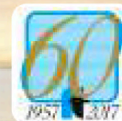


# Memories from a Courtyard

Tales, facts, people and images of a family that over 60 years have fulfilled a great dream



1957 - Officine Meccaniche Fratelli Tognella S.d.f. - Arsago Seprio (VA)



Milofazio 07



## Words that come straight to your heart ...

This seems to ask me Fabio Tognella at our first meeting, when he handed me some notes, a few hand written lines of emotional summer tales, moments of history of his company, memories of overtime collaborations that he saw born.

I immediately see the transparency and authenticity of the message he wants to send.

I can hear the voices, to glimpse the dreamy and smiling faces, even though marked by time and effort, I imagine the transportation and enthusiasm in the exposure.

Life notes, I would say.

Difficult, I think, to be able to transfer all these memories, without losing any important details, without neglecting essential fragments: emotions not lived in the first person, the moods never breathed, thoughts never known, the moments never captured, people never met.

I read and reread the notes, I analyse them in every part, you even study the line, I look for elements to enrich, expand and develop.

There's something, above all, that pulls me, which gives me the momentum and security: the courtyard.

So similar to the courtyard of my childhood, the Arsago Seprio courtyard contains magical family moments of the past.

Sweet and melancholic images of my courtyard, slowly fades, dissolving behind a beautiful black and white postcard: from the 50's ...

Slowly comes to life, colour, shape, like the pages of those children's books, when opened, raise unexpected silhouettes that leave curiosity and wonder for those that follow.

Line after line, details emerge, and with them increases the desire to impress the pages with the sensation and the emotions before their escape.

Slowly the courtyard re-emerges images, colours, smells and sounds. Then, again, faces, quotes, episodes, events.

Some elements constantly come back as fundamental, those are the ones that have marked a lifestyle, those are the human values: the bravery, determination, honesty, trust, dedication to work and Family.

They are the same values, which give richness to any gesture, greatness to those who possess them, certainty to those who receive them.

They are fundamental gifts to ensure authenticity and passion in actions and relationships.

And thanks to those elements, nicely captured from the past, that the assignment I have been assigned spontaneously changes in an absolutely entertaining and fulfilling experience.

My thanks go to Fabio Tognella, in involving me in this, His Personal project.

For StudioRSA – Communication Area

Maria Luisa Migliavacca

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## Memories from a Courtyard

Tales, facts, people and images of a family that over 60 years have fulfilled a great dream

on the cover:  
painting of Milo Fazio, 2007

Milo Fazio 07





# Memories from a Courtyard

*Tales, facts, memories, images, citations, thoughts and reflections enclosed in an unpublished and fascinating reconstruction of a route taken by the founders F.lli Tognella S.p.A and continued by all those who have strongly believed in an ambitious project, hopefully supporting the theories and strategies left in inheritance by Vittorino and Dorino Tognella, creators of a company destined to grow.*

*From the initial conception of the Tognella brothers to the creation of a well-established company: ideas and ideals, concepts and techniques, problems and solutions, events and circumstances, changes and development strategies*

**A precious sign** for those who, every day, engage in the implementation of a business and personal improvement plan;

**Memorable pages** confidential and dedicated especially to those who have lived the facts told, indispensable and tireless protagonists of our history

**Significant tales** to understand, appreciate, and grasp our philosophy

On the occasion of the sixtieth anniversary of F.lli Tognella S.p.A foundation, Ferruccio, Fabio and, in memory of the beloved Luigi Tognella, are proud of giving you the gift:

“Memories from a Courtyard”





*Brothers Dorino and Vittorino Tognella*

*D*edicated to:

*Vittorino and Dorino Tognella*

A story made of spoken memories, able to re-live past events, that, day after day, for sixty years have marked the path of growth of the F.lli Tognella S.p.A society.

Vittorio and Dorino Tognella, extraordinary men, examples of greatness in commitment and in real fatigue , demonstration of honesty, humility and unity, as well as generosity and availability.

Their determination and courage demonstrated in life, they gave us strength to react to the void they left behind after their passing.

Tenacity and commitment that we have seen in Vittorio and Dorino, they have become for us all, who had the chance to appreciate them, awareness and willingness to face life events with extreme serenity and great rationality.





W. L. Jaxio 97

# Introduction

**Voices**, whispered, who proudly remember the beginning of an adventure in the 1950's; of those who can still hold on to live memories of passion, courage, energy and of the founder's company enthusiasm, the Tognella brothers'.

**Memories**, intense and live, of those who wanted to believe in family, of those who chose to continue with the challenge launched by parents, of those who never stopped looking for growth and the development of an enterprise already consolidated.

**Moments** which re-enlighten scenes and episodes of the past, reinforcing the vigour and the lucidity of the memory, so you do not lose the emotion of the memory.

**Memoirs** of sixty years of experience, that presents a past life path in a company together with family, to recognize the hardships of all those who have participated, and are still participating, and in honour of Vittorino and Dorino Tognella, pioneers of this adventure that still continues ...





# Courage

## ...to follow a great dream

1950's: For those who were there it is not hard to forget, it is enough to rewind mentally and retrace decade after decade, the events that marked the stages of life.

