

Fassi Crane's involvement in “sustainable development” at the service of a high quality product

For over 25 years the synergism between Fassi Cranes and BASF has resulted in the perfection of a painting process for Fassi cranes that fully respects environmental needs

Company development that works hand-in-hand with a sensitive approach to environmental questions. This is the ideal that has supported the growth of Fassi Cranes, making it the second largest crane manufacturer in the world. An ideal of sustainable development that, for the past 25 years, has resulted in a synergetic co-operation between the Group from Albino and BASF (*world-level chemical company*). The term “Sustainable Development”, coined by the World Commission on Environment and Development, identifies a form of development that satisfies economic requirements, while fully respecting ecological and environmental needs.

Fassi has been taking steps in this direction for some time, often working against the trend seen in most of the Italian industrial world. In effect, Fassi is now an exception in its sector, opting to keep all operations firmly based within Italy, with the precise aim of managing manufacturing processes directly and without mediation, to provide the market with guaranteed product quality, and the more extended community with eco-compatible development thanks to its continuous search for further technological innovations.

“The choice of a paint – we are told by Giovanni Fassi, Managing Director of the Group – reflects not only the qualities of that particular paint, but also the contents of environmental regulations, that is to say its impact on the ecosystem in which we live. The abolition of heavy metals (chrome, lead, molybdenum) in paints – the MD continues – choice is a choice that Fassi Cranes took some years ago, as is the decision to use products with a low solvent content, which have been in use in Fassi crane painting processes for some time now. More recently, there has been a transition to hybrid painting systems that use water-soluble epoxy bases, which allow almost total elimination of solvent emissions, while retaining the product quality levels”.

This shared business philosophy has further strengthened the bond between Basf and Fassi, and the two organisations have now joined to face up to a new challenge: conversion of the painting cycle so as to use the new water-based products. For the Group from Albino, the reduction of environmental impact represents a strongly felt decision to contribute towards a better future. All cranes that are “made in Fassi” are subjected to a painting process that for some time now has abolished the use of products containing heavy metals and given preference to solutions with a low solvent content. The future steps that Fassi intends to take relate to transition to a completely water-based cycle, which will result in a drastic reduction in solvent emissions, while maintaining the usual quality of the painted coat unchanged.

In spite of certain difficulties, eco-sustainable development represents one of the basic principles that inspire the Fassi Group when planning company development strategies. Right from the early years of the Company from Albino's activities, truck-mounted cranes were built with the intention of promoting and working towards protection of the environment, safety at work and industrial hygiene.