



# Nothing but titanium for Torresin Titanio

**Titanium stockist and service centre Torresin Titanio, or Torresin Titanio Metalli S.p.A., as the company is called in full, is a typically Italian, family owned company. It is characterised by a deep commitment from the company's owners, the Torresin family, and its employees towards the well being of the company and its relations with suppliers and customers. This is what we soon learnt during our visit to Torresin Titanio in Limena, an hour's drive from Venice, where we talked to Mr Flavio Torresin, President, Mr Matteo Torresin, Purchasing Manager, and Mrs Patrizia Degan Torresin, Managing Director.**

By Michael van Wijngaarden

The Torresin family has a long tradition as entrepreneurs in the metal industry. This started with a company specialising in the construction of stainless steel products, which was founded by Mr Flavio Torresin's grandfather in 1920. At the end of the 1950s, after the sudden decease of his father, Mr Torresin took over the lead of the company and has continued to do so at the company's renovated headquarters since 1961.

In the 1980s Mr Flavio Torresin founded Torresin Titanio as a spin-off of the company that he was heading at the time. The reasons to step into the titanium market were the growing interest from end users in the material and the absence of a major European titanium stockist. This offered good prospects for a new company able to meet the growing need for titanium. Today the titanium stockist and service centre activities are Torresin Titanio's key operations, where Mr Torresin's yearlong experience and expertise in





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the titanium market make him the company's specialist. In the meantime the management team has been expanded with Patrizia Degan Torresin, who acts as Managing Director, and the Purchasing Manager, Matteo Torresin.

#### EXPANSION

However, this ongoing expansion of the company does not stop with the management team, as Mr Matteo Torresin pointed out: "Recently, we have invested heavily in modernising and expanding our warehouse, service centre and office building. The warehouse, equipped with bridge cranes and fork lifts, stocks any titanium semi-finished product such as plates, sheets, coils, seamless and welded heat exchangers tubes, seamless and welded pipes and fittings, bars and welding wire, all of them coming from the most qualified titanium suppliers around the world. The warehouse has been fitted with anti-dust floors to improve the environment in which we stock our titanium and in addition, we have started to install a cantilever system to



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achieve a better space organisation and to improve the storage capacity. This should, in the end, be fully automated and cover the entire warehouse space."

The cantilever system, Mr Torresin further explained, is one of the steps that have been taken to increase the efficiency of the storage system and an important element in improving the overall organisation of the warehouse. Mr Torresin: "We are always looking for ways to offer a quicker service to the customer and ways to make our organisation more efficient. Another step has been to organise the warehouse in two separate parts, one for flat products such as plates sheets and coils, the other for long products such as tubes, wires and bars. Besides optimising the physical organisation of the warehouse we have also invested in the development of a new computer system that allows us to process sales data more efficiently, so that the stream of information between the office and the warehouse is quicker, which aids us in our efforts to always provide a quicker and more reliable service to the customer."

Another of Torresin Titanio's key activities is the integrated service centre, where customers can order custom-made products that are not available through any other channels. The service centre has always been an important part of Torresin Titanio and has seen some major investments in the past, especially to enable them to handle the large 3m wide x 10m long titanium plates. Mr Torresin: "We receive many inquiries from customers who require a specific product that they cannot get anywhere else. From an economical standpoint most companies are reluctant to cut up a piece of titanium, because of the expensive scrap and the cost involved. We, on the other hand, are prepared to cut our titanium according to customer requests because we want to be able to offer this unique service. Our service centre is therefore equipped with state-of-the-art machines and employs the latest technologies for the cutting of semi-finished titanium products. We have water-jet cutters, guillotine shears with a cutting capacity of up to 6 metres, a flattening and coil cutting line, band saws for cutting tubes and saws for cutting bars up to 350 mm in diameter. We are

## Cover story

proud to say that we can deliver tailor-made solutions and that supplying the end users with complete packages is at the heart of our organisation." Mr Flavio Torresin continues: "We were the first company to offer the cut-to-size service, in addition to standard size products. We took the risk of having more scrap but improving our service. It has proven to be a good decision and we can stay competitive because of our expertise and our short delivery times, which are only a few days for cut-to-size products."

The ongoing investment programme that Torresin Titanio has committed to has not stopped at the stockist and service centre activities. Mr Torresin said that the current office building, which brings the total premises of the company to cover some 10,000 square metres, was built only last year to provide the company's employees with a better working environment, boosting their customer service. "Now, after some twenty years on the titanium market", Mr Flavio Torresin continues, "we are proud to say that Torresin Titanio is among the top stockists and service centres for semi-finished titanium products around the world. It is the reward for the trust and recognition that we have earned over the years from our clients as well as from our suppliers."

