

1974·2014



**brar**  
*High-current leader*



Livio Arioli, Founder of Brar Elettromeccanica <<



**brar**  
*High-current leader*

# 1974

## Livio Arioli, the power of intuition in technical innovation.



**Livio was born in Bondeno di Gonzaga on 22 October 1931.**

After attending vocational training school, he begins working alongside his parents as a farmer. Working in the country doesn't satisfy him, **Livio is inspired by modernity and technology**, so he decides to start working at Carra Mechanic Workshops and then at Malpetti Electrical Systems in Suzzara. After gaining considerable experience and expertise, he decides to start his own business as an electrician. Livio begins working out of his house garage with very little equipment. The time that follows is one of sacrifices and difficulties, but thanks to his initiative and the **support of his wife Franca** Livio continues with determination to do the work he believes in. As the years go by, the work increases, Livio upgrades

the equipment and hires employees, including the young brother-in-law Luciano. **He establishes himself in the installation and maintenance of electrical systems, both civil and industrial**, gaining the trust of more and more clients. During a routine maintenance at the OM-Iveco plant in Suzzara, Livio notices the spot welders and realizes that he could make some improvements.

In a short time, he creates a cable for spot welders so flexible that it is immediately used as a prototype.

... shortly after, Brar would be born...

**Intuition, resourcefulness, determination, pride, desire to excel: this is who Livio Arioli was.**

Values he handed down to all of us, sons and employees.

» In 1980, he received the "Ad Honorem" award for the electronics sector and the "Oscar of the Regions of Italy", as a testimony for his genius, enthusiasm and initiative.

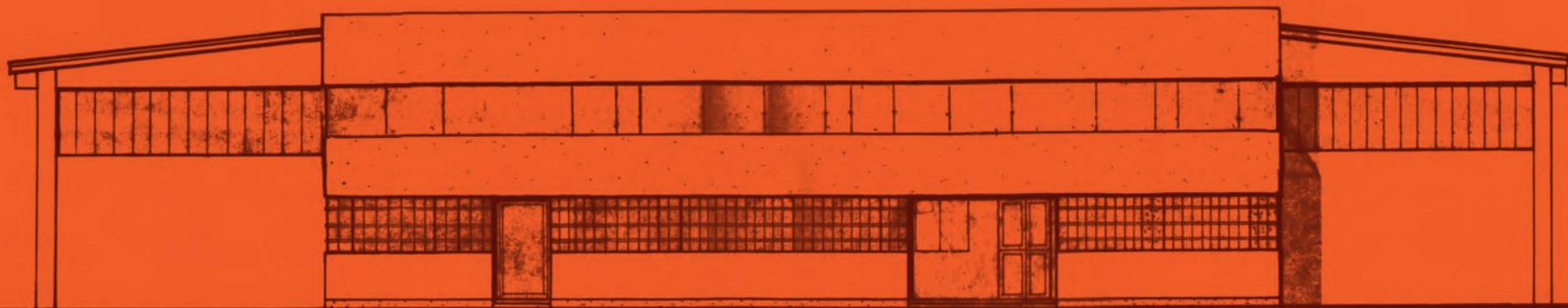


On January 3, 1981, in consideration of particular merits, the Council of the Order of Merit of the Italian Republic bestowed on Arioli Livio the honour of "Cavaliere del Lavoro".



»» 1974 · 1993 »»

from its foundation to moving to the new headquarters





# 1974

**Livio Arioli founded Brar Elettromeccanica Snc di Arioli Livio & C. in a building on Viale Virgilio in Suzzara** where the production of spot welder cables began. Helped by his brothers-in-law, Ercole and Luciano Brandoli, Livio perfected the cable through tests, experiments and improvements.



Logo designed the same year Brar Elettromeccanica was founded



ZANZIBRAR: a new system to lure and zap insects

In 1977, Brar moves to via E. Montaldi, in a 400sq metres factory, and organizes the production towards a more industrial perspective. Clients' interest grows and Brar, thanks to its founder's intuition, becomes the **official supplier of spot welder cables** for Fiat, Innocenti, Maserati and Alfa Romeo.