Just like when, accidentally crossing a baby's face we remind that of our child; today is a man, has a family and works, is very busy, and at times seems so distant, so in thought that unconditionally and stubbornly starts looking for the best snapshots, the only ones able to return back in time and give sudden moments of profound serenity.

There are so many images that come back to mind and strong emotions that result from it: tenderness for the unique moments of early childhood, pride for the first school achievements, anxiety memories of adolescent child problems, happiness of the first great successes of a growing child.

And then joy and satisfaction of the success of the great dream.

Likewise, the entrepreneur, with the same instinct and satisfaction, in the face of the realization of a great project, finding the facts in memories, people, promises, joy and sorrow following the long road of events, returns to his first decision, to his first success, disappointment and satisfaction who have made "his" story.





For those who were not there, a black and white postcard: a large courtyard in a small village in Northern Italy, Arsago Seprio, an agricultural production centre.

Agricultural tools scattered here and there, a water well, a car, some stretched rags, young girls and old people busy with housework, two carefree brothers and some work tools as a game for the little ones.

A few significant photo frames bring us back in time, the 1950's don't seem so far away ...

The silent scenes: the faded colours, everything becomes simpler, the spaces are wider, there are few people on the streets, the insignificant traffic, silence seems enclosed, people regain the courage to smile and have an extraordinary desire to be reborn, a desire to win against all the suffering encountered during the war just passed.

Comforts had not yet been invented, work was heavy and tiring, commitment was a must, renunciations involved the whole family that were united and fully involved, the few machinery were generously shared, the pressing economic difficulties, sincere and benevolent solidarity, enthusiastically in front of great new discoveries, strength and determination gave confidence, enthusiasm and optimism to believe and move forward with so much tenacity, a lot of commitment and "some" sacrifice, without imagining that one day it would be possible to review the footsteps through unimaginable technological supports at that time.

In this context we can then see again the two brothers in the postcard as Vittorino and Dorino Tognella who, as it happened in those years, from the game, soon, to growing up, and emulating their idea of adulthood, first their grandfather and then their father, they prove ready without any hesitation, at least evident, to wear long trousers, a symbol of maturity and responsibility. Without delay they progress from bicycle repairs to motorcycles, to the passion for mechanics, right in to the same courtyard where they



played as children.

Commitment, entrepreneurship and anticipation are soon rewarded with good news, the opportunity for a real recruitment at a firm in Somma Lombardo, the historical "Secondo Mona", component manufacturer for the aeronautics industry, where they will have the opportunity to acquire technical skills and grow professionally.

Enthusiasm, personality, audacity, tenacity and necessity to affirm themselves, are the unmistakable qualities of the Tognella brothers who, supporting each other, decided to try their own way, the one that will lead them to become entrepreneurs of a mechanical company.

Dorino, who is drawn into the project by his brother Vittorino, 12 years older, and instinctively, as a sign of trust and respect, lets himself be dragged into this adventure which promises to give him a better future and a good opportunity for the present.

There is optimism in the reflections of the two boys. There is the certainty of being able to achieve excellent results and great satisfaction in exchange for such commitment.

Perfectly understand that commitment, seriousness, stamina and intuition combined with the right dose of enthusiasm, courage and tenacity can prove to be a valid foundation for affirmation in the world of work, just as their father did, who with equal enthusiasm managed to achieve results in managing an activity undertaken in the timber trade sector.

Even the father, in partnership with the brothers, had pursued the dream of a difficult project.

Surpassing with strong conviction and ability unlimited obstacles had founded a complex tiring activity





and challenging, making it one of the best in the industry.

The reference model and success collected by his father from the previous generation, that at the end of the 1800's and the beginning of the 1900's, unconsciously brings the two children to take an unconditionally positive attitude, and consequently to obtain complete approval from everyone.

