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http://www.sswnews.com/

**Editor**

David Sear  
d.sear@kci-world.com  
Tel: +31 575 585 283

**Global Editorial Team  
press.ssw@kci-world.com**

Candice Allison (Canada, USA)  
c.allison@kci-world.com

John Butterfield (The Netherlands)  
j.butterfield@kci-world.com

Joanne McIntyre (The Netherlands)  
j.mcintyre@kci-world.com

**Publishing Director**

Robert-Jan à Campo  
r.a.campo@kci-world.com  
Tel: +31 575 585 275

**Advertising Contact (Print & Online)**

Elisa Hannan  
e.hannan@kci-world.com  
Tel: +31 575 585 291

**Subscriptions Manager**

Erica Riethorst  
e.riethorst@kci-world.com  
Tel: +31 575 585 271

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**Publishing Houses**

KCI Publishing B.V.  
Jacob Damsingel 17  
NL-7201 AN Zutphen  
The Netherlands

**Mailing Address**

P.O. Box 396, NL-7200 AJ Zutphen  
The Netherlands  
info.zutphen@kci-world.com  
Tel: +31 575 585 270  
Fax: +31 575 511 099  
Bank account: ABNAMRO 56.64.05.164  
BIC: ABNANL2A  
IBAN: NL50ABNA0566405164

**China Office**

KCI Shanghai, Room 603  
6F, #400 Zhejiang Mid. Road  
200001, Shanghai, China  
info.shanghai@kci-world.com  
Tel: +86 21 6351 9609  
Fax: +86 21 6351 9607

**Germany Office**

KCI GmbH, Tiergartenstr. 64  
D-47533 Kleve, Germany  
info.kleve@kci-world.com  
Tel: +49 2821 71145 0  
Fax: +49 2821 71145 69

**Canada Office**

KCI Corporation  
36 King East, Suite 701  
Toronto, ON M5C 1E5, Canada  
info.toronto@kci-world.com  
Tel: +1 416 361 7030  
Fax: +1 416 361 6191



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# In the Spotlight

# Meet Raccortubi Group, the Ita

**Manufacturer, stockist and supplier in one, Raccortubi has successfully developed a worldwide business for its fittings, flanges and pipes. And thanks to astute forward-thinking, Raccortubi is now ideally positioned to benefit from the emerging upturn in the oil and gas sector.**

By David Sear



Raccortubi President Luca Pentericci

"In an ever-changing market, companies need to be ready and able to adapt to new scenarios." This opening statement, spoken by Raccortubi's President Mr. Luca Pentericci, carries an absolute ring of truth. The challenge, of course, is in turning words into deeds. Still, Raccortubi has proven time and again that it has flexibility in its genes.

"The willingness to respond to changing markets is fundamental to Raccortubi's outlook," comments Mr. Pentericci. "We've always realised that it is vital to have an organization that could prosper in the good times but also successfully face the bad times."

During the past ten years, adds Mr. Pentericci, the reduction in investments caused by oil price movements has reshaped the market for both customers and suppliers. "In such a context Raccortubi could not remain still; quite the contrary as we need to offer the customers solutions that are more interesting, more varied, and also be physically closer to them."

Noting that investments in the piping sector go hand-in-hand with the oil price, he says he is seeing encouraging signs of improvement. "We are absolutely ready to support customers as business continues to grow. Being prepared is our motto. This explains why, over the years, Raccortubi Group has undergone incredible expansion

starting as a supplier for the domestic market to becoming an international company, manufacturing, stocking and supplying fittings, flanges and pipes worldwide."

Raccortubi's local presence in São Paulo (Raccortubi do Brasil), in Dubai (Raccortubi Middle East), in Aberdeen, Scotland (Raccortubi Norsk) and in Singapore (Raccortubi Singapore) allows the company to be closer to customers and to promptly fulfil their needs while quickly picking up the developing market trends, emphasizes Mr. Pentericci.

Notwithstanding the company's existing strengths, Mr. Pentericci always believes there is room for improvement. "Signals from the market indicate this is the right time to raise efficiency and increase productive capacity. Customers can have confidence about our ability to offer rapid solutions but nevertheless I would like to see us unlock our full production potential."

Asked where particular growth might be expected, Mr. Pentericci replies as follows. "Right now we are looking at South America in general and Brazil in particular. Hence we established our own production plant in Brazil."