# 1977

# 1861

The **first cable for an electric furnace** is manufactured for the Feralpi Steel plant, with the collaboration of Davide Spelta. This is the crucial step for the development of Brar in the steel market. The increase in production requires additional space and Brar moves to a **new 1,200sq. metres factory** on Via Emilia Romagna in Suzzara.

Production unit in Via Emilia Romagna





# 1982

**The establishment of Brar International.** Starting in the early '80s, Brar **expands its foreign contacts**, participates at the Birmingham trade fair in England and establishes Brar International with Mr Mostrom. Brar's Star Cable for spot welders attracts the interest of foreign motor vehicle manufacturers such as Renault, Scania and Saab.

Livio Arioli with Luciano Brandoli



Livio Arioli with Ercole Brandoli

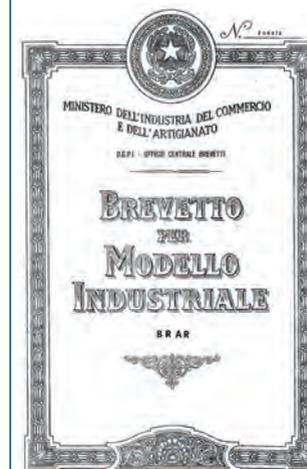
**The conversion from a General partnership to a Ltd. and the entry of Cam-fin.** The automotive sector in Italy is going through difficult times and in order to face the new challenges of the international markets, the company signs a corporate participation agreement with the Financial institution Cam-fin.

# 1985

# 1991

**Star Cable Patent.** Brar files the Patent for industrial model No. 204673 related to the **Star Cable for spot welders.**

The Star Cable is based on a unique and innovative idea that provides high electrical performance.





*Arianna Arioli at her desk*

***Rotating Terminal Patent.***  
***On April 29, 1991, Livio Arioli files the European Invention Patent***

No. MN91U000014 for the ***Rotating Terminal for steel cables.***

This revolutionary device will soon become the state of the art in the steel cables industry, requested by Clients from all over the world.

# 1993

***Alessio Arioli nominated as Chairman.***

Livio Arioli, the founder, passes away suddenly on 21 September 1993.

His wife Franca and his sons acquire the shares of the Brandoli brothers and Alessio Arioli is nominated as the new Chairman, thus starting a second phase in the company's development.

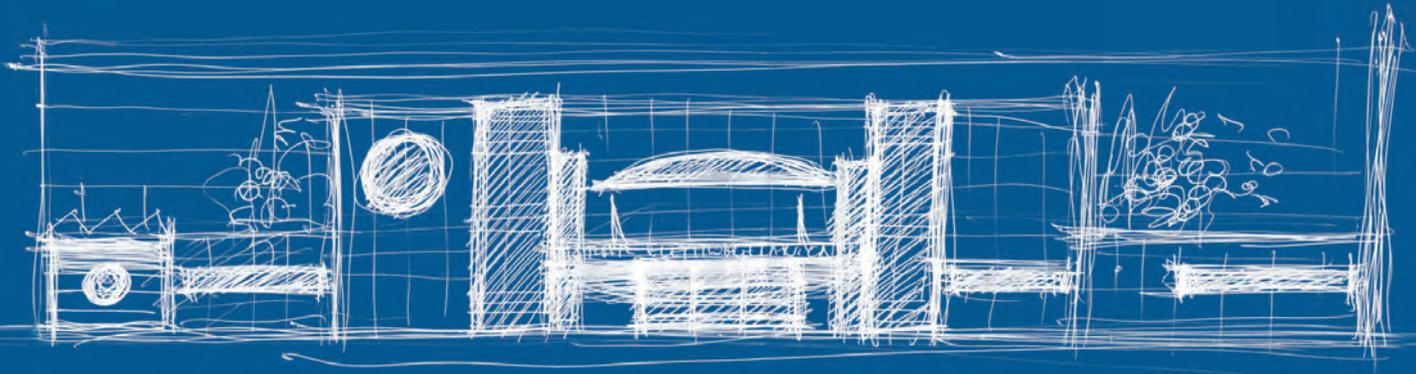
*One of Brar's exhibition stands at Dusseldorf in the '90s*