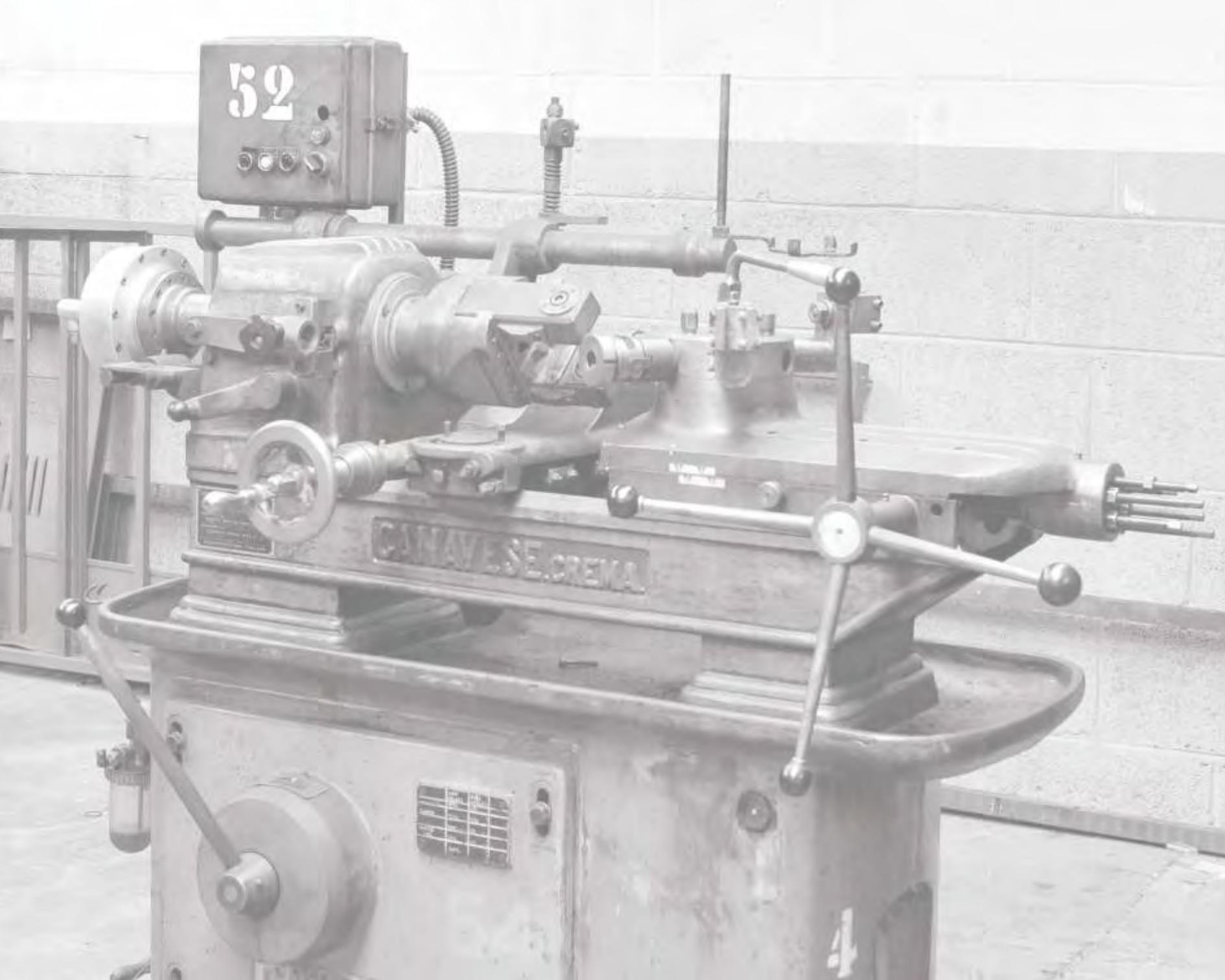
The beginning of the activity takes place before 1957, an historical period characterized by the scarcity of technical machinery: mechanical tools that have not yet been invented, completely unknown comforts except those which were worth having:

- A telephone in the Arsago Seprio Square bar, so fundamental for contact management
- A public fountain to collect water useful as coolant for lathe's manufacturing operations
- A company car FIAT 600 Multipla model for transporting raw materials;
- A kerosene heating system, as indispensable as dangerous

Well, even all these obvious limits, they manage to be the engine of a continuous search for the realization of new initiatives designed to create a true workshop, slowly but surely equipped and organized for the production, real and proper "dreams" if we consider the two brothers' engaged in the project at the same time as they continued to work regularly as employees.

Despite the fact that they spent the day almost completely in the factory and never failing to help the family, they did not lose the strength and enthusiasm to accomplish their professional dreams and their personal ambitions.

Vittorino succeeds, in these busy years, to reconcile work with personal aspiration to build his own family and marry in 1950 Maria Rosa, who will follow and will also support in the most difficult moments, the professional dream of her husband.



Vittorino and Maria Rosa have two children, Ferruccio in 1954 and Luigi in 1958.

The responsibility towards the family and though never failing to fulfill the duties of husband and father, Vittorino never distracts attention from the project just started with his brother.

Among the first steps taken during the after work we return to the primary need to create a one true workplace, a goal achieved through the transformation of part of the courtyard in a sort of "mechanical workshop" intended to host the first equipment.

Although there were times when there were not "favorable conditions", the Tognella brothers never gave up even with the most difficult situations even with the lack of economic availability and guarantees from the first "true" Customer, which merely formalized the first order with a simple and "reassuring" handshake, yet never betrayed in time, in a sign of respect and trust and good faith among simple, serious and honest people.

At this tiring and uncertain time even tenacity prevails, the stubbornness and courage of the two brothers, whom with enthusiasm, honesty and sacrifice are able to persuade and involve more and more all family members, friends and relatives quickly gaining confidence, esteem, friendship, help, and moral support.

Fundamental values to move forward serenely despite the difficulties.

Their determination even convinces a dear aunt to grant "financing" as unexpected as necessary and indispensable for the purchase of the first lathe: "Canavese GG7".

The risky operation of the first investment reveals a real success that marks the real startup of the activity:





the commissioning of the lathe purchased allows to proceed with the production, the crucial phase that forces the brothers Tognella to abandon the "Secondo Mona" company to dedicate themselves definitively and totally to their new business.

The date of foundation of the company Officine Meccaniche F.lli Tognella S.d.f. is 5<sup>th</sup> March 1957. The Head office is located in the courtyard of Via Macchi 5 in Arsago Seprio.

Initially, work is being carried out to meet the demands of collaboration from other manufacturers of multiple pneumatic components, such as hose connector, pieces of various fittings and hardware for the railroad.

