



PEDROLLO GROUP – Innovative Solutions

Water is rapidly replacing oil as the most important liquid commodity of the 21st century. Population growth, the relentless rise of industrialization and the impact these are having on supply have turned H₂O into an increasingly prized commodity. And as demand grows, the race is also on to extract and deliver water in the most efficient and cost-effective manner possible.

Family-run Pedrollo Group is currently leading the race by some margin thanks to its recently launched Future Jet, the very latest in self-priming pumps, which has raised the bar in terms of hydraulic and energy efficiency as well as in power-to-flow ratios.

“It is a cutting-edge technology that no one else has managed to develop” says CEO Giulio Pedrollo. “The critical weakness of self-priming pumps is the low flow rate they provide. Our R&D department has developed a product capable of overcoming this issue and offers the market a solution capable of doubling the quantity of pumped water. So in a residential system there is a very significant energy saving. This is truly the Gen Z of self-priming pumps.”

The breakthrough that Future Jet represents is the culmination of half a century of hard work and a commitment to innovation during which Pedrollo Group has regularly invested 15% of revenues into R&D projects. Its ability to innovate has also been helped immeasurably by an ambitious but judicious program of mergers and acquisitions. With the assimilation of alternator and generator manufacturers Linz Electric (alternators), Gread Elettronica (electronics production and software) and Panelli (submersible pumps and motors), Pedrollo has added key complementary skill sets to its



arsenal. In December 2020, the company also secured a foothold in the U.S. when it acquired a majority stake in residential and commercial water pumps specialists Superior Pump. It is now looking for more companies to acquire in China, India and Europe.

The company has doubled in size over the last five years through acquisitions and internal growth and now produces almost 3 million pumps a year.

Pedrollo Group has been ahead of the pack ever since the founder, Silvano Pedrollo, emerged as one of the first businessmen to anticipate the humanitarian as well as commercial implications of water scarcity nearly 50 years ago. Pedrollo’s epiphany occurred on a visit to Dubai at a time when today’s international metropolis was little more than a fishing village on the shores of the Persian Gulf. Even then, however, water

there was already more expensive than oil.

Pedrollo immediately set about looking for local investors to finance the development of the new high-tech pumps he realized could exponentially reduce water costs across the Arabian Peninsula. The rest is history, as Pedrollo pumps have improved the quality of life for communities around the world, from Latin America to Africa and Asia. In Bangladesh alone, the company has sold more than 1.2 million pumps over the past 35 years.

Although its economy has radically improved since then, Bangladesh was one of the world's poorest countries in the 1980s. Within that context, Silvano Pedrollo was asked by a local businessman to design an affordable pump for the local market. The company responded by creating the PK-60 electric pump, which is still in production today.

The technological and innovative challenge set the Pedrollo Group on a path that has defined it ever since. "Our pumps get sold in 160 countries around the world, many of which are relatively poor, and we respect that," says Giulio Pedrollo. "If you spend a month's salary on something, you have the right to expect it to be of good quality and reliable. We believe it is our responsibility to provide this to our customers."

Along with supporting life, water plays a vital role in the efficient running of all aspects of commerce and industry. The result is the Pedrollo Group has contributed to the growth of many economies beyond Italy's. Its network of offices includes 11 commercial branches worldwide and stretches from Europe, the U.S., Mexico and Colombia to Southeast Asia and, of course, to the Middle East where the Pedrollo story all began.

Throughout the course of its global expansion, Pedrollo has remained true to its Italian roots. Its 220,000 square meter manufacturing complex in the north of Italy employs most of its approximate 1,200-strong workforce and houses a cutting-edge research center in which, for example, 3D prototypes are made. This enables the company to quickly design and produce new products and solutions to meet the most diverse customer needs. All of which has kept the company in tune with the legendary Italian ability to marry design with quality that has given the world icons like Ferrari and Gucci and which has established the Made in Italy brand as one of renown.

Italian exporters contribute more than \$500



Mr Silvano Pedrollo (middle) the founder, with Alessandra and Giulio Co-CEOs of Pedrollo Group

billion to their country's economy each year, approximately 30% of its entire GDP. And while its automotive and fashion industries may enjoy a higher profile, light industrial manufacturers like the Pedrollo Group are equally valuable ambassadors for the country.

By continuing to base itself in its traditional heartland, the company has been able to tap into the country's indigenous talent. Along with running its own academy for budding engineers, the company benefits from formal and informal collaboration with several well-established seats of learning and innovation, including the University of Padua and the Politecnico di Milano. This has helped it keep its competitive edge and has ensured that its financial and operational commitment to innovation has seen it consistently develop and implement original solutions in mechanics, design, electronics, and knowledge.

It is an ongoing process. The Pedrollo Group's plans to totally switch to green energy supplies are so far advanced that it already gets 60% of its power from alternative sources. It is also actively addressing the challenges of Industry 4.0 by looking at ways of adopting new technologies and working practices.

In fact, the research and development carried out by the Pedrollo Group not only concerns the final product, of which it holds numerous international patents, but is also applied to the machinery and the productive processes. The required skill of the engineering and technological levels are so high that in many cases the direct building

of ad hoc dedicated production machinery is required. The same goes for the numerous registered patents – exclusive and original – which require the maximum protection through the internal realization of processes, machinery, and safe ergonomic systems. Testament to the success of these strategic choices is borne out in positive results and the company's ability to control and guarantee the quality of both the finished product and the whole production line.

Staying local has furthermore ensured that the Pedrollo Group remains a family business at heart and retains the humanitarian principles that first inspired its founder. Next year the company is moving ahead with plans to set up its own foundation, which will be managed by Alessandra Pedrollo, Co-CEO of Pedrollo Group. She is also actively involved in humanitarian and social projects, including an orphanage in Tanzania and a school in India.

"We are an ethical and socially responsible enterprise and that means helping to make water accessible in every part of the world," says Giulio Pedrollo. "Where water pours forth, color returns to the landscape and hope springs anew. Today more than ever, companies need to have a social purpose and feel the responsibility of doing their part to change the world, to help people and their countries grow."