# 1991

» 1994 · 2014 »

the second generation and the international development





# 1994

Brar begins **manufacturing battery cables for the Fiat group**.

The production will soon reach more than 80,000 cables per month and result in a significant turnover. That same year, Brar participates at the International Metallurgical Trade Fair Metec in Dusseldorf and **firmly establishes itself on the European market**.

*Ercole Brandoli with Arianna, Alessio and Andrea Arioli*



*Inauguration of the new Pegognaga Factory*

The increase in turnover and growing customer demand from all over the world require **expanding the production area**; and so, in 1999, Brar moves to a **new 3,800sq. metres factory** on Via M.L. King in Pegognaga.

# 1999

# 2000

In October 2000, Brar reaches a joint venture agreement with Mr William Rady, which brings to the **establishment of Brar & W. Rady Ltda** for the production of cables for spot welders. This agreement allows reaching the South American markets.

*Cicero, William and Darwin Rady from the Brar & W. Rady Ltda*



2001

In May 2001, **Brar establishes ERICABLE s.a.r.l.**, which acquires Erico France's branch of activity, a leader in the production of cables for electric furnaces for the global market. That same year, Brar creates for the first time the **steel-copper conducting electrode holder arms** for the Steel plant of Caronno through SMS - Concast.

The ERICABLE factory in S. Cyprien



Brar abandons the production of battery cables and focuses on the part of the business with largest know-how and highest added value - **water-cooled cables and systems for steel plants.**

In 2005, Brar creates for the first time **aluminum conducting electrode holder arms** for TENOVA, another step towards the conducting arms technology, which will reveal essential for the company.

2005

2010

Brar decides to transfer the ERICABLE production to Italy and, thanks to the expansion of the factory, the manufacturing process is focused in a single production centre. In that same year **Brar participates at the AISTECH Trade fair in Pittsburgh** and establishes a trading company in the United States: **BRAR USA Corporation.**

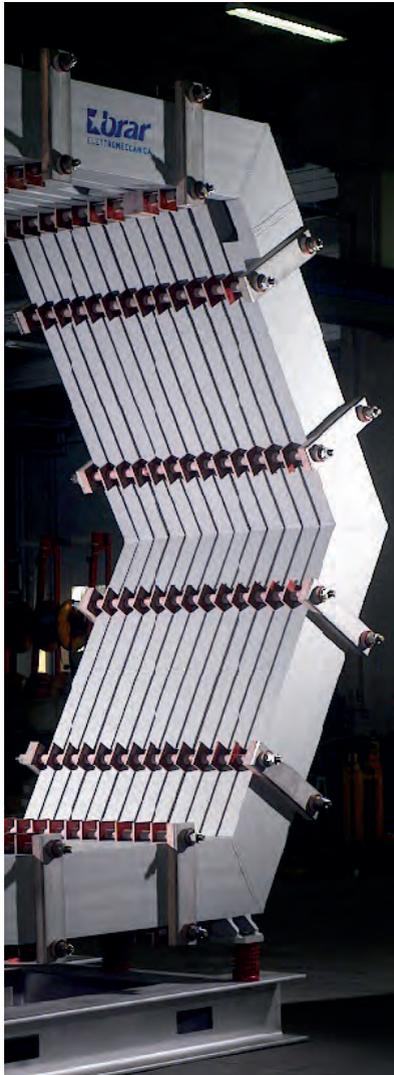
Brar's stand at the Dusseldorf trade fair



"STAR GATE": the door to our future

Brar signs the **contract with the engineering company OUTOTEC Finland.** Another crucial step is the contract with Ansaldo/SMS-Siemag for the design and construction of **8 aluminum reactors, called "STAR GATE"**. In that same year, Brar participates at the Metec International Trade fair in Dusseldorf, reinforcing its contacts and relations with clients and agents.

