

PRESENTED BY	Cmi Industries SpA
Interview with Ing. Andrea Caffarra Manager and Mechanical Engineer	**Colorificio ICORIP**

Successful case of industrial automation applied to the paint manufacturing sector.

The adoption of in-line CMI machines has transformed ICORIP's process, eliminating bottlenecks and increasing efficiency by "several tens of percentage points."

The meeting took place at ICORIP's production site in Oleggio, with the objective of analyzing the evolution of the client company, the integration of CMI technologies into their production processes, and the level of satisfaction with the services offered.

CMI Industries S.p.A. is confirmed as a technology partner for packaging, while ICORIP represents a long-established reality in the paint sector that has successfully evolved from an artisanal dimension to a structured distribution model.

Engineer, could you briefly tell us about the history and main activity of ICORIP?

The company was founded in 1982 on the initiative of my father-in-law, who decided to embark on an entrepreneurial career after his discharge from the Italian Air Force. The name ICORIP is an acronym for "Idropitture, Colori, Rivestimenti e Plastici" (Water-based Paints, Colors, Coatings and Plastics).



We serve both the construction and industrial sectors, producing everything from wall water-based paints to plastic coatings, through to enamels for metalwork and industrial flooring. We do not operate in the automotive sector. We currently produce across an area of approximately 4,000 square meters.

Since 1982: passion, commitment, and dedication in the service of color.

How has your business model and your relationship with the market changed over the years?

Initially, production was aimed at small craftsmen and small businesses. From 2003 onward, we made a radical choice: to serve exclusively distributors across the national territory. We eliminated the direct sales counter at the company and created "Color Box," which acts as our distributor and "armed branch" on the territory. If a private individual or a painter contacts us directly, we redirect them to our distributors. In addition to the product, we provide our distributors with the "Color Box System," a tinting system with a dedicated color chart and specialized technical assistance

What is your current logistics strategy and how do you manage foreign markets?

We decided not to outsource logistics; we manage everything internally in order to maintain direct feedback with distributors and guarantee service quality, which is often lost with external logistics providers focused on B2C. As for foreign markets, we mainly export "rich" decorative products — that is, those with higher aesthetic content — since the transport of paints is costly and weighs heavily on the price of "basic" products. We had an important collaboration in Ukraine, which unfortunately came to a halt due to the conflict.

Technological Precision: Mass flow meter technology guarantees superior weighing accuracy compared to volumetric systems, with minimal deviations during start-up.

Getting into the specifics of production, how do CMI machines fit into your process?

In production we have two departments: one dedicated to water-based products (water-based paints, quartz coatings, external insulation composite system coatings) and one that we historically call "solvents," but which today mainly produces water-based enamels, given that the ecological awareness and performance of these products have surpassed those of solvent-based ones. CMI machines are used in the final packaging phase. We have two lines with mass flow meters: the first purchased in 2014 and the second, a "twin," in 2017. We use them for formats ranging from 500 ml up to 5 liters, with the 750 ml format as our "workhorse."

What tangible benefits have you found with the integration of these in-line technologies?

Previously the process was fragmented: we would produce the batch, park it, and package/label it at different times, often having to reheat the product. Thanks to CMI, we have put everything in line: drawing from the tank, filtering, packaging, labeling, and wrapping. This has allowed us to gain several tens of percentage points in terms of production efficiency. The precision of the mass flow meters is excellent: after just two or three test cans for calibration, the weight measurement remains consistent and perfect.

Sustainability and Savings: The Ultra Cleaning system has demonstrated real value not only in time savings, but also in reducing environmental impact through lower consumption of cleaning solvents.





Have you also found benefits in maintenance and format changeover operations?

Absolutely yes. The "Ultra Cleaning" system works very well. We have drastically reduced washing times and solvent consumption for cleaning (here too we are talking about savings of several tens of percentage points). The filter units on the trolleys almost "clean themselves" using compressed air. The speed of format changeover allows us to optimize production even when working on a single shift.

What led ICORIP to choose CMI over other competitors, and how important is geographic proximity?

It was not a choice driven by price, as CMI was not the most economical option on the market. I chose CMI for the technical validity of the proposal (mass flow meters and Ultra Cleaning system) and for their proximity. Being only 2 km away is an important factor: if I need a spare part or a photocell, I can have it within minutes without prolonged machine downtime. The team and the "craftsmanship" are what truly matter in a company.

Speaking of areas for improvement, is there anything CMI could optimize in its service?

The sore point, in the past, has been the after-sales service. When a line stops, bureaucracy must be reduced to a minimum. I expect speed of response and less formality: having to send dozens of photos and forms for an urgent intervention wastes time and patience. Furthermore, the service team should be proactive in guiding the client toward the purchase of critical components. For example, after a problem with a touch panel during a period of component scarcity, I decided to purchase two spare units. A broken panel stops production just as much as a mechanical failure, but it is harder to source and plan for in an emergency.



Engineer Andrea Caffarra declares himself satisfied with the choice and inclined to consider CMI for future plant projects, emphasizing that, beyond the quality of the machine, speed in problem resolution is what guarantees business continuity.

