

ROBUR S.P.A.

Category: Independent

Small and Medium sized Enterprises (SME)

PRIZE WINNER IN
LEADERSHIP AND
CONSTANCY OF
PURPOSE



ORGANISATION PROFILE

Founded in 1956 by the current chairman Benito Guerra, ROBUR is dedicated to manufacture innovative gas-fired heating and air-conditioning products

Key figures:

- 210 employees, 8% of which is directly engaged into research and development of new products.
- Annual Turnover of 40 Millions EUR

Core Products and Services:

Gas absorption chillers; ROBUR is the worldwide leader in this technology.

Gas fired wall hanging unit heaters both for industrial and commercial estates; Robur is the European market leader.

Gas Heat Pumps with 150% efficiency: an energy-efficient product for cooling and heating or heating only.

MILESTONES OF THE EXCELLENCE JOURNEY

Period	Product/Process Quality	Quality System	TQM
80's	<ul style="list-style-type: none">• 100% testing of finished products	<ul style="list-style-type: none">• Test data recording and elaboration	<ul style="list-style-type: none">• Quality Circles• Centrality of the human resources and creativity
90's	<ul style="list-style-type: none">• Auditing on production process and product• Strong increase of efficiency in heating systems• 37% increase of efficiency in absorption chillers	<ul style="list-style-type: none">• Certification on ISO 9001:1994 (1995)	<ul style="list-style-type: none">• Development of education and motivation activities of Employees• First self assessment according to TQM principles

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2000
2003

- Reduction by 50% of the noise level of chillers
- Extra high efficiency gas fired heat pump range (more than 150% efficiency)
- Certification ISO 9001:2000 (2001)
- Ranking at first place at Italian Quality Prize (2001)
- Participation of Top Managers as assessors to the Italian Quality Prize

BENEFITS REALISED

- High productivity, allowing wide economical margins.
- ROE steadily over 30%
- Strong customer-oriented approach.
- High operative flexibility
- High loyalty level
- Flexibility and action capability during changeover periods
- Improved information-flows

APPLIED MANAGEMENT TOOLS AND METHODS

- Strong role and personal commitment of the board of Directors
- Highly motivated directors and managers with strong personal commitment to ROBUR
- Strong investment in Human Resources and training
- CRM
- Process management
- Interfunctional working teams

REASONS FOR SUCCESS

- Unique technology dedicated to environmentally-friendly and energy efficient products
- Products with relevant advantages for the clients
- High level of motivation and commitment of all people to Robur

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