To guarantee the maximum output of the new lathe and to foster a fast growth of the company, it becomes indispensable to organize two shifts of work, one of twelve hours a day, the other twelve hours at night, obviously alternatively assigned one to Vittorino and the other to Dorino.

The commitment is extreme, the uncertainties, the sacrifices are heavy for everyone, but the support of family, relatives, and friends never fails to exhort newcomers and encourage that innate courageous attitude.

The expectations of the protagonists and those who, every day and every night, sees them thrown into the front in this tiring adventure are highly satisfied with the timely subscription of new orders for new customers.

After one year of "break through" with fully satisfactory results, the two young men, now more convinced they have found their professional path, can finally breath a sign of relief and address the economic problems and, in the distant 1958, decide to hire the first worker of the Officine Meccaniche F.lli Tognella S.d.f.

*1950's*



*Vittorino and Dorino Tognella - 1950*



*Ferruccio Tognella - 1958*



*1950's*



Reis Marangoni and Ferruccio Tognella - 1958



*Natale Benesperando Tognella, Vittorino and Dorino's father*

*1950's*



*Ferruccio and Luigi Tognella*



*Arsago Seprio - Roman Basilica of 9<sup>th</sup> Century*



*1950's*

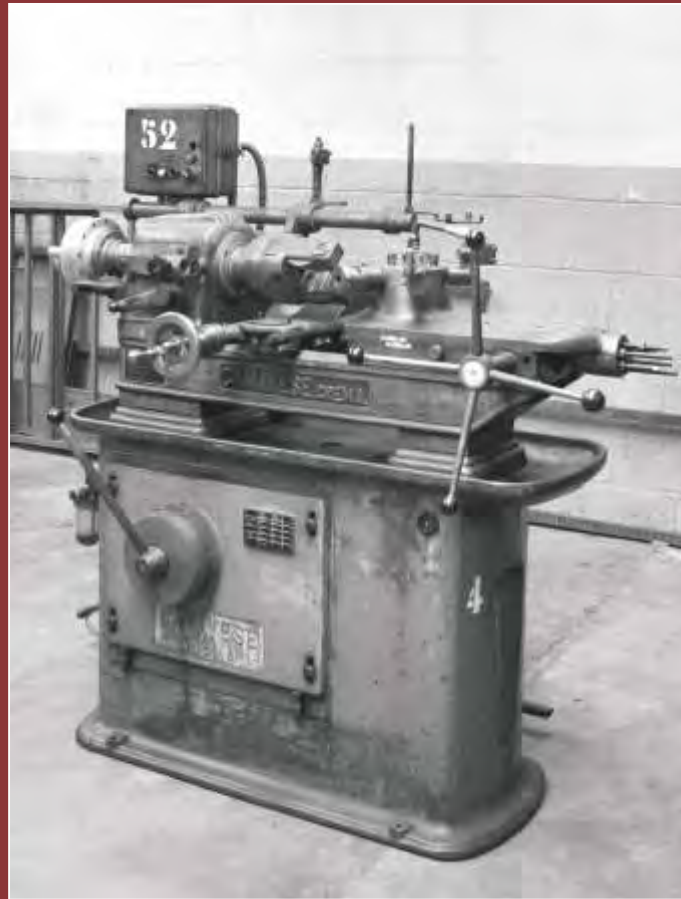


Vittorino Tognella and his wife Maria Rosa - 1980



*Ferruccio Tognella*

*1950's*



First lathe model " Canavese GG7 "