2011



# 2012

Brar carries out the **Lean Manufacturing BEPS project** for waste reduction, through investments in software and equipment. In 2012, Brar delivers **record production numbers for its conducting arms** acquires contacts and starts visiting clients in IRAN. **Brar&W.Rady moves its headquarters** to launch new challenges at the growth on the South American market.

The new Brar&W.Rady factory in Brazil



Inauguration of the new Brar factory in India

Brar signs a major contract for a set of conducting arms with the engineering company SUMITOMO for the client DAIDO Steel in Japan. After years of excellent business relations with India and considering the great potential that the country represents, Brar establishes **Brar India pvt. Ltd.**

# 2013

# 2014

Communication and trade policy directed at end clients bring about reinforcement of the **commercial structure and the creation of the new website**. New colours and new logo for the entire group: Brar • High-current Leader.

Current Brar headquarters in Pegognaga (MN)







« A. Boccalletti "Allegoria del Lavoro", 1994

# This is our vision

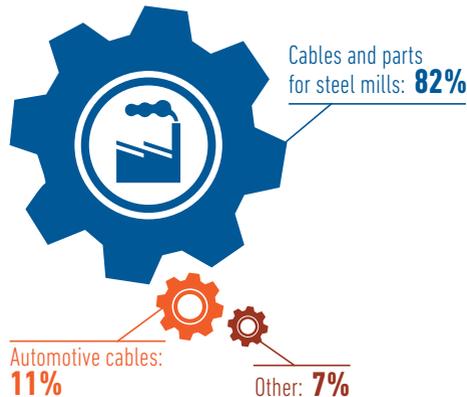


Become a  
global leader  
in high-current  
transmission  
and be recognized  
as an invaluable  
partner.

# Expertise and reliability for innovative solutions

The BRAR Group is among the largest manufacturers worldwide of integrated high-current solutions in the following sectors: steel, galvanic, resistance welding, robotics, electric arc furnaces, induction furnaces, reduction furnaces, furnaces for ferro-alloys, smelter and galvanic systems.

MARKETS (2013)



## Markets



### STEEL AND FERRO-ALLOYS

We are leaders in the design and manufacture of water-cooled cables, electrode holder arms, secondary systems, busbars, flexible copper connections, forged copper plates, copper panels, reactors for **electric arc furnaces EAF, ladle furnaces LF ad SAF furnaces for ferro-alloys** with both AC and DC electric currents. Our products are also used in **high-capacity induction furnaces and Stirrer melting furnaces**.

### ELECTROLYSIS AND GALVANIC SYSTEMS

We design and manufacture AC and DC low voltage and high current connections between transformers and rectifiers, and between rectifiers and cells. The connections can be rigid or flexible, water or air-cooled, copper or aluminium. They are used in **aluminium Smelters, Chlorine-soda production plants, copper electrowinning and any other chemical industry that uses electrolytic processes**.

### WELDING AND AUTOMOTIVE INDUSTRY

We manufacture water-cooled cables, flexible stranded cables and lamellar shunts for **resistance welding and electro welded wire mesh machines**.



# H I G H C U R R E N T L E A D E R

## Social responsibility



We believe that the growth of our company must necessarily go through corporate social responsibility by adopting the practices and the conduct that can **bring benefits to our company as well as to the context in which it operates.**

Topics, such as the promotion of gender policies, the development of quality industrial relations, respect for the environment, and so on, are integrated in the strategic guidelines of our company.

## Certifications



Brar complies with the certified quality requirements:

>> **UNI EN ISO 9001:2008**  
Brar Elettromeccanica S.r.l.

