

“**I**nnovation and information”: these are the two key words that characterise the business of Battini Agri and that are “breathed” as soon as one enters the new company headquarters, airy, colourful, efficient, original and ready, at the time of our visit, to host a social event, something rather exceptional in the agricultural world. But let’s take a step back. Battini Agri is an authorised dealer of the best brands of agricultural equipment and a leader in the industry for spare parts and components. It’s a long-standing enterprise, as Sandro Battini, the eclectic proprietor, tells us: “Battini Agri was founded by my father Giuseppe in 1965. At the time, the main business was production and sale of spare parts for agricultural machinery and equipment, with an adjacent workshop for making special items. Later, the firm expanded to the construction of power harrows and cultivators, while the core business remained spare parts for a long time.” Sandro Battini’s entry in the company dates back to the mid-’80s; in 1992 he bought the first depot of 500 square metres, and in 1997 invested further by building a new 1,600 square metre warehouse, bringing Battini Agri up to second place in all of Italy in agricultural spare parts, new and used. “The turning point, however, took place in the 2000’s, with the idea of specialising also in agricultural equipment like tractors and combines, no longer limiting ourselves exclusively to the after-sale part”, the owner says. An important year was 2003, when Battini met the current Ceo of Kverneland Group Italia, member of Kverneland Group Asa, a world leader in the development, manufacture and distribution of farming equipment. It’s a group whose range is vast and includes equipment for tillage, traditional and conservative sowing, fertilising, weeding, harvesting and animal husbandry. “Kverneland is the second biggest in the world. I was very interested in distributing their parts, but afterwards, when we’d created



Sandro Battini

The trendsetter in agricultural machinery



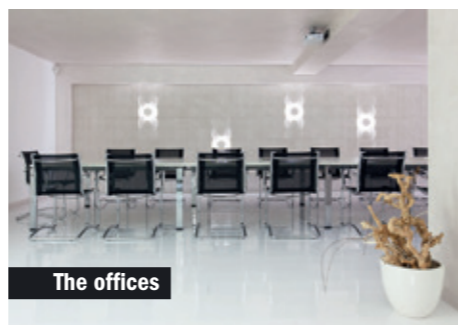
Farsighted, revolutionary communication for the sector

a great relationship, I offered to sell their equipment as well”. In January 2005 the Mantova company became the sole branch for Kverneland spare parts in Italy and the Norwegian group’s machinery dealership in the Mantova, Brescia, Verona and Cremona region. “Battini Agri distributes high-end products. Considering that the agriculture sector has experienced a decline in the last five years, only companies of a good standing have survived, those that have focused above all on innovation. Kverneland is the world leader in electronics applied to farming machinery. With the Isobus concept machines dialogue with each other: it’s a sort of home automation applied to agricultural equipment” Battini clarifies. And the high level of innovation in agricultural machinery is surely a factor that can inspire many young entrepreneurs to engage in this sector. According to Battini the winning enterprises are those that have emphasised product information. “With our aptitude for communication we’ve ushered in a new era in the business, doubling the level of perception of new things among those who work in it”, says Battini. And there is television. “On February 1 we shot the new instalments of Battini Agri Informa, our programme devoted to agriculture and technology, airing every Sunday on TeleMantova, Brescia.Tv and Telenuevo Verona. The first one of 2015

dealt with the past year and Battini Agri’s new projects, which included the innovative agronomic workshops that started at the end of the year”. And at the close of the instalment Battini Agri invited viewers to February 14’s “Time to party”, an event celebrating the expansion of the headquarters at Castiglione delle Stiviere, now more than 20,000 square metres, of which 10,000 indoors. From September 2015 “Battini Agri Informa” will be received in the entire Lombardia and Emilia Romagna regions. Great attention is given to the delivery of products: a service is set up for each delivery to a customer. “The one who sells 20 machines to one loyal customer, not 50 machines to 50 different customers, is the winner. That’s the attitude I’d like to spread: those who buy from us should be proud to own a Kverneland machine, advanced and super-technological”. Adhering to this strategy, Battini Agri has registered annual growth of 20%. “Considering that the new Common Agricultural Policy (CAP) aims at preserving environmental protection and calls for 30% less in incentives than in the past, the agricultural sector will have to innovate, paying attention to sustainability in order to avoid wastage of manure, fertilisers. Therefore evolved machinery, with cutting-edge applied electronics, will have to be purchased. And we’re available”, concludes Sandro Battini.



The headquarters



The offices



The showroom