

# SER

Wax Industry

The Mole Antonelliana, the Egyptian Museum, the royal palaces, the Holy Shroud, the gianduiotti ... these are just a few of Turin's treasures. This fascinating city on the banks of the river Po, is an unmissable destination for people yearning to discover the splendour of its past and at the same time, discover the latest modern technology. You can take part in its lively cultural life through art exhibitions and social events, not forgetting the pleasure of wandering through its markets or taking a break in one of the cities many historical cafes. Turin is the right place to visit if you are looking for somewhere dripping in history, with a touch of magic and a trace of elegance. Turin is a magical city, that was home to many Italian royal families, but it was also headquarters to secret Masonic meetings. When speaking about magic and magical places, unavoidably, we begin to think of the magic light of candles, mysterious fascinating objects, that have accompanied men during the most important moments of their lives. In the outskirts of Turin, in the town of Santena, the magic of candles becomes a reality thanks to SER S.p.A. producer of world famous industrial wax which chose an SMI shrink wrapper, from the SK series, to create their packs in tray + film and film only.

➤ **SECTOR: CHEMICAL AND PHARMACEUTICAL**

SER S.P.A – WAX INDUSTRY GROUP

Santena, Turin, Italia

[www.cere.it](http://www.cere.it)

- Shrink wrapper SK 400T ERGON
- Conveyors



GEO LOCATION

## “ FOR PERSONALISED PRODUCTION YOU NEED FLEXIBLE PLANTS ”

**F**ounded in 1988, SER S.p.A. specialises in the production of customised wax, created according to customer requirements and intended for very varied applications, from perfumed candles to wax for industries such as food, cosmetics, building, packaging, clothes etc. Since 2003, when it was bought from Cereria Sgarbi S.p.A. and Price's Patent Candles Limited (two prestigious companies in the European market for candles), SER has been the head of an internationally famous group which, in its sector, is characterised by noted innovative capacity. A determining

factor for the gratifying success of the Piedmontese company, is without doubt, its ability to create bespoke wax cut to size for the customer. For this reason, it is fundamental to have flexible, efficient, production plants, able to easily adapt to the different formats of candles that are being worked, to carry out quick production change-overs and at the same time maintain high levels of operational efficiency. All these requirements have been satisfied by an SMI shrink wrapper, SK400T provided by SMI. This machine is able to pack candles of numerous sizes in varied formats in film only or tray + film, in single or double lane.



## WHERE THE HEART OF THE COMPANY IS IN RESEARCH & DEVELOPMENT

**T**he research and development department of SER S.p.A. bases its work on a few essential principles, like the high professionalism of its staff, the broad experience gained through years and years of activity and sector research, the use of cutting edge instruments, careful design and automated production. The success of this company from Turin, is tied to their business ability to produce bespoke wax for every customer, offering a preliminary, specialised, free of charge consultation to create products that can optimise the productive cycle, reduce waste and total costs and increase quality. At the moment SER has a range of waxes with over 500 different formulations, created for around 800 companies which it supplies. Such a wide range, attracts new customers who can see the readymade products, and choose the one which satisfies their requirements. If a customer however,



requests something completely new, the research and development department can create a product ad hoc, the characteristics

are then placed in the company data base, so that production can be launched automatically at any moment.



# SMI SOLUTIONS FOR SER: DYNAMIC AND AUTOMATIC PRODUCTION



Every day SER produces dozens of different waxes in a completely automatic way. Every customer receives wax that has been specifically studied to respect the requested standards, so production only begins once the wax has been ordered. This means that delivery times are very short, and the production lines need to be sized in a suitable way to meet this necessity. SER has technologically advanced industrial installations, which, thanks to continual upgrading and extension, maintain double the production capacity compared to the daily average of orders that they receive, this way they are able to regularly satisfy potentially high peaks in requests.



Energy, flexibility, a high level of professionalism, product quality and safety, the inclination to accept technological challenges, quick implementation and spirit of collaboration are all values which characterise every sector of this Turin based company, because the final objective is the commercial success of the customer. SER S.p.A. works towards meeting this objective by providing high value products, together with packaging solutions suitable for the correct conservation and protection of the products and which also boost the company's image by catching the eye of the final consumer.