>> **UNI EN ISO 9001:2008**  
Brar & W. RADY LTD

>> **GMAW COPPER WELDING**  
Brar Elettromeccanica S.r.l.

## Research and development



Our cooled cables and lamellar shunts are used by **CERN in Geneva** (the largest particle research centre in the world) and by **ITER** (the largest and most advanced Tokamak nuclear fusion experiment).

The CERN centre  
in Geneva



# Brar Group in the world



With its sales network, Brar is present in more than 40 countries worldwide, with **highly experienced, reliable and customer-oriented employees**. The continuous process of improvement, in terms of products and services offered, has helped us become one of the **global leaders in our sector**, ensuring expertise in the search of **innovative solutions for the specific needs of the Client** in the field of high-current systems. Today, the Brar group operates out of 3 factories in Italy, Brazil and India.

exports to over 40 countries  
11,000sq. metres covered  
more than 100 employees  
3 production units



1

ITALY

## BRAR Elettromeccanica S.r.l.

Brar operates in the **high-current flexible electric connections** sector since 1974. Our products range from water-cooled cables to integrated cable bundles for robots, from battery cables to cooled copper plants.

2



BRAZIL

## BRAR & W. RADY Ltda

It is the joint venture **established in 2000** which based its production activity on Italian technology and know-how in order to supply **water-cooled cables and high current lines** to major multinationals in this sector.