# Determination

... that *one great duty: the job*

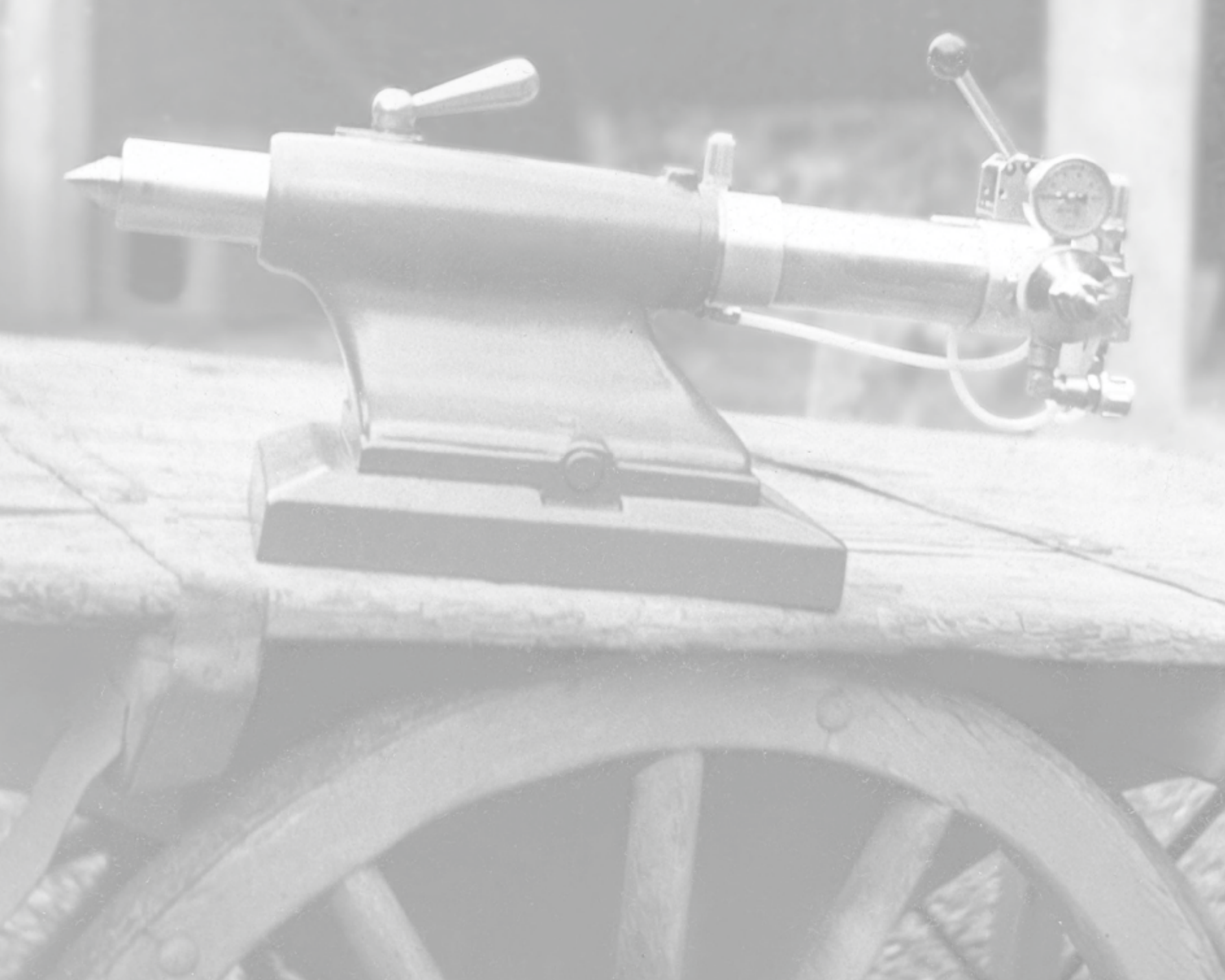
1960's: That dream presented to the mind of two young brothers, intending to repair a bicycle in the back yard, ambitious dreams of two young boys eager to stand up and emerge into a simple society, in a modest environment, in a still too narrow and limited world, that of work, actually reserved for the few real powerful survivors, even with the devastation of a war, incredibly and unexpectedly takes shape and definition.

The Tognella brothers arrive, in a few years, to realize their "simple" dream concentrating all the energies on that one project, allocating all the resources on that one goal, conveying all capacity to that one interest, turning every sacrifice to that one great duty: the job.

The satisfactory results and the anticipation of new opportunities, allow to invest further, constantly purchasing new equipment and integrating staff.

In a collaborator looking for absolute the desire to grow and predisposition to integrate into such a variable reality.





This particular "vision" of the job, more concretely is implemented by Vittorino and Dorino working immeasurably, realizing independently all the tools and equipment needed in the Workshop, alone and exclusively through own means without having any particular resource available.

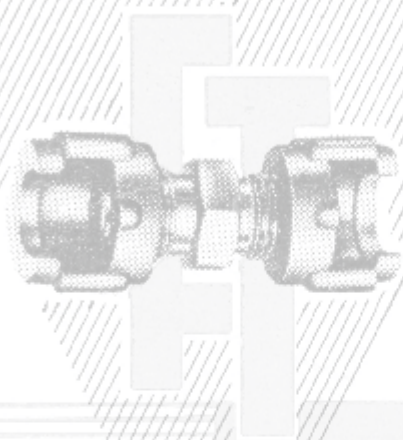
The real urgency to dispose of dedicated tools to carry out specific works, turns into improvising ability skilled equipment that can get new tools even by exploiting only the machining waste.

And so it happens to ask a friend, working as a knife grinder, to remodel a broken blade and get a new "iron" out of the craft.

To cope with any kind of request, trying to optimize to the maximum time and money and achieve equally valuable results, you find yourself capable of playing any role, without ever having any need for additional external resources, though almost nonexistent in those years.

Take notice of the satisfied results achieved, day after day, helps the Tognella brothers to purchase greater security, and after a lot of doubt and perplexity of the early years literally "sacrificed", in addition to the always tenacity, develops a strong and determined ability.

In this context, objectively so far from our present, more unique than rare for those in the company today plays a single role, it is not surprising to see the realization of this success so quickly.



*Fratelli Tognella*

SEDE - OFFICINE - UFFICI

**ARSAGO SEPRIO** (VARESE)

VIA A. MACCHI, 5 - ☎ 26.421

# Special people

*... there were right people in the right place*

Determination, security and entrepreneurship can only give enthusiasm to the collaborators, also involved and participating in such an ambitious and realistic project.

The passion and satisfaction of the two entrepreneurs manage to infect every single person, who, strongly motivated, never limits any request.

As when an adult is able to set "a good example" for children, will be able to see qualities in the same and probably in the families that will come, likewise every new collaborator of the F.lli Tognella, hosted in such an engaging and enthralling context, is not late in feeling "adopted" by a large second family, where colleagues are brothers or close relatives.