## ➤ SHRINK WRAPPER SK 400T ERGON

**Packaged products:** candles in jars in PET and pressed cardboard in many shapes and sizes.

**Packages worked:** packs 6x4 in film only, 6x4 in tray + film, 4x2 film only, 2x1 and 2x2 film only in double lane; possibility to work the following packs: 3x1, 3x2, 5x2, 6x2 and 6x4 film only, 4x2 in tray + film and 6x4 in tray + film in double layer.

### Main advantages:

- machine equipped with electronic divider, automatic format changeover, film reel trolley, automatic centring system for printed film provided with marks
- quick, simple format changeover: ideal solution to quickly switch over from one pack format to another, alternating production for different types of candles
- high operational flexibility: the SK 400T shrink wrapper installed at SER S.p.A. can pack numerous formats, packing candles in film only and tray + film, in single or double lane. The use of just one shrink wrapper to pack a wide range of products, in numerous pack configurations is without a doubt, an advantageous choice from an economic point of view, as it allows quick and easy plant adjustment for meeting multiple market requests and allows the working of personalised products based on specific requirements from the final customer
- the SK shrink wrapper can be supplied with additional equipment that increases the basic functions allowing high level personalisation on the final pack, such as the special accessory the "stacking arm", an ideal solution for working packs in tray + film in 2 layers
- machine equipped with a continual cycle packaging system, guaranteeing a flowing production process eliminating jerky movements, this protects the containers from impact, guaranteeing greater integrity, better pack quality and less mechanical wear and tear.





# PRICE'S

## THE CANDLES OF HER MAJESTY QUEEN OF ENGLAND

**P**rice's has been a synonym of candles since as long ago as 1830, when William Wilson and Benjamin Lancaster began to produce candles in the city of Bedford, in the East of England. Using the more economical tallow, instead of the very expensive beeswax, over a short time the business turnover grew considerably, and from 84

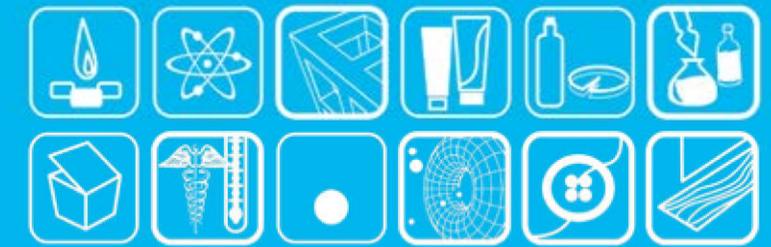


employees in 1840, in 1855 there was a workforce of over 2300 people. Over a short time Price's Patent Candles Ltd. (this is the full name) became the biggest global producer of candles and official supplier to the English royal family. It is thought that for the wedding of Queen Victoria to Prince Albert of Saxony in 1840, the company was asked to create a special candle to commemorate the important event. In 1919, Price's was bought by Lever Brothers Ltd. and in 1991, it passed into the hands of a private investor. Ten years later the British company went into controlled administration and was taken over by the Italian company, Cereria Sgarbi S.p.A., which, in the summer of 2003, was also taken over by SER Wax Industry of Santena (Turin). The know-how matured over almost two centuries of experience, has made Price's Patent Candles Ltd. a true leader in the candle sector, so much so, that the company has 114 patents for its creations. Today Price's is still supplier to Her Majesty Queen of The United Kingdom, and this "royal" status means that it's a synonym of excellent quality from every point of view.



### ➤ NOT ONLY CANDLES

Becoming part of the SER Wax Industry group, has allowed Price's to continue to increase and improve their production range, that today is truly vast. Starting from the classic conical ivory or red candles, to candles in tins, pillar candles, tea-lights used as food warmers and many more. Candles are still the main core of the business, but over time they have evolved and now they produce products like liquid wax farm light (oil for candles) or more simply perfumed diffusers, and candles that are purely decorative, considered to be objects of beauty and decoration. Among the latest creations at Price's, the ones that stand out are the "Luxury" range of candles, the wax of which, has become a hand and body cream, the Ninna Nanna candles in tins made from natural waxes with a selection of fragrances studied to help and reduce daily stress, balsamic candles that use natural essences to free the respiratory tract. Price's is the candle for excellency, an elite product that can be found in hotels, restaurants, private houses... almost everywhere.



