

# LBM-ITALIA: LAUREL'S TOTAL QUALITY TODAY IS ITALIAN.

Meeting with Mr. Giuseppe Ferrara, Managing Director of LBM-Italia S.p.A.  
by Rodolfo Di Martino

**M**r. Ferrara, your joint stock company was born one year ago, but it already owns a great wealth of know-how and reliability.

Our company is named LBM-Italia after Laurel Bank Machines Japan, one of the greatest industries in the world of the cash-in-transit field. We knew Laurel during a technical and commercial collaboration on products which lasted ten years 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 we also analyzed the national market. Since 2013 Laurel is a shareholder and they also put their brand in LBM-Italia safeguarding the Italian market thanks its competence and dimensions.

#### **Does LBM-Italia have any competitive advantages if compared to competitors?**

The economic, social, cultural and political crisis we are living is a dramatic event, but, at the same time, it is an extraordinary occasion for new visions and motivations. In Italy the market of professional machines for count rooms, unfortunately, has been a monopoly for years during which a few people exercised complete control on prices, superficial assistance and extra costs.

Our presence alone was able to stimulate a new equilibrium in the market and an improvement and a real and immediate advantage for our potential Customers.

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 until now our interventions have only been for the routine cleaning of the interior of the many installed machines, as everything is working perfectly. And this is the real competitive advantage!

#### **What machines do you provide?**

The Italian vision is to consider the cash-in-transit as a single machine composed of many subsets, which now, often, aren't coordinated. Our target isn't only to sell machines – our daily bread – but to provide know-how and collaboration. Therefore, 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 in Count Rooms and not only. 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.

Our site [www.lbm-italia.com](http://www.lbm-italia.com) presents both the best Laurel machines and some auxiliary equipment as ovens, the NGZ wrapping machines, or the Panini check readers.

I'd like to underline our will and service capability stating that we were the first in the world who designed a set of 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.

#### **How is your technical assistance network organized and what are the additional costs for your Customers?**

Every Laurel machine we sell is controlled by a remote system which verifies all of its functional parameters (sensors, logic boards, moving parts, resident software, interfaces). We verify this data and, at the same time, we send them - without the data of the Customer - to the Quality Control of Laurel Japan in Tokyo. They are compared both with the MTBF standards and with all the machines of the same kind working worldwide. Therefore, any deviation can be communicated to our Assistance Service who can intervene preemptively.

It is necessary to replace some parts of the fitness sorters as K4 and K8 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 machines, so he knows when and how much he spends for any single machine.

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 of those who are still comfortable with their former monopoly.

#### **What are your targets for next year?**

We are entering a complex market and we believe that our approach to work, together with the quality of our products, is going to be winning. Our target for 2014 is to be known, to let every Operator know about our existence and our potential. We know that our presence can become an incentive for a real improvement in the market and for those who will want to contact us, to know us and to work with us. ■

