



A thyssenkrupp brand



Press Release

Forged Technologies

06 September 2022

Berco to launch new company fully dedicated to the Aftermarket

- Berco Aftermarket S.r.l.: a new company entirely focused on the Aftermarket
- Customer satisfaction at the heart of the new venture
- New direction and extension of product and service portfolio

Berco, a global leader in the production and supply of undercarriage components for the world's main manufacturers of tracked earthmoving machinery, is excited to announce the launch of 'Berco Aftermarket S.r.l.' The new company will be exclusively dedicated to serving the Aftermarket worldwide – except for the North American region, which will be covered by Berco of America – and is 100 percent owned by Berco S.p.A. As a spin-off of the existing business, Berco Aftermarket S.r.l. will focus on providing excellent replacement parts services, in order to take customer satisfaction to the next level.

“We are in the midst of exciting times at Berco, and our new Aftermarket company is a prime milestone of our future path,” says **Piero Bruno, CEO of Berco S.p.A.** “Our famous Original Equipment hallmarks of high quality and performance in the field are about to be transferred to the replacement parts industry. This in turn will be beneficial to our whole worldwide dealer network.”

The creation of this new organisation is a prudent step forward for the Berco Group and will strengthen the Aftermarket activities to contribute to the Group's development strategy. Its success will be based on increased flexibility in production and product life-cycle management, which will ultimately strengthen Berco in being a proactive player in the replacement parts sector. “By extending our already leading support for our Aftermarket customers, we will also increase customer satisfaction and, as a consequence, sales growth within the Group,” adds Piero Bruno.

The new company will place an even greater emphasis on product availability, with customer service situated at the very centre of its supply chain concept, and the goal of reaching top service levels. The new concept will increase efficiency in the replacement business and put an even stronger emphasis on collaboration with the company's dealer network in real time. This will be achieved thanks to a dedicated Aftermarket team.

At the same time, Berco Aftermarket S.r.l. plans a significant extension of its current product portfolio – far beyond the existing Service Line – to include additional undercarriage-related components. On the other hand, the company's high-quality



A thyssenkrupp brand



product range for the mining industry – the Platinum Line – will equally continue to grow in order to supply customers in this traditionally strong Berco segment.

To further facilitate easier accessibility and the serving of customer requests, the new company will run its own warehouse at Interporto in Bologna. There, Berco Aftermarket will be partnering with Gruber Logistics, a transport company with expertise in moving heavy loads and special cargo worldwide. The warehouse will provide 700 Stock Keeping Units (SKU) with a minimum stock level of more than 6,000 tons across 12,000 sqm.

Diego Buffoni, Managing Director of Berco Aftermarket S.r.l. comments: “By providing an extensive product portfolio and a world-class service to our customers, Berco Aftermarket S.r.l has the goal of becoming the market’s leading company when it comes to replacement parts. As a result, we expect a 50 percent growth within the next few years thanks to our unique dealer network.”

The new organisation is located close to Copparo, where Berco S.p.A. was founded and currently holds its main factory. While the Copparo facility will continue to be the main source of the company’s renowned Original Equipment production and R&D facilities, Bologna provides Berco Aftermarket S.r.l. with the perfect location to thrive in the replacement parts business. Indeed, the region has a long heritage in the manufacturing of undercarriages and will give Berco access to important resources and talents.

The new Aftermarket-dedicated warehouse in Bologna will serve as a buffer between the world's largest undercarriage plant (Copparo) and the company’s dealers who require flexibility and short lead-times, when purchasing from Berco’s extensive product range.

This will ensure that purchase deliveries to our customers’ premises will be sped up significantly – which is crucial for the Aftermarket demands as well as for the recently launched E-commerce business. Both will benefit from the new stock availability. Berco Aftermarket S.r.l. is headed by Diego Buffoni and will be serving its partners from its Bologna facilities. It will begin operations in October, in line with the beginning of its parent company’s new financial year.

About Berco:

Berco is a global leading manufacturer and supplier of undercarriages for heavy machinery. With over 100 years of experience, the Italian born company creates tailor-made undercarriage solutions for all types of machinery that range in weight from 1 to 330 tons. Being a market leader in components for Compact Track Loaders (CTL) and a main player in the mining sector, the industries the company supplies include construction, forestry and agriculture. One in every five chain-driven construction vehicles relies on Berco systems. The company’s commitment to innovation is demonstrated by its continual investment in R&D as well as by its supplying of best-performing, long-life solutions to leading OE manufacturers.

For the Aftermarket, the company provides drive sprockets, idlers, rollers, track chains, track shoes and undercarriage systems. Its ranges are available in three product lines: Platinum, Original and Service. Berco’s main factory is located in Copparo, Italy, and the company has four other facilities in Italy, the US and Brazil, with an overall workforce of around 1,800 employees. Berco has been



A thyssenkrupp brand



part of the thyssenkrupp group since 1999, and in 2018 joined the Forged Technologies business unit – the world's largest forging company.

About thyssenkrupp Forged Technologies

thyssenkrupp Forged Technologies is a diversified supplier of components and system solutions for a wide range of different industries and markets. The forging group has a unique global footprint by operating more than 50 forging presses and over 150 machining and assembly lines in 15 locations worldwide, including in Germany, Italy, Bulgaria, the USA, Mexico, Brazil, India and China. With sales of over 1 billion euro, the company specializes in the production of components and systems for the automotive, truck and construction machinery industries.

Berco SpA
Francesca Carnevale
AM Communications Manager
M: +39 339 5603481
francesca.carnevale@thyssenkrupp.com

bmb-consult
Dagmar Klein/Cathal Foley
Berco Media Consultants
T: +49 89 8950159-0
d.klein@bmb-consult.com
c.foley@bmb-consult.com