# THE MAGIC OF CANDLES

**C**andles have always accompanied man in the most important moments of our lives and for this reason, they are often associated with unique, magical experiences like the traditional, enjoyable gesture, of blowing out candles on a birthday cake. Confirmation that, in reality, in life everything is magical. Tradition has us believe that even this simple ritual hides an act that goes beyond simple appearance, in fact candles represent a summary of emblems and symbolic meaning.

The constitution of the candle itself can be allusive, it is in fact, similar to man: it has a body (the wax), a soul (the wick), a spirit (the flame) and it carries out its role just like man: birth (lighting), growing old (melting) and dying (extinction). For this symbolic representation of mankind, in magic practices the candle is an element of primary importance, since its composition, colour and orientation act as a connection with the invisible forces of the world.



# FOCUS ON WAX AND CANDLES

## CANDLES

A CANDLE IS A SOURCE OF LIGHT, TYPICALLY MADE FROM A WICK INSIDE A FLAMMABLE SOLID (WAXY MATERIAL), THE WICK, ONCE ALIGHT SLOWLY CONSUMES THE WAX UNTIL IT HAS MELTED COMPLETELY.

THE WAXY MATERIAL THAT MAKES UP THE CANDLE IS A SOLID MIXTURE, CONTAINING A BASE MATERIAL (PARAFFIN, BEESWAX, STEARIN, GEL) AND ADDITIVES (MICROCRYSTALLINE WAX, HARD WAXES, OPACIFIERS, DYES, POLYETHYLENE, RESIN AND PERFUME).

CANDLES ARE MADE IN VARIOUS SHAPES, COLOURS AND SIZES, AMONG THE MOST COMMON ARE THE TEALIGHT, SMALL AND SHORT, USED IN FOOD WARMERS AND ESSENCE BURNERS, VOTIVE CANDLES, CHURCH CANDLES AND CANDLES FOR CAKES.

## What is wax?

Wax is a natural or synthetic, organic, plastic substance, it is solid at room temperature and becomes liquid when melted. According to its origin, wax is classified in natural wax (animal, vegetable, fossil or mined and petrol) and synthetic wax (polymeric ethylene, naphthalene chlorate and Fischer-Tropsch waxes).

## Where is wax used?

At home, in the office, at school, outside, almost everywhere we are surrounded by products that have some kind of direct or indirect benefit from the use of wax. If this is obvious when we talk about candles, matches or polish for various surfaces, it's less obvious when referring to pencils, cement prefabs, tyres, pharmaceutical products, cosmetics, electricity cables, packaging, material, greaseproof paper, explosives, fireworks, paint, plastic, chewing gum and so on. In these cases, wax is used to facilitate production, (for example, wax helps to separate products from moulds) or it can be an additive that is used to confer or improve the characteristics of the final product (for example, tyres).

## How did the candle originate?

The origin of the candle is tied to the history of man's discovery of fire, it is easy to imagine how the long lasting light produced by the candle, had a fundamental role in the lives of ancient populations. Poems, philosophical works, declarations of war and peace were written by candle light, because of its workability, wax has always been widely used, writing was learned on tables of wax, figures of animals and divinities were shaped from it. Until the invention of the electrical bulb, introduced in 1880, thanks to the genius of Thomas Edison, the candle was synonymous of illumination. Drawn for the first time in works from Ancient Greece, candles and candelabras began to have a symbolic meaning of protection and with the spread of electricity, they became decorative objects used to create a romantic and magical atmosphere.