Vittorino Tognella, older than Dorino, more authoritative for his powerful physical appearance, stern look and serious ways, is easily identified in the "Tognella Family" like the father: expert, responsible, reliable, demanding, esteemed, feared but always and above all good, generous, available and unselfish.

Dorino Tognella, the youngest, often the same age with new recruits is certainly closer to their needs, capable of listening almost like a brother: trustworthy, loyal, confidant, participating, understanding, sincere and accomplice and therefore also direct, addictive, influential and contagious.





From personality, experience, and characteristics and the ways of Vittorino, one determines and recognizes a role of "Responsibility for production and technical product development", while from the young age, by temperament, from ability and sensitivity of Dorino spontaneously defines the role of "Head of Human Resources".

The singular predisposition of Dorino for social relations, allows to acquire progressively including sales coordination and responsibility on purchases.

Vittorino and Dorino two brothers with complementary personalities, individuals with different gifts and qualities, strongly united even by a common goal, they have always managed with naturalness and effectiveness the creation of working groups cohesive and sharing, motivated and encouraged to collaboration precisely thanks to their closest reference model: two very united brothers although they do not seem similar.

Despite the diversity of character, temperament, predisposition and attitude, they result to be absolutely in harmony in respecting the roles of the other.

Both know how to recognize the other unique qualities and characteristics, one trusts the other's skills and competences, so they are confronted with different opinions and thoughts, sometimes even absolutely conflicting, but not so compromising for choices.

The difference in the way of being and the diversity of vision of the two brothers are confirmed by stimulus and strength for the strategical technical development of their project.

Mutual esteem allows the two brothers, throughout their professional career, to be completely trusted and entrusted, and in cases of necessity, the responsibility of each other, so that they can also be mutually substitutable.



OFFICIA

**F.lli TOGNOLA**

ARSAGO (VA)

**MATR. 104**

**BREVETTATO**

Today, as convinced as then, F.lli Tognella SpA, above all thanks to the eldest of the "family", never renounces the original need to pass on to the new generation the same spirit of aggregation and that sense of belonging that has always been confirmed to be enthusiastic, highly motivating and valuable for a humanly positive business climate.

Endless gratitude and recognition must be given to the contribution of the staff of the "first generation Tognella", who were able to build and maintain over the years a serene business climate, keeping effortlessly an attitude of maximum availability to business needs and changes and always demonstrated in the relationships rich in profound human values.

Of the staff of those years it is necessary to remember the central figures from whom Vittorino and Dorino constantly received confidence, commitment, respect and esteem.

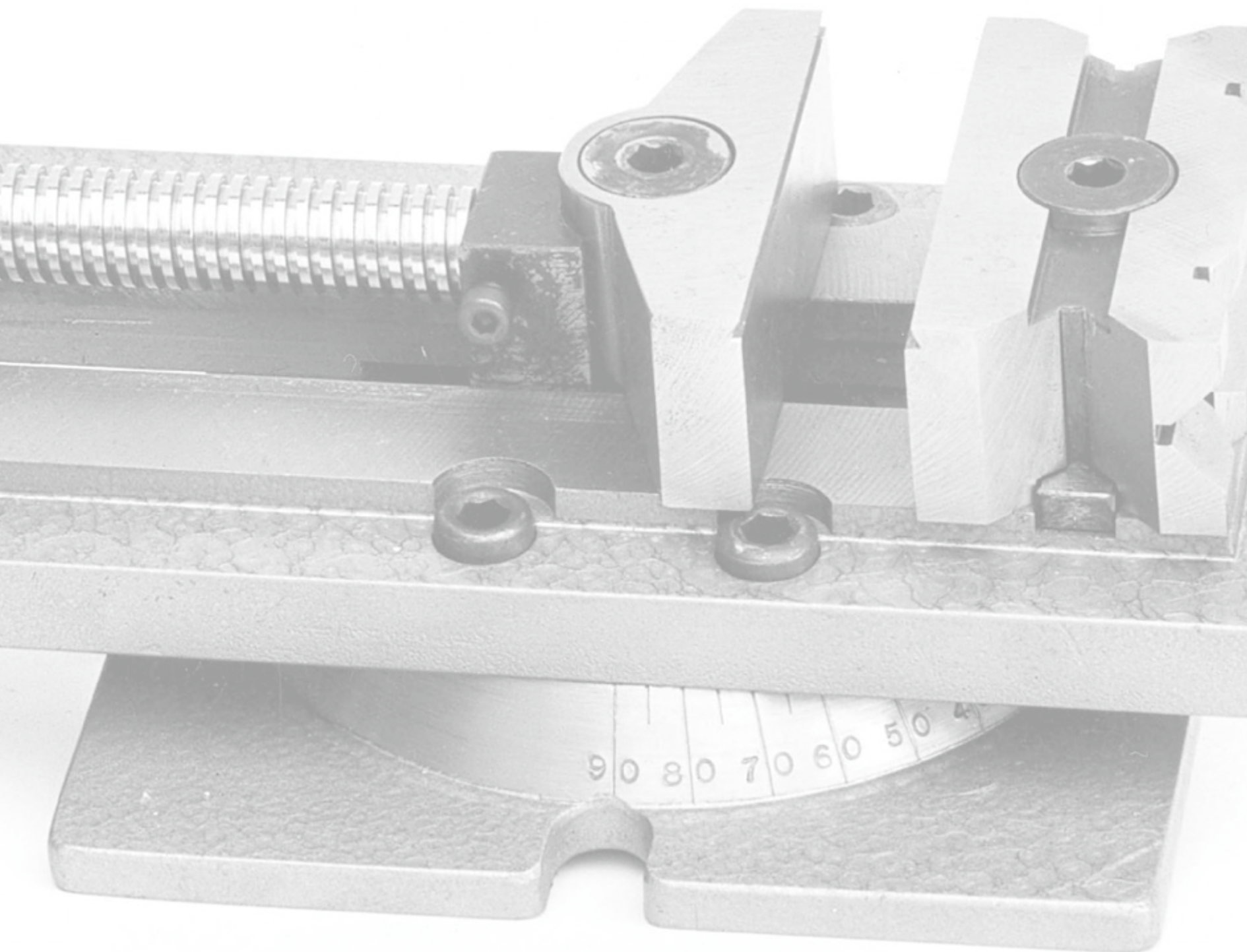
Some of them continue to take service after so many years, proving to be always up to the situation and being, of course, absolutely adequate to the Tognella Group, recent "extension" of the new millennium. Others are in our memories, and come back to our thoughts evoked by their comrades who still mention the unforgettable talents and peculiarities.