3

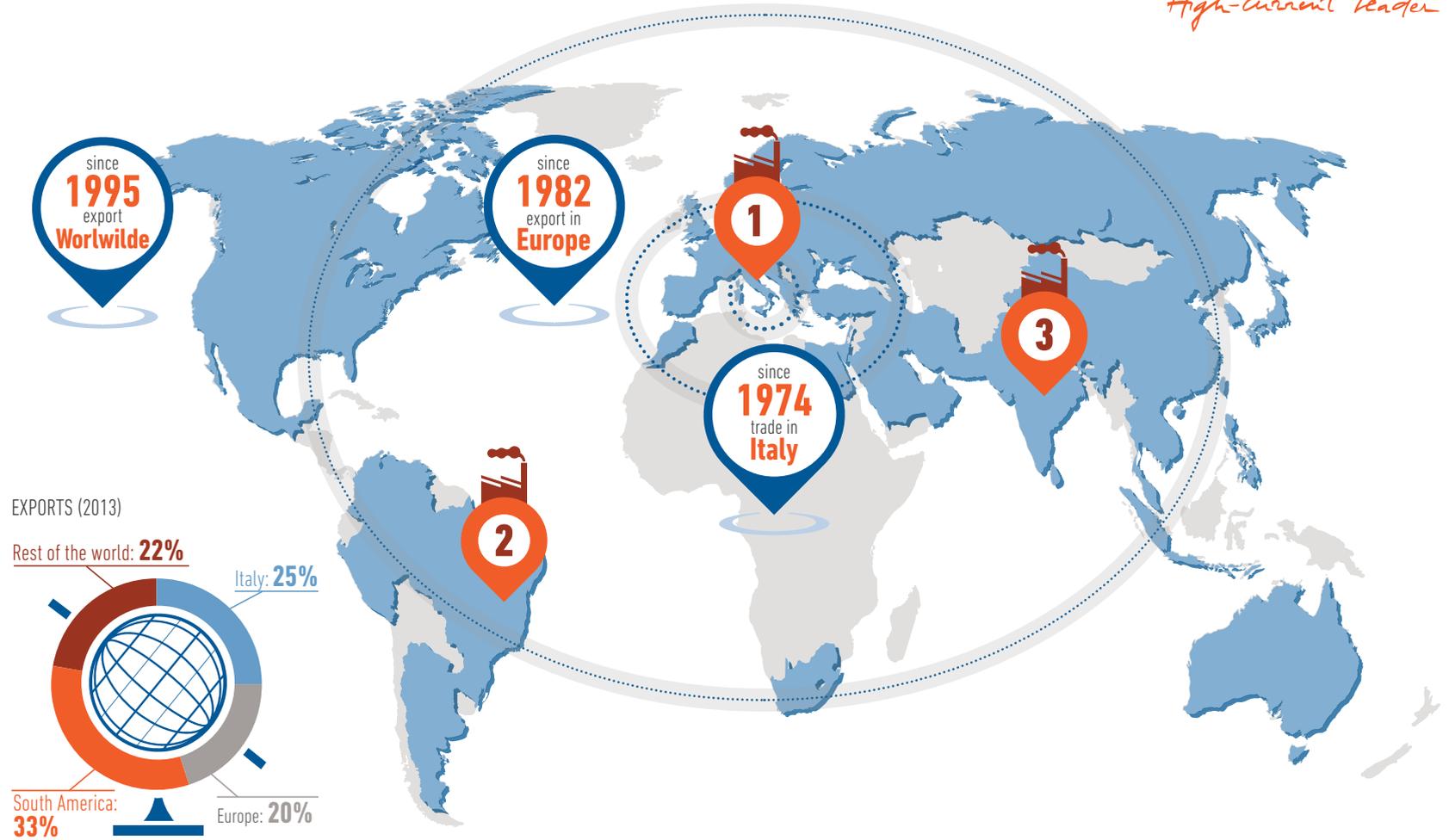


INDIA

## BRAR INDIA Pvt. Limited

The Bilhai factory is equipped with machine tools, CNCs, welding stations and water-cooled cables production lines. Brar thus reached its Indian Clients, **manufacturing high quality products at a local level** and ensuring direct maintenance and customer service.

