

100

Baraldi

1917 • 2017

MOTUL **TECH**

Baraldi

WHO HAS GOT A PAST SINCE EVER THINKS TO THE FUTURE

I have to admit that reaching 100 years of history is a great thrill for me.

Feelings of pride, sense of gratitude for those who have come before and thankfulness for those who are Baraldi today and who are participating at this celebration, are merging together.

One hundred years of activity are actually the history of People who have worked together day after day, generation after generation, to realise Baraldi of today and celebrating this moment means recognizing in these stories a single thread that connects human experiences, epochs and situations, that otherwise would have been disjointed because of completely different temporal, historical and economical conditions.

One hundred years that started with the end of the first world war, crossed Europe torn by the second big war and then saw the time of reconstruction, of the economical and technical boom, passing from the first man on the moon to modern technologies, the net, the global world and markets.

One century of changes at increasing speed, of innovations in the mechanical, chemical and telecommunications industry, that led to results and conditions that were not conceivable at that time.

This single thread is the History of Baraldi, that today I have the honor to represent and to celebrate. When I think how many knots have been untied to stretch the thread in the course of its first one hundred years of History, I feel that this has been possible because at Baraldi we have always thought about the future.

Actually, on reflection, it is true that who has a past, always has a future (otherwise the thread would have already been broken). It will be certainly not possible for me to celebrate the next 100 years, but at Baraldi we are already working on it.

Luca Baraldi
President

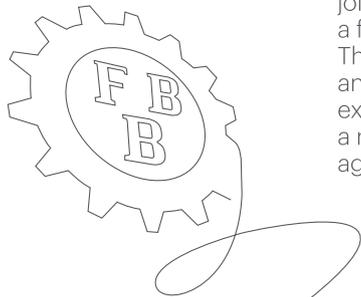


THE ORIGIN

1917



It all began in 1917, in a rented building close to the Municipal theater of Bologna. The initiative was launched by Umberto, the eldest of five brothers, two of which, Fernando and Vittorio, joined him to found the company Umberto Baraldi & Bro., starting a flourishing trade of fuels and lubricants for steam machinery. Thanks to the development of the steel industry, of electricity and the new means of transport, the mechanical sector in Italy experienced in those years a period of great expansion, with a remarkable increase in the production of cars, motorcycles, agricultural and industrial machinery.



INDUSTRIAL LUBRICANTS

Italy, as the rest of Europe, is living the “boom” years, the years of reconstruction and of great industrial excitement and at that time the company had the capacity to recognize the changes occurring in the markets.

The imprinting of the future Baraldi starts in that period: the continuous research of industrial applications, requiring specific lubrication solutions, sometimes also with “tailor made” technologies. It is in this context that the activities start to range over different steel-making processes: from stamping of solid metals to surface treatment of products for the car industry, from mechanical machining to the most complex heat treatments.

1960

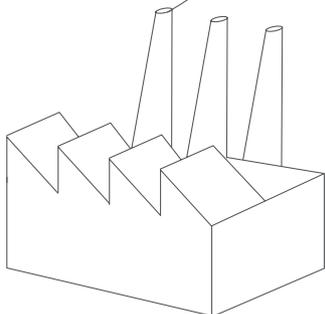
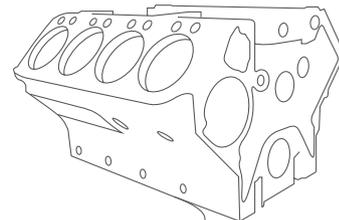


**1970
1980**

ALUMINIUM DIE CASTING

In the decade between the Seventies and early Eighties, Baraldi starts to shape its main feature of today: to be a specialist in light alloy die casting lubrication, able to research, formulate and produce the whole range of lubricants and release agent products, necessary to respond to Customer needs.

We are at the dawn of this technology, that begins to spread more and more in Italy and Europe and that finds Baraldi committed to innovating its own know-how which is continuously evolving, in line with the development that this industrial process has experienced in recent years and will experience in the next future.



THE GENESIS OF TOTAL THERMAL VISION AND CASTING TTV LINE

The evolution of industrial technologies, together with a constant particular attention to the quality of Customer's products and to the Environment, has encouraged the R&D area of Baraldi to extend its own research activity to application-related aspects of lubricants. The genesis of the TOTAL THERMAL VISION - TTV technology starts from this intuition, at the beginning of the new millennium. TTV is an infrared vision system to check the thermal map of the die surface in real time, that has completely revolutionised the retroaction methods in die lubrication and has allowed Baraldi to develop the high chemical and application know-how, that today represents its main feature: the product range called CASTING TTV Line.



In 2007 Baraldi becomes part of the Motul Group, that operates in worldwide markets with the division of industrial lubricants Motultech. This joint venture, which represents an important step into the internationalisation process of Baraldi, leads to the establishment of today's Motultech-Baraldi which is able, together with the French partner, to operate in all industrialised countries with a team of professionals with a high level technical and commercial background.

Motultech-Baraldi today operates in international markets as "HPDC Division of the Motul Group".

Along with a market approach which is more and more attentive to the final Customer needs, the alliance Motultech-Baraldi brings the best of what is possible to offer today in the R&D area for the sector of industrial lubricants.

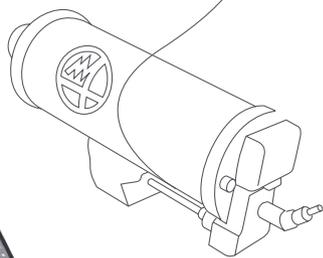


**CASTING
TTV LINE**

2010

**PARTNERSHIP
WITH MOTUL**

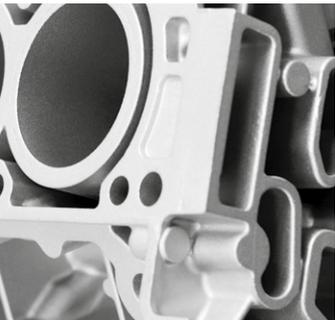
MOTUL



**PARTNERSHIP
WITH MARPOSS**

OGGI

Motultech-Baraldi and Marposs, worldwide leader in high precision equipment, signed a partnership agreement for the development and diffusion of the TTV technologies. Motultech-Baraldi sold the company Total Thermal Vision s.r.l, inventor of the innovative technology of the TTV system, to Marposs and entered into an agreement according to which the two specialists offer adequate solutions to the most demanding targets worldwide, assuring everywhere and at the same time a complete services, combining the exact measurement of the die surface temperature with the best lubricants application.



Baraldi S.r.l. - Via Lombardia, 2/I, 2/L
40024 Osteria Grande, Castel S.Pietro
Bologna - ITALY
Tel. +39 051 946994 Fax +39 051 946988
tech-service@baraldi.com
www.baraldi.com



Baraldi