Marangoni Reis (Jolly) an inexhaustible source of ideas, especially known for his enthusiasm, dynamism and efficiency, specializing in the production of large quantities, especially brass;

Ruzzante Gino (Archimede), nicknamed just as the famous inventor, for the natural ability to study and implement equipment and new concept equipment.

Important collaborator until the definitive retirement of few years ago;





Sala Silvano specializing in the production of pneumatic cylinders, who later became an expert instructor; together with Gino represent what is now defined "Research and development department";

Ruzza Sergio, who a few years ago passed away, specializing in stainless steel machining and tool making, who is still remembered today for his ability to prepare utensils totally "hands free".

Gino, Silvano and Reis are the only ones who can really convey the perception of those years;

"...It was a team with the affection and the passion that only few people can have, a team definitely unique, they were the right people in the right place.

It was an unprecedented time in an unequalled environment where everyone kept a very high level of work. We all demand order and cleanliness even if the workshop was just the size of a farmhouse.

The days pass fast and even though the work was tiring, sometimes even discussing but always so positive for the job to be done well.

An episode that we like to remember was when we made competitions to finish job first to win a drink offered by the losers as a prize.

...Or Sunday mornings involving families including women and children, to assemble the valves built during the week, cheered by the songs and the babies' skirmishes.

Anyway we want to emphasize that it was a surely unforgettable period that is hardly understandable for the new generations "



# Metamorphosis

## ...the color appears

Years go by, and to know the evolution of this growing company, it is indispensable to emphasize the continuous and progressive change over the 1960's, surely significantly and decisive decade for the affirmation of the Officine Meccaniche F.lli Tognella S.d.f.

In the 1960's there was a slow and progressive process of transformation: radical changes of the headquarters, production is increased, differentiated according to the many new requests and consolidated roles the interpreters of this story turned around to new problems closely connected imminent technological progress.

Metamorphosis: the postcard with the courtyard representing a new look.

The colors suddenly appears ...

And the color is finally able to escape the darkness of the nights spent working incessantly.

The shadows of fear diminish, the grey of the fatigue of the fading problems and the blackness of fatigue and sacrifice are finally countered by the color.

There is still a lot to do: even in the courtyard of the farm.

With the collaboration of all, friends, relatives and collaborators trying to transform the barnyard:





The stables with grandfather's horses was sacrificed and turned into a part of the workshop;  
the wooden tins place for years and made available to the neighborhood for squeezing grapes must be moved to give space to new machines and to new tools;  
the hay bales will no longer serve in that corner;  
logs cut and stacked under the roof, ready for the home fire must be moved as well as the bicycles to be repaired, the wooden cart, and other agricultural tools ...

Everyone is at work to improve the outlook of the courtyard, men and women engaging in new activities, improvising the innate abilities of masonry, tinsmiths, and carpenters.

Even in this case the work is done with extreme commitment from the united families, solidarity and participation. The same atmosphere that breathes in the company, that gets caught up whilst relatives and friends lend their help.

The vision of the rural courtyard increasingly transformed into an artisanal settlement, sweeps away the burden of fatigue and reduces the few doubts and perplexities still in the air.

Even the "grandfather", partly disappointed for not being able to accompany and encourage his children, Vittorino and Dorino, just to the same road that he had skillfully walked and unfortunately lost because of the adversity and vicissitudes of the war, he resigns to the idea that the two boys are following the right path: their way.

Even for him the dream of the sons seems so inebriating and convincing, to be able to annihilate that veil of bitterness that will not delay to disappear completely in the face of the first significant achievements of the 1960's.



# Awareness

## ...a prototype without a pilot

At the beginning of the 1960's the company was in constant rise, now you can use a telephone line, a real van and a wide range of production and processing.

