspect that could not be left out of consideration, even in this special and peculiar background that is F.I.CO.

Owning already three Storci's lines - special pasta, orecchiette and the last one for short pasta, under the trade mark "Pastificio dei Campi"- they decided to

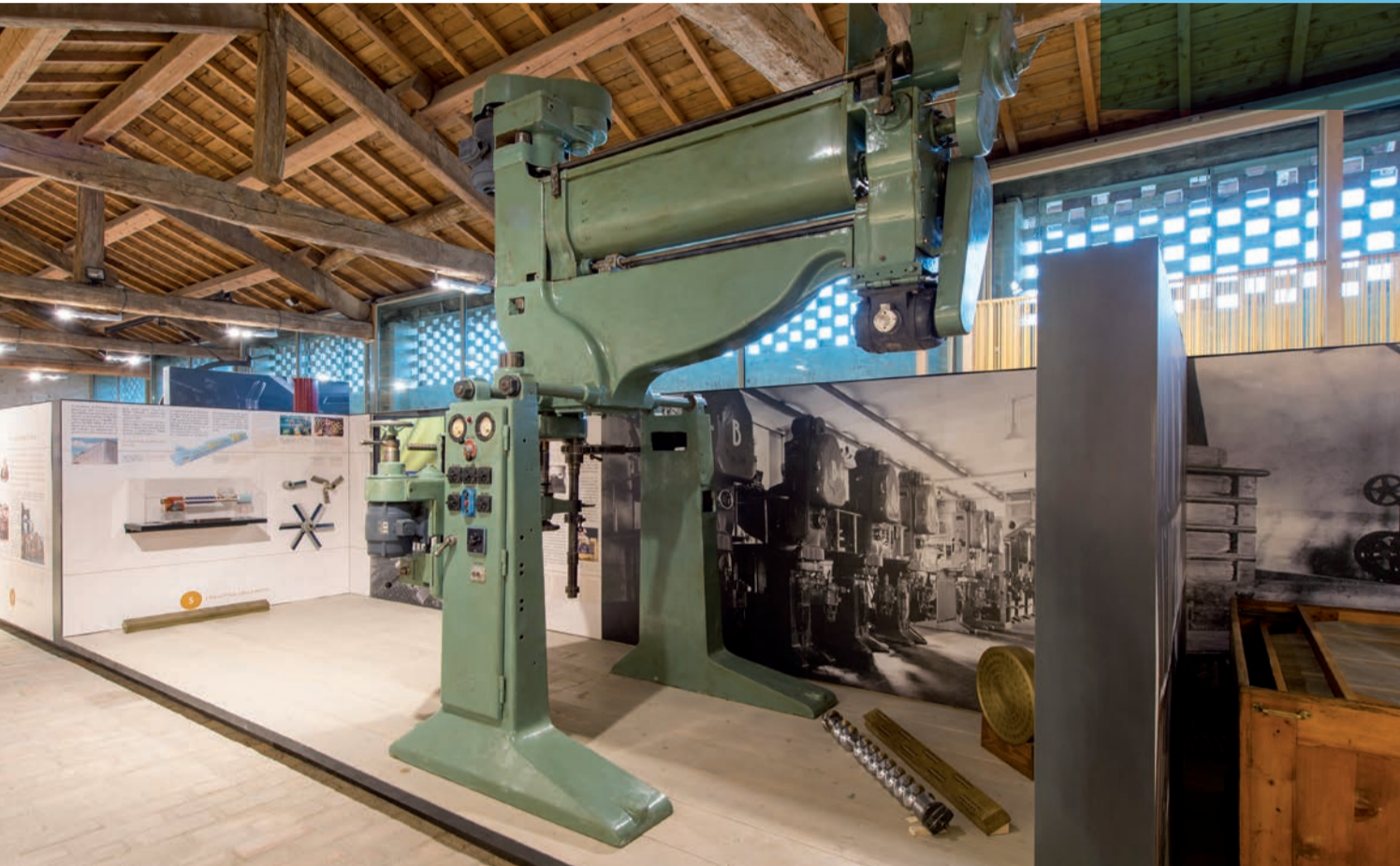
purchase an Omnia line 250/200 for short, long and special pasta that, thanks to its features - compactness and multi-purposeness - turn out to be perfect to fit into the production area in the agri-food park .

Omnia is the line able to produce a wide range of formats for all pasta-makers: those who are just approaching the pasta market and would like to act decisively with many formats and those who are already riding high and would like to specialize in some shapes such as paccheri, candeale, ziti, conchiglioni, etc. The line has been ad hoc adapted to the park space for the production of the various formats to be shown to visitors.

If you would like to visit Di Martino's booth and our line, go to area No. 047 at F.I.CO. Park.

PASTA MUSEUM

ANZIO STORCI:
FIND OUT HOW
FASCINATING
THIS MUSEUM IS!



Article by Giancarlo Gonizzi
Province of Parma Food Museums
Coordinator



Inside the medieval farming court of Giarola (Collecchio), there is the Pasta Museum, one of the six food museums of Parma province, testifying the story, culture and technology of pasta-making.

The visit starts with the wheat, its characteristics and farming methods, ancient tools and documents, all testimonies of the agricultural techniques evolution. Very interesting prototypes and historic iconography, the reconstruction of a mill and a modern ball mill, all tell us about the milling process whereas, small tools, such as rolling pins and the extraordinary variety of the richest Italian collection of "speronelle" (pasta cutters), show us how to make homemade fresh pasta.

A real pasta factory, dating back to the first half of the 19th century, enables visitors to take in the whole process of dry pasta production, by means of perfectly restored authentic machinery. The production methods used in an Emilian handcraft laboratory of the past century are evidenced by another group of old machines.

One of the first "continuous presses", whose restoration was sponsored by Storci, lets the visitor know, along with prototypes and videos, the current, state-of-the-art technologies used by industrial pasta factories to guarantee a high quality, lasting product. Next to it, there are over hundred dies tallying with the same number of shapes, a real "art of designing pasta".

The eighth section of the Museum is dedicated to pasta advertising, with posters, playbills, famous affiches created by well-known graphic designers.

The art of cooking section focuses on the colander history, recipes books and right combinations between pasta and sauces, to enhance the typical flavours of each Italian region. An overview of the pasta in the art and culture environments, ranging from paintings to stamps, concludes the Museum tour.

For more information, visit the website: www.museidelcibo.it