# We export everywhere in the world



# The second generation driving the family business



Alessio Arioli

>> Chairman  
Sales Manager



Andrea Arioli

>> CEO  
Technical and Production Manager



Arianna Arioli

>> Administration and Finance



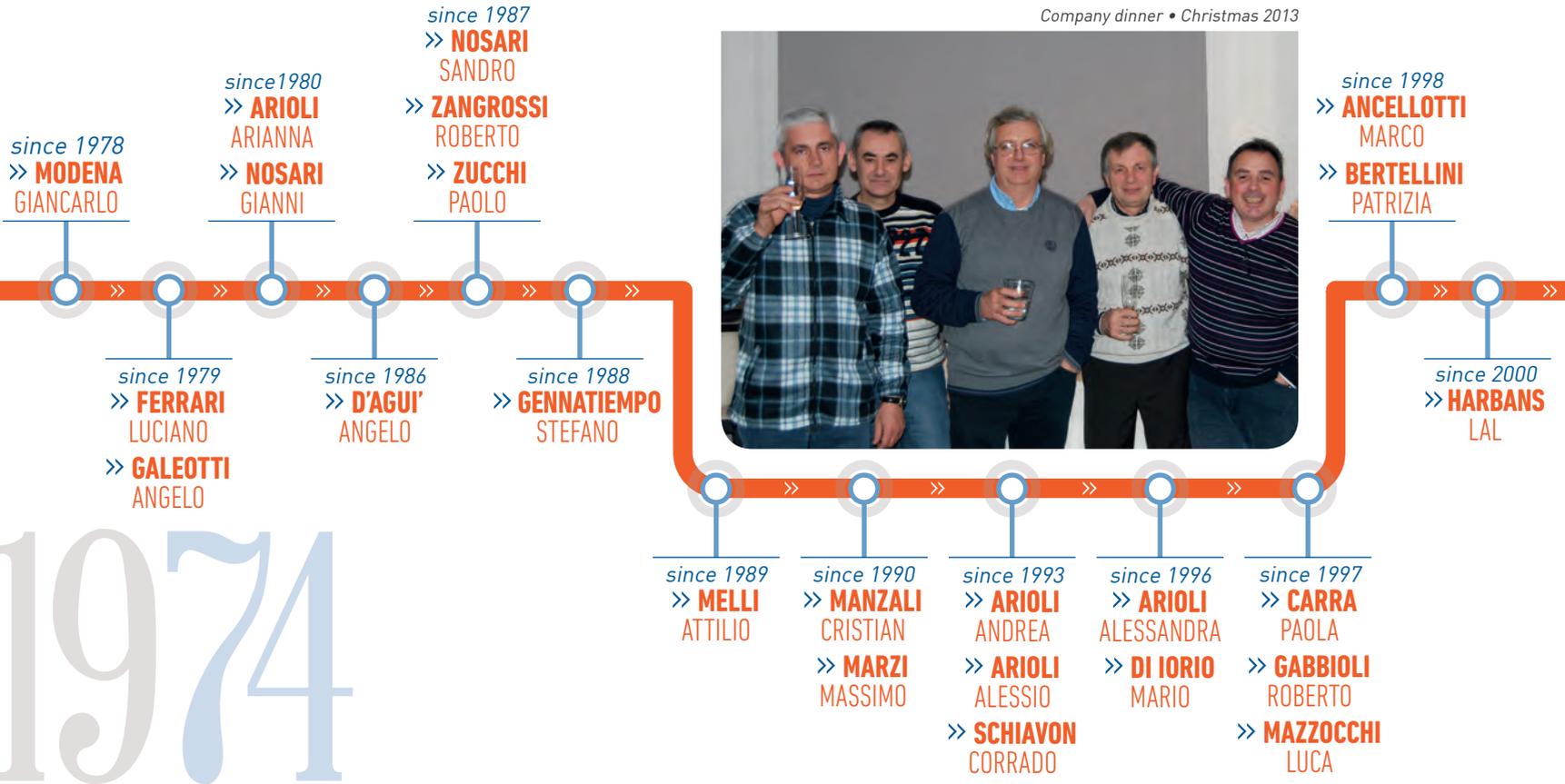
Alessandra Arioli

>> Human Resources



Company dinner • Christmas 2012

# BRAR'S DREAM TEAM ... our team was started long ago



2014

since 2001  
» **FERRARI**  
LUIGI

since 2003  
» **BARBIERI**  
ALESSIO  
» **MOUNABIH**  
ABDELHAQ

since 2002  
» **FREDDI**  
PAOLA

since 2004  
» **ALBANESE**  
FRANCESCA

since 2005  
» **BONDAVALLI**  
ENRICO  
» **LEALI**  
FAUSTO  
» **DAL BARCO**  
ANGELO

since 2006  
» **MOHAMMAD**  
YASIN  
» **LUKA**  
QERIM

since 2007  
» **DALBONI**  
SANDRA

since 2008  
» **ARDELEAN**  
ALEXANDRU  
» **MALVEZZI**  
MARCELLO  
» **TRUZZI**  
DONATO

since 2010  
» **MESSENA**  
LUIGI

since 2013  
» **MASELLA**  
GIANNI

since 2011  
» **ALBERINI**  
SIMONE

» **CIRAULO**  
ANDREA  
» **GARDINAZZI**  
PAOLO

» **PONTI** MATTEO  
» **RINALDI**  
RAFFAELE  
» **SAVOIA**  
ALESSIO  
» **SAVOIA** OMAR

since 2014  
» **BOLZONI**  
SAMUELE  
» **D'AGUI'**  
MATTIA  
» **PONGILUPPI**  
ROBERTO



Company dinner • Christmas 2013

40  
YEARS

1974-2014



# The challenges of tomorrow we will face together



With the right team,  
every goal is  
achievable.



Some companies believe that growing means only investing in sophisticated systems and equipment, purchasing land and multiplying production facilities with new ones. All that is important, but for us at Brar, the most important wealth has always been the people. Our team continues to share the every day challenges with relentlessly growing experience, innovative ability and collaboration. We believe that working each day side by side is the only way to reach our personal fulfilment and the best results anywhere in the world. People are Brar's very foundation. Our guarantee for tomorrow.

