

SPECIAL FOCUS • GSR

# Striving to be the very best, while creating brilliant new technologies

One of the key companies within the confectionery world, GSR are striving to make sure that they continue to be seen as innovative, forward thinking, and ultimately, excellent at their profession.

**D**uring its 25-years' experience, GSR Cocoa Machinery, an Italian business operating in the cocoa processing sector, has been continuously defining the global standards with its cocoa pressing lines. Established in 1992, GSR was born by the vision of Luigi Turla, today's CEO of the company.



"I belong to the group of people who managed to make dreams become a reality through the way of will, diligence and commitment," the CEO explains. "My actions have been fueled by passion to achieve the final purpose: a state-of-the-art manufacturing."

After many years of experience as top manager in several companies in the same field, Luigi Turla decided to create his own company, becoming independent from third parties. His will to take up this way was born by his entrepreneurial spirit and attention towards any challenge proposed by the market.

### Mechanical excellence today

Today GSR Cocoa Machinery is a reality built by engineers and technicians trained to create

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groundbreaking products, technologically reliable and innovative, example of mechanical excellence. The team is focused on answering all customers' necessities; the knowledge of each single member of the staff makes possible the creation of lines which can make the difference, able to shape themselves on the different customer's requests. Everything comes out of GSR factory, starting from pressing lines to any single accessory, has got behind phases of engineering studied in details thanks to the capability and expertise owned by the whole team working inside the company.

GSR boasts a portfolio of intrinsic value, complete of any typology of machines designated for pressing cocoa or other products from which it is possible to extract fat or oil. Among the jewels of the house there are lines designed to realize the largest productions, others created to satisfy the needs of small-medium sized manufacturers and various studied properly for those engaged in laboratory tests. The creative and innovative capabilities of GSR allow it to own the most complete range of presses, from the smallest to the biggest ones, able to generate competitiveness in the reference sector.

### Striving to reach the highest Kg/h ratio

Among the lines of large production there are the Series 900 and 980. Thanks to the number of pots and the capacity of the pressing chamber, those presses are able to reach the highest Kg/h ratio. The achieved

results of these series are amazing: high reliability and the lowest operating cost for each processed tonne.

Excellence has been overcome even in the compact lines thanks to Series 870, which is completely automated. This line answers successfully the necessities of small and medium companies which can get in this way a very high-profile machine at a cheap price reaching, thus, a productive independence.

A further remarkable element inside this wide range signed by GSR is certainly the laboratory line. Small-sized presses designed to listen to the needs of those wish to produce for research purposes. It is about Series 1/1400 and 2/1250, both able to support extreme 60 min. long pressing cycles at max. pressures thanks to a careful and attentive mechanical design, advanced hydraulic engineering as well as an accurate software efficient in checking the pressing phase and parameters management.

Halfway between laboratories and compact lines GSR introduced the PILOT 902 Line. The perfect mix committed to those need a special product. This is a machine, extraordinarily flexible, able to operate not only with cocoa but even different types of masses such as hazelnut past and oily or fat masses in general.

### Adhering to standards while pushing on

All the presses manufactured by GSR, respect the rigorous standards required by the company's management: quality at first, an

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Italian design able to ensure ergonomics and constant hygiene, essential aspects for a perfect production cycle. Moreover the special profiles in compliance with the energy saving and safety requirements characterized the equipment with the GSR principles of efficiency and reliability.

The latest technologies, high quality materials, innovative hydraulic engineering systems as well as the installed software allow to achieve the greatest quantity of cakes and butter in the shortest possible time for the cheapest Total Cost of Operation per processed ton. An accurate standardization matched with the quality system applied on GSR pressing lines guarantees the best performances.