# INNOVATE TO GROW: THE HISTORY OF SER

**A**fter they had finished studying chemistry in 1982, two brothers Giuseppe and Piergiorgio Ambroggio, joined the staff at S.p.A. Ing. Piacentini e F.lli in Turin, one of the largest companies in the sector of industrial wax. Over the next few years, they acquired a great deal of knowledge about the problems with the use of wax in industrial applications. Seeing this as a great business opportunity in this sector, the two brothers came up with a development plan which they proposed to the company. Their idea was to develop new activities oriented towards the customization of customer products. Even if the management at Piacentini S.p.A appreciated their ideas they decided not to use them, therefore, in 1988 the Ambroggio brothers decided to set up a new business at Cumiana, in the province of Turin: Synthesis and Research. The name itself shows the intentions and spirit that characterised the company over the following years, that is, designing and producing customised articles for each new customer. They invested on the ability to produce high market waxes instead of standard products, the strategy has proved to be a winner and the company has doubled its revenue every three years. Their growth is constant and the production plants at Cumiana start to be insufficient, so in 1994, Giuseppe and Piergiorgio Ambroggio took over Ing. Piacentini e F.lli S.p.A and from this merger came SER S.p.A. with the headquarters in Santena, still in the province of Turin. In the years following the merger, the new company invested



significantly with a full upgrade to the production plants, the storage areas, the office blocks etc. so as to adapt the new company structure to its new aims for expansion. In the summer of 2003, the Turin based company took over Cereria Sgarbi S.p.A. and Price's Patent Candles Limited, two prestigious business realities in the European candle market, market leaders in Italy and Great Britain. The group's objective was to create a world-famous brand, characterised by innovative abilities within its reference sector.



## SER S.P.A – WAX INDUSTRY GROUP

 **Year of founding:** 1994

 **Place of production:** Santena, Italia

 **Revenue 2016:** € 110.520.163

 **Employees:** 218

 **Activity:** production of bespoke wax based on the customer's requirements with a wide range of applications: from candles to various kinds of wax for use in industries such as: food, cosmetics, building, packaging, clothing etc.



# TURIN: THE CITY OF A THOUSAND FACES

**E**legant, but never ostentatious, active but never frenetic, cultured and refined, Turin is one of Italy's most versatile and fascinating cities, a city with a thousand faces. Ancient capital of the Savoy, home to the Risorgimento, pillar of industry, city of art and culture, as well as being a centre of innovation, Turin prides itself on having dozens of museums, historical buildings, excellent restaurants and bars. A city that respects its past, that invests in its future, this can be seen through the many modern art galleries and fashion houses showing the talents of the new generations. With its enormous artistic and cultural patrimony, accumulated over centuries of history and with the energy of a city open to the world, the capital of Piedmont offers continual surprises to its visitors. A perfect combination of architectural and monumental jewels, museums (over 40), art galleries, lots of good food, world famous events like the Salone del Libro (book fair), Salone del Gusto (food fair) and the Turin Film Festival, a rich calendar of things to see and do all through the year.



## “ AT THE CENTRE OF ANCIENT, MODERN AND CONTEMPORARY ART ”

**I**n Turin you become amazed and charmed by the incredible testimonies, past and present, of the artistic genius of mankind, like the numerous Palaces of Power and the royal palaces that have kept their original charm and are the “highlight” of many tours. From Egypt to the Far East, Turin has one of the most important museums in Italy and not only Italy, the unique collection inside the Museum of Ancient Egypt. But Turin's symbolic monument is without a doubt the Mole Antonelliana. At first it was designed to be a Jewish temple, the building began in 1863 and was designed by Alessandro Antonelli (from who it took its name). The neoclassical building is 167,5 metres tall and it has been the protagonist of many historical events which caused it to need structural reinforcement and some reconstruction. The top of the famous cupola, called the “Tempietto” is situated about 85 metres above the ground, it can be reached by a modern lift to enjoy the spectacular 360° view of Turin. Standing out above the “Tempietto” is the spire, with a diameter of 15 m, at the top of which is a pinnacle with an octagonal base, inspired by Neogothic architecture. In May 1953, the spire crashed to the ground, damaged by a tremendous storm and it had to be rebuilt in reinforced concrete. The Mole Antonelliana is home to the National Cinema Museum, the only one of its kind in Italy.