Called Tecnox do Brasil, or TXDB for short, this new company within the Raccortubi Group enjoyed a warm reception when exhibiting at the RIO OIL & GAS event in September. TXDB will produce butt weld fittings with the same proven quality of its Italian counterparts, Tecnox and Petrol Raccord. "TXDB guarantees our proximity and adaptability to the rapid needs of local customers, in addition to a wide stock availability that offers the highest service," comments Mr. Pentericci.

Those customers could come from a wide range of sectors, he notes. "We are a solid partner for critical applications in numerous industries, such as oil & gas but also chemicals,



Internationally focussed, Raccortubi Group manufactures, stocks and supplies fittings, flange

and single items the next requires incredible flexibility. Mr. Pentericci: "we have therefore optimized our structure throughout the years, by which I am also referring to recent acquisitions, in order to properly address the twin roles of manufacturer and stockist. Moreover, our dedicated project management organisation can offer products mainly from our own production, from our own stock, but also from outside sources. Customers appreciate this service as it is a guarantee of quick materials availability from project initiation right up to the final phase. Our manufacturing units are run very flexibly so we can insert small series items into scheduled production of big batch products."

**Three pillars**

Raccortubi clearly benefits from having a versatile business model. Further discussing the company's foundations, Mr. Pentericci quickly lists what he calls the three pillars, namely stock, production and projects.

Mr. Pentericci: "firstly we benefit from being a manufacturer with an extensive technical background. In addition, we offer wide flexibility as a worldwide stockholder and supplier. And last but by no means least, the combination of these two features makes Raccortubi the perfect partner to supply complete piping projects, from initial bulk requirements through to minimal supply on the last urgent call-off."

Obviously being able to deliver bulk quantities one day

and single items the next requires incredible flexibility. Mr. Pentericci: "we have therefore optimized our structure throughout the years, by which I am also referring to recent acquisitions, in order to properly address the twin roles of manufacturer and stockist. Moreover, our dedicated project management organisation can offer products mainly from our own production, from our own stock, but also from outside sources. Customers appreciate this service as it is a guarantee of quick materials availability from project initiation right up to the final phase. Our manufacturing units are run very flexibly so we can insert small series items into scheduled production of big batch products."

As regards to manufacturing, Mr. Pentericci stresses that Raccortubi can produce all types of butt weld fittings from 1/2" right up to a massive 56" virtually without wall thickness limitations. "The Petrol Raccord acquisition has enlarged our dimensional range of internally manufactured goods, allowing us to work more independently on customer requests. Our expertise covers



Raccortubi had already developed and applied a philosophy of total quality well before this concept became a widespread requirement



Raccortubi can produce all types of butt weld fittings from 1/2" right up to a massive 56" virtually without wall thickness limitations

# lian company that embraces the world



s and pipes worldwide

an almost limitless variety of steel grades, we understand all critical production steps such forming, heat treatment and welding, and moreover we are familiar with many customers' applications. So there is virtually no material or product form that our mills cannot produce."

In-house production is complemented by the supply of a wide array of pipes and flanges in austenitic stainless steel, duplex, super duplex, 6mo, nickel alloys and titanium. "We therefore put our experience and expertise at the customers' service for their projects, providing full piping packages from our manufacturing plants in the North of Italy and our warehouses of over 6000 items," notes Mr. Pentericci.

### Investing in people

In an industrial market like piping, suppliers are judged not only on the quality, reliability and pricing of their materials, but also for their ability to demonstrate, through the services on offer, that they are a trustworthy partner, an operator who understands and anticipates

the wide range of possible customer requirements.

Recognising these facts, Raccortubi continues to grow its ability to offer customers tailored solutions. Mr. Pentericci: "to name but a few, last year we successfully launched our fast-track service for quick deliveries, providing standard or special pieces. Fast-track service relies on a dedicated production line at Petrol Raccord, able to fulfil deliveries of special items in 4-6 weeks, counting on the company's extensive availability of raw material. In short, we do everything to make our customers' life easier."

Raccortubi's ability to quickly respond to customers' needs this way is in no small measure due to the positive focus placed on its most important asset: its people. "We closed 2017 having invested in more than 5000 training hours. This is just one way in which we encourage growth amongst staff, at all levels, both in terms of professional skills as well as personal development. The skill, energy, commitment and dedication of individual staff have a deep impact on the

positive results we can achieve as a Group."

