

SCM Group at Xylexpo 2016 offering the best solutions for Industry 4.0 and the innovative videowall system for machine virtualisation

***Fiera Milano-Rho, 24-28 May
Hall 2 – Stand A01***

SCM Group is a major participant in the **25th Xylexpo fair**, invigorated by its growing success and presenting the most extensive and innovative line of technological solutions for the woodworking industry.

The Group continues its brilliant growth. *"We started 2016 with a double-digit growth in orders and sales, with a trend of cash-flow generation growth,"* says Luigi De Vito, Director of the SCM Group Woodworking Machinery Division. *"Record results, with 2015 closing with over 500 million Euro in sales, a 10% growth compared to 2014. An excellent achievement, driven by our Woodworking Division, which exceeded 380 million Euro in sales, a 23% growth, a brilliant performance that makes us the second-ranked player in the industry."*

At Xylexpo, SCM presents in a large exhibition space of over 2,600 sq. m. its **"EASY & RESPONSIVE"** production solutions for Industry 4.0 scenarios: integrated solutions and modular cell systems that offer intelligent innovations and combine sustainable investment with an ability to reconfigure production flows in order to meet consumers' requests for a wider product variety and customisation.

Specifically, the following will be on display: **Integrated cell systems, easy to programme and reconfigure** and with advanced storage systems that take up little space and consume less material, less energy and less investments; automated cells with rapid set-up times and ever more user-friendly interfaces, even for unskilled personnel.

They are, in a word, production systems that are agile, responsive, **ready for changes and able to render "mass customization"** competitive.

SCM INNOVATIVE VIDEOWALL SYSTEM

Big news also in the field of communications. The group **revolutionises the way machines are displayed at the fair** and adds alongside the technological systems around the stand an **innovative multimedia system**: using two large **videowalls** (6 x 3.4 metres) SCM shows visitors a virtual rendering of some of its technologies. Using 3D animation, filmed at 6K high definition, the machines are reproduced in their real-life dimensions with stunning detail, offering the visitor **new interaction possibilities**. Using an iPad, for example, the visitor can "enter" these machines and follow from up close every single detail of the woodworking process. **A groundbreaking industrial innovation that is a huge technological step forward**: the possibility of machine virtualisation means, on the one hand, being able to drastically reduce energy consumption and the environmental impact of product movement, and, on the other, being able to offer customers a multimedia tool with unlimited potential which in some respects can exceed the actual, real-life, experience. *"A company's leadership is measured by its ability to pursue a 360-degree innovation strategy, also in communications. At Xylexpo, we wish to affirm this approach, presenting a new machine virtualisation system, the result of an extraordinary work and investment by SCM and which will allow industry operators to better appreciate the wide range of technological solutions*

the Group is offering," says Gian Luca Fariselli, the SCM Group Corporate Communications Director.

What guides SCM Group communications is the **"Strong Reasons Why"** concept. The idea behind it is to focus on the **Group's strong values**, which translate into **tangible benefits for operators**, and to demonstrate the company's ability to offer industry professionals an extremely **wide and complete range of woodworking products and solutions**.

Press Office

Studio Roscio PR&Consulting,

Yuri Griggio - y.griggio@studioroscio.com – tel. +39 023450212

Communications – SCM Group

Arianna Barresi – abarresi@scmgroup.com – tel. +39 0541700157