Nevertheless GSR is not only a company able to offer a complete range of pressing lines and accessories related to this specific process; its knowledge and ability to look at the needs of its own interlocutors, allowed it to develop focused solutions and to meet even the necessities of those customers have outdated lines. The expertise and perfect knowledge of the pressing lines gained over the years allow GSR to find the best solutions even on machineries considered outdated. Company's know-how is made available to any customer who need to repair or re-power cocoa presses making them newly efficient. In addition, by an upgrading service for customers or potential ones, the company is able to upgrade, from the technical and technological point of view, old pressing lines, not only manufactured by GSR; this cost-efficient solution helps avoiding the replacement minimizing the equipment downtime, increasing so the productive capacity and updating efficiency and competitiveness levels.

**Total control**

GSR believes that having the total control on processing equipment is fundamentally important for customers. Aiming at giving the best service

available on the cocoa pressing line, GSR supplies an innovative control system. This one not only allows a safe, reliable and efficient management of the lines but also provides all the data necessary to adjust the productive process.

Supported by diagrams, it is possible to monitor the pressing conditions determining the interventions needed to achieve the wished results.

By using the ultimate technologies and targeting to reduce the assistance costs, GSR has the possibility to carry out a remote control on its machines, verifying and even solving eventual problems in real time or modifying the process parameters to achieve the best performance. GSR services include technical and technological support. Its specialists are ready to act in order to keep customer's system always productive.

An efficient and accurate customers' service is reached by assuring reliable delivery times, competitive prices, clear and precise answers as well as one to one support.

**Maintaining the identity**

The GSR's commitment to its client is well formulated in its slogan "Yes, we a.r.e.": a true business motto; a concept GSR decided to adopt, bringing out its identity inside a field in which it invested so much over the years, finding its space with much willpower,



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commitment and devotion. Attention, Research and Ethics are the three main components forming the Company's modus operandi.

The concept of Attention leads any action of the Company: from the choice of the materials to use, (alloy steels of very high quality and resistance), to the whole production and testing process of the lines; from the engineering to any phase of Customer Service. In the Company everything is studied, defined and monitored in a detailed way, there is no margin for errors; only the desire to be a reliable partner, able to answer any need.

"Moving with the times is a duty, to speed up things the greatest and realistic ambition". With this philosophy GSR invested capital and talents in the Research, aware of its founding role in the development of any activity. Always innovative engineering solutions, sophisticated software, tests and simulations in order to do the best, dictating the market rules ensuring a continuous updating, redefining the new global standards of the sector.

**Staying ethical**

Last but not least, Ethics, which represents for GSR the basis of any working relationship. Working together on one hand and doing business on the other means to create a relationship based on the respect for others and on the capability to relate to others by being on the same page; principles which the management always believed in.

"Yes, we are" represents even more for GSR Cocoa Machinery. It also means to be in as a solid reality, based on tangible foundations, a Company able to ensure its customer reliability

and performance thanks to the commitment invested by the whole staff. Today GSR is the ideal partner for many realities to start a long lasting business relationship with, marked by an experience already recognized all over the world, gained thank to the close collaboration with its clients.

More than two years ago the company made official its close partnership with Bühler; the two businesses, thus, decided to combine their sales efforts to benefit their customers by offering them a complete product range from a single source.

The high quality and top performing presses designed and manufactured by GSR are incorporated in Bühler's total line concept.

**Going from strength to strength**

In the wake of this unique momentum, GSR is going to take benefits from the opportunities offered by the application of Industry 4.0. More specifically, new investments are planned this year in order

to make GSR presses easier to use, more flexible and even more competitive. The goals of this strategy are to create a combination of products and services more connected to the clients' new digital requests

Considering its results, the company settled in Lecco does not seem to want lower the pace gained in recent years and, above all, in the last year. Indeed, 2016 was extremely positive thanks to the achievement of new market shares, the sharp increase in sales and the internal expansion reached by the staff's extension, which fully demonstrate how much this Italian reality is determined to grow even more in the international landscape linked to the world of cocoa and, in general, to oilseed processing

This year (2017) continues even better for GSR Cocoa Machinery: many projects to work on, newly signed contracts and many negotiations for the upcoming months, a real success for the Italian company that is even more enthusiastic to give full demonstration of its ability to be the market leader able to distinguish itself by winning the name of an undisputed specialist of presses.

