

LBM-Italia SpA: LAUREL today is also in Italy.

*Conversation with Giuseppe Ferrara, Managing Director of LBM-Italia
by Rodolfo Di Martino*

Mr. Ferrara, can you talk about this interesting news in the cash-in transit field?

LBM-Italia is a very young joint stock company but we have a great patrimony of experience. LBM is the acronym of Laurel Bank Machines – Italia and Laurel Bank Machines Japan is one of the greatest industries in the world of the cash-in-transit field.

The knowledge between myself and the Japanese Head Offices Laurel developed itself through the last ten years during a technical and commercial collaboration which resulted in the realization of a product, and to which also LBM-France of Mr. Milko Gionti gave its contribution.

I started working in Italy distributing machines for count rooms at the end of 2011 with the autonomous Company Scudo srl. Meanwhile Laurel Japan and ourselves knew each other better, and only after having overcome the problems due to our dimensions and to the national market, Laurel became a shareholder and without no more hesitations, it decided to engage its brand and face with their professionalism and competence the Italian market.

LBM-Italia is born in the middle of an economic, social, cultural and political crisis. A crisis is a dramatic event, but at the same time also an extraordinary occasion to reorganize and start with new visions and new motivations.

Does LBM-Italia think to be able to bring a competitive advantage in this field and in this situation?

In Italy the market of professional machines for count



rooms has been a monopoly for years during which a few companies exercised complete control mainly on prices which were higher than in other countries.

Our presence alone was able to stimulate a new equilibrium in the market and a change in the price lists of our competitors. And this is an improvement and a real and immediate advantage for our potential Customers indeed. LBM-Italia kept the promises we made, always and in every occasion. Laurel Machines are really reliable, our assistance is agile and ready to intervene.

But do you know what happened? It happened that until now our interventions have only been for the routine cleaning of the interior of the many installed machines, as everything is working perfectly.

The cash-in-transit logistics is a very complex network made of many subsets which now, often, aren't coordinated. How do you place yourselves in this chain and what kind of machines and service do you supply? Do you consider yourselves suppliers of collaborators of your Customers?

Our target isn't only to sell machines – our daily bread- but to provide know-how and collaboration.

This means that first of all we try and understand needs and problems, providing or anticipating the solutions.

LBM-Italia can provide all the machines necessary to manage bank notes and coins.

Laurel machines are famous for their reliability and speed both verifying and reconciling money. Today we also have a worldwide exclusive, the 12 pockets K12, a machine with an even greater speed and flexibility. If you look at our site www.lbm-italia.com you will see that it presents both the best Laurel machines and some auxiliary equipment as ovens, the NGZ wrapping machines, or the Panini check readers.

And precisely with this spirit of collaboration LBM-Italia was the first and the only one who thought of proposing ergonomic furniture, and workstations specific for count rooms and for their activities.



We analyzed all the sequence of actions and operations which can be improved by a functional furniture reducing stress, and the possibility of making mistakes.

The Total Quality concept applied to product, sales network, assistance, and to costs control was born in Japan. Can we count on the same methods and the same quality also in Italy?

Every Laurel machine we install is controlled by an integrated remote system which verifies all of its functional parameters (sensors, logic boards, moving parts, resident software, interfaces). We verify and collect this data and we send them to the

Quality Control of Laurel Japan in Tokyo. They are compared both with the standards MTBF and with all the machines of the same kind working worldwide. Any deviation can be communicated to our Assistance Service who can intervene before the eventual error really arises. In any case it is necessary to replace some parts of the fitness sorters as K4 and K8 and the new K12 every thirty millions of verified bank notes, at the same time life and the proper operation of each machine is granted till 210 millions of verified pieces. The cost of all this is agreed with the customer when purchasing the



In the picture: The new 12 pockets fitness sorter by Laurel: the top in a range of absolutely efficient and fast machines.

Interview

machines, so he knows when and how much he spends for any single machine according to its effective use. It is this spirit of service inspired by Kaizen, the Total Quality made in Japan, supported by the European mark which characterizes us, makes us more reliable, flexible and efficient.

What do you intend to build on this foundation which seems solid, and when?

We want to proceed gradually and to work well.

We are convinced that our way of working together with the quality of our products will be winning. Our short term target is to be known by all the Operators of this field as serious collaborators and, at the same time, consolidate the already existing relationships. We know that our activity can bother someone, but we are certain that it brings a real improvement in the market and for those who will want to contact us, know us and work with us.



In the picture: Mr. Yamazaki Manager of Sales & Marketing in Europe, Mr. Soeda Manager of International Operations, Mr. Ikebe, Chairman of Laurel and Mr. Ikebe Manager of Strategies and son of the founder on occasion of the visit of the headquarters of LBM-Italia. It is the first time that the Chairman and the top management of Laurel visit a national distributor.

During his visit to the headquarters of LBM-Italia, the Chairman and founder of Laurel Bank Machines, Japan Mr. Ikebe, made this short declaration:

The presence in Europe of LBM has been a consolidated fact for a long time in France, and, through the French headquarters, also in North Africa and Middle East. Now we have decided to enter into the Italian market as partners of LBM-Italia as we have eventually found the people with the necessary competence and fair play. We allowed them to use our Brand as we feel guaranteed and because we think that it gives a further guarantee to the Customers, The Italian Customers must know that they can count on the experience and competence of a large international Group which is always present and which is supported by people we trust. Our machines comply with all the needs of the cash-in-transit in Banks and cash-flow. With LBM-Italia we started to supply machines to verify and reconcile money and we are soon going to widen our offer in other fields.