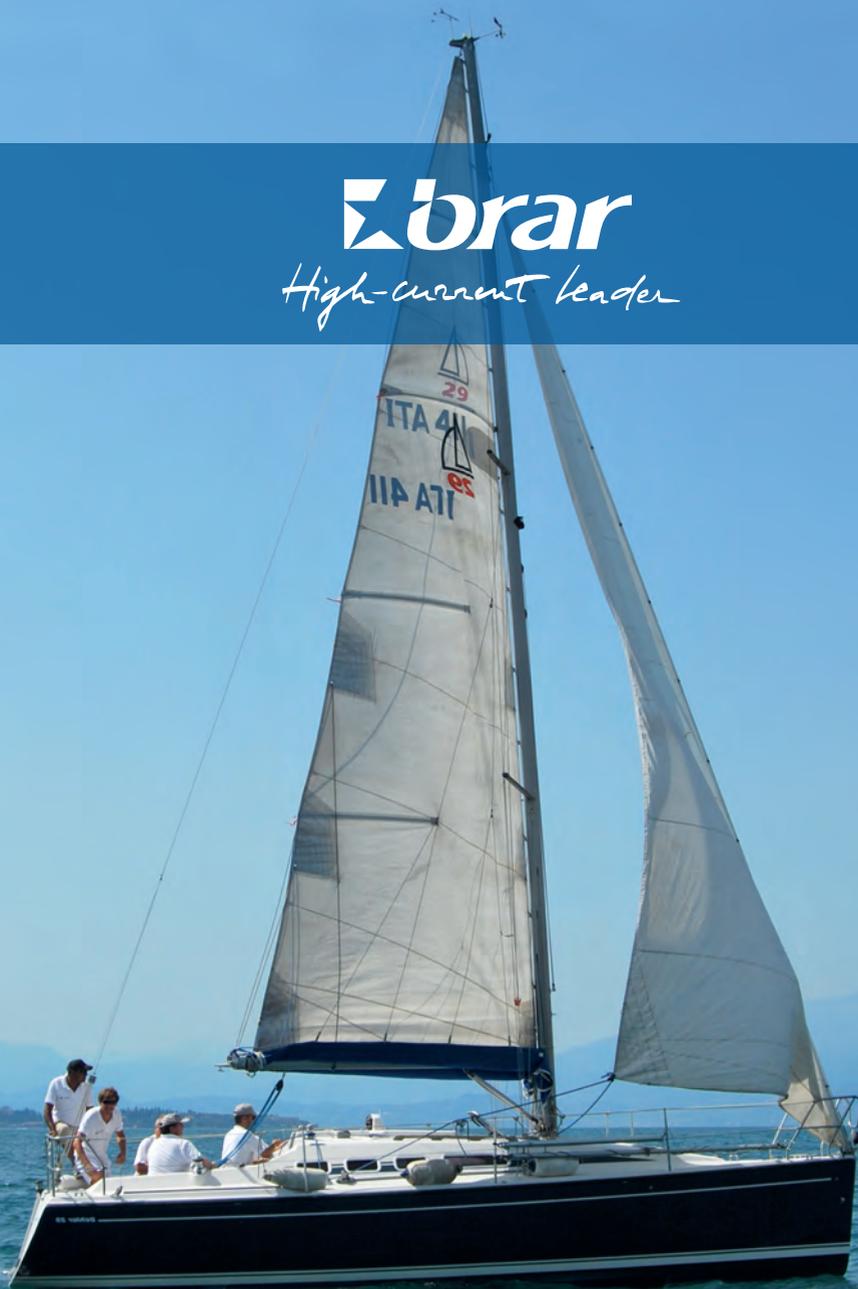
2014



**brar**

*High-current leader*

Brar team building, Desenzano 2013 <<





**brar**  
*High-current leader*

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