Indeed, Mr. Pentericci adds that whilst technical skills are a core requisite for new recruits, he also believes in hiring positive people who bring fresh energies to the workplace "From the very first day we kick-start a path of internal training to bring their technical knowledge to the right level and encourage newcomers to become part of the team. This is an open environment where we share knowhow and welcome feedback so we can grow together. Automating repetitive processes and investing in a positive workplace makes people more motivated, work smarter and deliver superior products and services to our customers."

Mr. Pentericci further reveals that at a recent company-wide meeting the Board again reinforced the top priority placed on safety. "Building a safety culture is not a piece of cake; it requires constant commitment at all levels. I believe we are on the right track as people recognize the efforts done to improve the workplace environment," notes Mr. Pentericci.

He continues: "every day we're building a culture throughout the company where everybody recognizes the benefits of working in safety. We don't see any other option: we want people to be happy and safe with us. I am therefore proud to add that Techninox has just passed the renewal of its ISO 18001:2007 certification with full marks."

### Quality and reliability

Seventy years of manufacturing experience plus a thorough understanding of market dynamics lead Raccortubi to develop and apply a philosophy of total quality well before this concept became a widespread requirement. For example, the company conducts extra tests above and beyond the standard requirements on all of its products, so from mechanical tests to dye penetrant tests, etc. Mr. Pentericci: "we have developed a proprietary standard, based on international specifications, in line with the main end users' requirements, so that our extra tests have in fact become the norm. We produce every single piece of the duplex family of grades to this standard



With vast metals knowledge and a deep understanding of critical production steps, there is virtually no material or product form that Raccortubi's mills cannot produce

and all our stock complies with it. This is a bonus for our customers which translates into saving money and time. That's because we will already have performed, during production, such a wide range of testing as standard which other companies only do on demand".

All fittings manufactured at Raccortubi's plants in Italy (Techninox and Petrol Raccord) bear a unique identification code. This means that the accompanying quality certificate can be used to trace that fitting right back to the base material, so including heat treatment stages and test results.

Mr. Pentericci: "of course, getting excellent quality means making major investments, but we are firmly convinced it is the only way: we cannot lose our customer's trust just in the name of competitiveness."

As an aside, Mr. Pentericci says he welcomes healthy competition in the industry but warns about the dangers of counterfeit components. This is why Raccortubi is an active member of the 'Steel Alliance Against Counterfeiting' (SAAC) to promote real quality. "Customers deserve to receive the product they are expecting to receive. Raccortubi clients have the assurance of a good product, with excellent quality, and at the right price."

### Building relationships

There's a very apt saying in Italy which loosely translates as: 'tell me who you go with and I'll tell you who you are'. Raccortubi has taken this maxim to heart, apply-

ing exceptional care when selecting partners. Says Mr. Pentericci: "this is why we only work with valid and respectable companies, prime suppliers in the Industry. In this light our exclusive partnerships with Butting in South East Asia and Mannesmann for urea production and fertilizer plants speak for themselves."

He clarifies the partnership with Butting. "This consists of having a wide range of their pipes in our stocks in Singapore, integrated by the fittings coming from our plants. This provides materials that are produced and tested according to the main end users' requirements, available for maintenance and top-up of projects."

In addition to talking with suppliers, Raccortubi is of course always looking to consolidate its global presence by meeting new customers. Participating at trade fairs and other events is therefore a key activity. Mr. Pentericci: "we will soon be attending the Duplex World Seminar & Summit in Düsseldorf of course, and after that we are off to the ADIPEC in Abu Dhabi and the OSEA in Singapore. So if readers are interested in meeting us face-to-face then please do drop by these fine exhibitions. However, don't worry if your travel options are limited; you can always contact us by phone, e-mail, LinkedIn etc. No matter how you contact us, we will be pleased to make your acquaintance and to explain why Raccortubi is the right company for your pipes, fittings and flanges."



Open and honest dialogue with customers, partners and staff is second-nature to Raccortubi

## About Raccortubi Group

<b>Founded:</b>	1949
<b>Key activity:</b>	manufacturing, stocking and supplying piping materials such pipes, tubes, butt weld fittings and flanges
<b>Production:</b>	Tecninox and Petrol Raccord mills in Italy, Techninox do Brasil in Brazil
<b>Grades:</b>	austenitic stainless steel, duplex, super duplex, 6Mo, nickel alloys, titanium, alloy and high yield steels
<b>Main focus:</b>	for critical applications, such as chemical and petrochemical plants, power plants, shipyards, fertilizer plants and offshore platforms
<b>Distribution:</b>	stocking distribution points in Italy, Brazil, Dubai, Singapore and the United Kingdom.