### RACE CAR

Let us come back to the question of why Torresin Titanio focuses on titanium. We noticed earlier that Mr Flavio Torresin had identified a growing need for this material in the 1980s and that there were no major European suppliers servicing that market at that time. There are other advantages to focussing on titanium, Mr Torresin: "Dealing exclusively with titanium could be seen as a limitation, but we have turned it into an advantage for the company. Because we concentrate purely on one material we are forced to put all our resources into developing and understanding the titanium market. This has turned us into true specialists. We are constantly looking for new applications for titanium that will spark us to develop and expand our product range, which will, in turn, benefit both us and our clients. But the products are not the only reason why customers contact us. The simple fact that we have gained such a tremendous amount of know-how about titanium is a good reason for them to get in touch with us in search for a solution to their problems. And they know how to find us. We receive calls from customers all around the world. They are all serviced from here, our head office in Limena-Padova.

We don't deal through any other parties so our sales staff is in close contact with the end users. We consider the sales staff the key component of a company like ours. Our team consists of young but experienced, dynamic and highly motivated staff and they are trained to also go out to the customers and meet them face-to-face. I always like to compare us to a race car where the sales staff is the engine and we, as management, are the driver pointing the car in the right direction. We feel face-to-face contact is the best way to do business because only then we can build up a strong, long-term relationship."

### SOLVING PROBLEMS

Being a titanium specialist, Torresin Titanio is also very much capable of assisting its customers in solving technical problems, or supplying them with the latest products that offer better performance and better value for money than the products sometimes specified by the customer. Mr Flavio Torresin: "We are often requested to offer products according to old manufacturing specifications. In those cases the customers are not aware that there have been new developments and that we are able to supply them with a product according to the latest specifications. On request from the customer our quality department can set in motion a process of reclassification of the material with the approval of an external body such



### All products can be supplied to the following specifications:

#### Plates, sheets and coils

- ASTM - PED
- ASME - DIN
- EN

#### Bars

- ASTM - AMS
- ASME - MIL-T
- EN - ISO

#### Welded and seamless heat exchangers tubes

- ASTM - EN
- ASME - PED

#### Welded and seamless pipes

- ASTM
- ASME - EN

#### Welded and seamless fittings

- ASTM - EN
- ASME - ANSI

#### Welding wire

- ANSI/AWS - EN

On demand, certification according to EN 10204 3.1C and EN 10204 3.1A performed by the major body such as TUV, DNV, RINA, etc.

### Product range

#### Plates

Max Size: 3.000 mm wide x 10.000 mm long  
Thickness: 4mm - 100mm

#### Sheets

Thickness: 0.4 mm - 3mm

#### Coils

Width up to 1524 mm  
Thickness: 0.4mm - 6 mm

#### Bars

Diameter: 4mm - 300mm

#### Welding wire

Diameter: 1mm - 3.2mm

Seamless and welded pipes & fittings  
most common sizes

Seamless and welded heat exchanger tubes  
most common sizes up to 12.200 mm long

#### Grades

gr. 1, gr. 2, gr. 5 / 6AL-4V, gr. 7 and gr. 12





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as the German TÜV." Mr Matteo Torresin adds: "The technical assistance that we referred to earlier is also provided by our quality department. For example, when it comes to the fabrication of large vessels we see that customers often ask for small plates, which demands an unnecessary and undesired amount of welding, mostly because they do not know that there are such big plates available on the market as the ones we keep in stock. We can then be of assistance by suggesting our larger plates that require less welding. In this fashion the quality department acts as a consultant to our customers. 'Quality first' is our policy. In fact we are certified by TÜV in accordance with UNI EN ISO 9001-2000. From the very beginning of our business we have given a priority role to quality and now we can say that it has been paying off".

For Torresin Titanio, investing in supplier relations is as essential as investing in customer relations. Titanium mills form an integrated part of Torresin Titanio's strength. Through a close and long lasting co-operation with titanium mills and through their support, Torresin Titanio is able to supply custom made products, should the market demand them, such as the 3m x 10m plates. Mrs Degan Torresin: "Because of our focus on both the end-users and the mills we are able to translate specific market needs into custom-made, state-of-the-art products, quickly and with a high quality. It is paramount for us to be able to be flexible because the titanium market is so specialised and it changes so quickly that we need to satisfy new needs practically every day."

In his closing remarks Mr Torresin further stated that in order to increase the company's turnover in the future, Torresin Titanio will continue to closely follow market changes and strengthen its relationships with old and new suppliers in order to be able to always meet its customers' requests. On the service centre side, there will be more investments in new machines and customer service is set to become even better when the new cantilever system is fully operational. Mrs Degan Torresin concludes: "We are constantly aiming to make the company stronger, to be ready for the future, and to penetrate new markets. This important element of teamwork and our clients' trust and our suppliers' support is what allows us to look at the future with great confidence."

#### About Torresin Titanio Metalli S.p.A.

Torresin Titanio is a titanium stockist and service centre certified by TÜV in accordance with UNI EN ISO 9001-2000. The company is located in Limena – Padova in the North-East of Italy, one of the most industrialised areas of the country. Torresin Titanio can be conveniently reached through the A4 motorway, an hour's drive from Venice International Airport "Marco Polo". Clients who visit Torresin Titanio can so combine business and pleasure by visiting the historically fascinating city of Venice or by playing a round of golf and having a swim in the near-by famous spas of Abano and Montegrotto.