

ITALIAN FOCUS



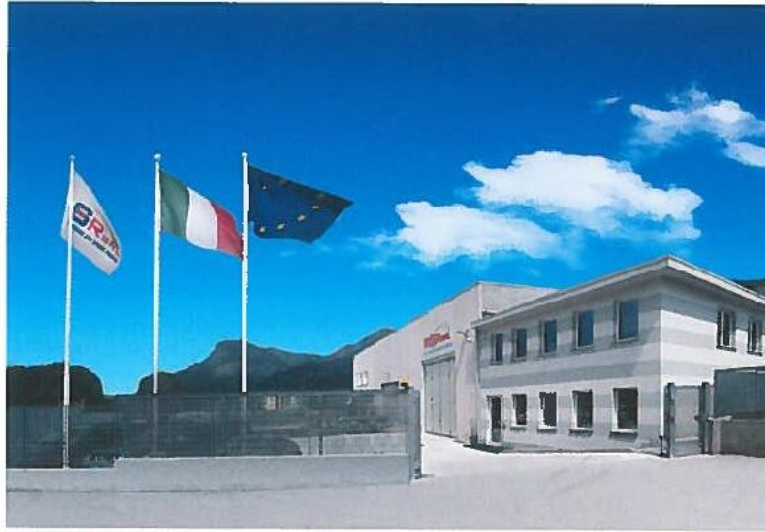
What's going on in Italy?

Kennedy's Confection takes a look at the Italian confectionery sector, exploring the latest trends and equipment making a difference for 2018

The district of mechanical excellence

It's not just the confectionery brands that fill Italy with some of the best products in the world' the mechanics behind production also have a part to play. GSR Cocoa Machinery is an example of providing some of the best equipment for chocolate production.

It is an all-Italian story that of GSR. Founded in 1992 in the province of Lecco, the company from the beginning has linked its production to the territory of birth: characterised by the excellence of its metals, so much to be known worldwide as an exclusive district of mechanics and metallurgy. It is therefore



Italy as a starting point where the management of GSR has been able to take advantage of a privileged geographical origin to start an increasing market expansion that today allows the company "Made in Italy" to be, for a diverse range of clients. GSR is a well reputed supplier of cocoa pressing

lines, recognised and affirmed all over the world. Solid bases behind it, a lot of researches and studies both at an engineering and mechanic level, an excellent proximity supply network and a well-trained staff able to face any customer requests: these are essentially the characteristics that have allowed GSR to carve out a place among the best.

Nowadays, the GSR presses are sold in nearly every corner of the world. Diversified by production capacity and size, they instead share all the technical characteristics: quality, efficiency, reliability, safety and hygiene are the peculiarities of each press designed by the company. Those are essential aspects that have endorsed GSR to live its success with substantial growth both in production and in terms of human resources: this year the firm has experienced an extensive agenda with many projects in place, and a relevant growth in its turnover. This due to the inclusion of new resources, a felt participation in the most important world events in the sector and the continuous collaboration with major partners in the sector, first of all Bühler Group.

Today GSR works mainly abroad, in the territories where the major cocoa producers and the most important cocoa processing companies are settled. However, it continues to maintain relations both with the big Italian names linked to the cocoa chain, and with small producers and those companies interested in carrying out research and experimentation always pressing the sector ahead with its specialist knowledge.