

The taste of



Salumificio Scarlino Srl.

Certezza di Qualità



Tommaso Scarlino founded Rosticceria Scarlino in 1971 and the Company remains family owned today. Specializing in sausages, Salumificio Scarlino has grown steadily over the years due to its production techniques and remains the principal sausage producer in Italy. The Company manufactures a wide range of products such as: pure pork sausages (WUAO and BOYS line), chicken and turkey sausages (LE COCK brand), sausages with a blended recipe (Classici brand) and COOKED SALAMI. Then there is the LES FINESSSES LINE, a sophisticated line of sausages produced according to a traditional German recipe. Operating state-of-the-art equipment and processes, Scarlino is able to improving its service to customers by reducing the order and delivery time. The four siblings, Attilio, Antonio, Anna Rita, Caterina run the business focusing on high quality. Today entrepreneur Attilio Scarlino has kindly given up some of his spare time in order to talk with us about Scarlino.

Interview:

Salumificio Scarlino Srl. S.P. 360 per Casarano, 30 - Taurisano (LE) - Italia	
products	sausages
number of employees	124
production capacity	over 100 tons of sausages per day
general and company specific information	www.scarlino.it

Mr. Scarlino, we are pleased to conduct this interview with you. First we would like to know what was the decisive factor in extending your existing production line?

Due to an enormous increase in sales, we were forced to extend our production line in order maintain customer satisfaction. Management conducted extensive site visits and discussions with various equipment suppliers who offer several different continuous systems in Germany, Poland and USA. After this exhaustive review, we chose the smoking technology of Maurer-Atmos. Their technology minimized the product weight loss, increased batch capacity and optimized our overall production costs. The focal point our decision was the excellent price-performance ratio.

What was your main focus?

Our main focus was to meet our production requirements of over 100 tons of quality product per day. Maurer-Atmos recommended installing a fully automatic loading and unloading system, extending the production unit to include a steam and cooling station and alternatively using natural liquid smoke. This fully automated production line may be one of the most state-of-the-art units in Europe.

Did the extension of the production line cause any change in product?

The only change in production was the improvement offered by the Maurer-Atmos equipment. At the outset, management had three goals that we wanted to achieve. The first goal was to increase the production volume in order to guarantee the delivery of complete customer orders. The second goal was to minimize our production costs. Maurer-Atmos equipment helped us accomplish this by improving our production flow through the replacement of several manual steps with fully automation systems. As a consequence of the success of our first 2 goals, we were able to accomplish our third goal of increase exports to neighbouring countries in Europe. An important point to note is that our investment in the Maurer-Atmos equipment did not result in any layoffs of our production staff rather their work assignments evolved to become more efficient.

Introducing new products to the market – how do you do that?

Initially, we provide existing and potential customers free samples so that they can get an understanding of our products. After sampling and various product presentations, we conclude a mutual agreement and commence shipping. A good marketing strategy is critically important, because it's the first impression that counts.

Which are the main sales channels you supply to?

We are proud to say that our high quality products can be found in many grocery chains and speciality stores located throughout Italy, from the very south up to the northern regions.



Mr. Attilio Scarlino, Owner of Salumificio Scarlino, Italy

Additionally, thanks to the increased capacity resulting from our investment in Maurer-Atmos equipment, we are able to export our products to many countries such as Spain, Greece, Malta, Albania, Ukraine, Romania, Montenegro and Kosovo.

What were the relevant reasons behind choosing to work with the Maurer-Atmos system solution?

Controlling the cost of all aspects of production is the key. In this branch, you have to control the costs, from purchasing meat, recipe ingredients, utilities and on through to labour and production equipment. The production flow itself has to be controlled in order keep the manufacturing expenses low and, at the same time, ensuring that quality is always at the highest level. The controlling system Siemens S7 by Maurer-Atmos supports our efforts during the production process and we have been able to reduce the time required for this process. Once we were able to personally observe this type of controlling systems at a Maurer-Atmos customer in Poland, we were sold on their solutions.

How do you decide on new investments for the company?

There are always discussions among the family members which is a big advantage because we all want to achieve one common purpose. Of course, sometimes these are lively discussion but in the end we always find a solution that satisfies everyone. With major issues, usually involving significant financial investment or risk, we consult with an external expert before concluding any action. In regards to Maurer-Atmos, we conducted extensive discussions and analysis with Mr. Luigi Herbst, a long established professional in this branch.

What was your impression of how the system installation by the Maurer-Atmos team went?

Talking the same language, literally and figuratively is the most important basis of a relationship. The Maurer-Atmos team has extensive technical knowledge and understood our production requirements. We appreciated the fact that several employees in different departments, such as construction, engineering and customer service speak Italian: this was very reassuring and eliminated any misunderstandings.

How important is after sales service for you – a hotline, as well as technological support?

The Maurer-Atmos team is characterized by reliability and competence. Just knowing that we can reach someone at any time gives us a comforting feeling. Also after the installation key persons like the head of technique, the customer service manager and our project manager are there for us with any kind of support.

Mister Scarlino, "mille grazie" and we wish all the best for you, your sisters and your brother and much success to Salumificio Scarlino in all of its future endeavours.