The intuition, the determination and the professional skills of Vittorino and Dorino confirmed in the 1960s in the concretization of a "modern" business type structure, open to the new insertion of staff, able to express and realize new ideas aimed at the progress of technologically system cutting edge and access to new decisive markets to reinforce and stabilize the newborn structure.

The preconditions and the potential for a great success are not lacking, but once the production techniques are perfected, of personnel management and marketing, the Tognella brothers not long to notice that the wonderful "prototype" of a newly created company lacks a true "pilot".

There are the workers, the technicians and the entrepreneurs, but the supervisor's figure is missing capable of lucidly analyzing the state of facts, identify any weaknesses and introduce new management techniques to initiate new processes through innovative interventions and development actions.



F.lli



*officine*  
**TOGANELLA**



The figure of the “company expert” is identified, able to bridge that gesture, in the person of Flavio Merletti, cousin as well as trusted friend, an international business administration expert who in a few years can convey concepts, theories, modes of implementation and new strategies to optimize processes and support the cousins in crucial choices.

A man of strong personality who with esteemed professionalism can infuse and transmit security.

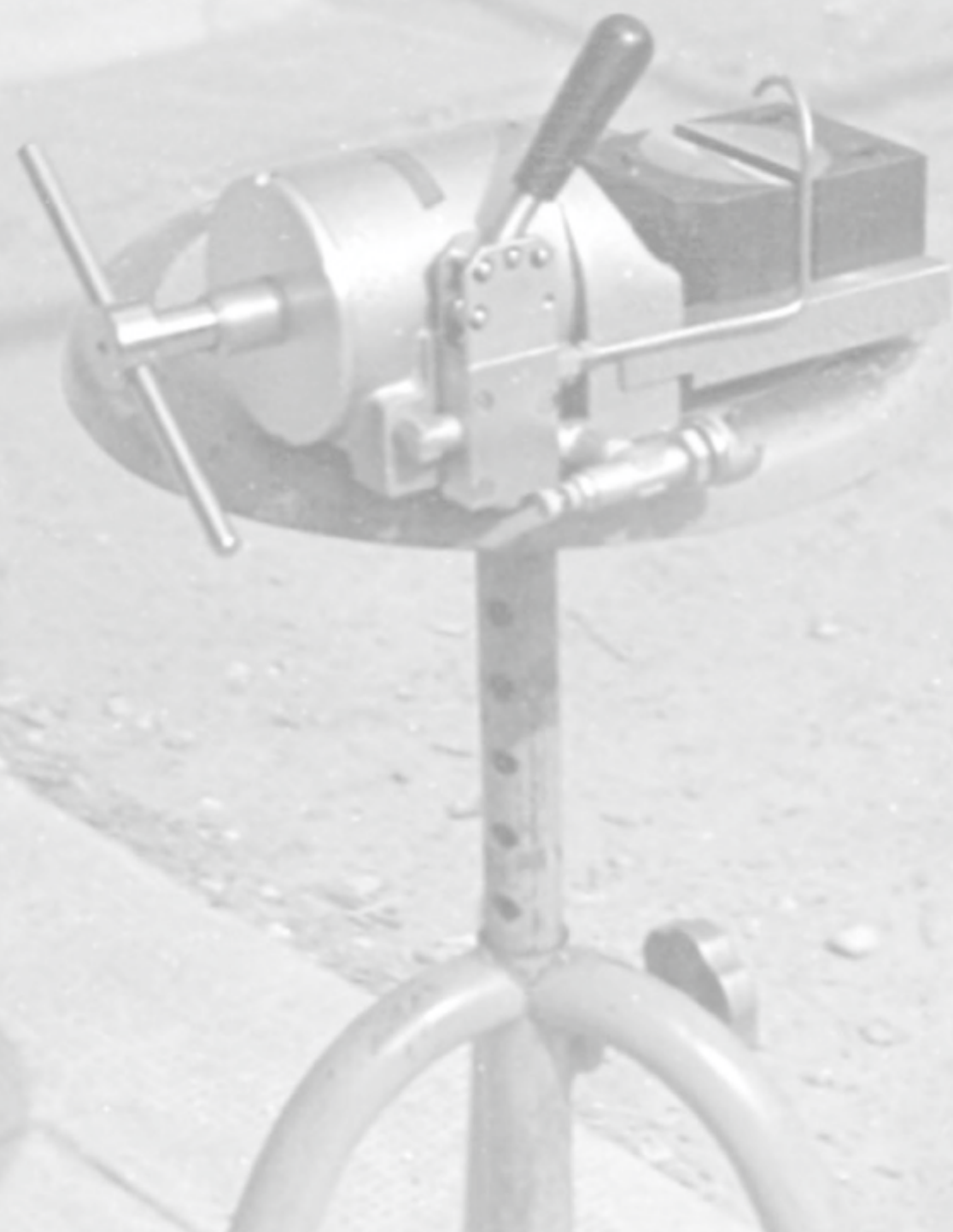
A man always close to the problems of the company, but far from the working environment, as the moments he can be found to guarantee his valuable advice are far from the work shift of the company.

So as not to waste time to their professional business and to be able to compare with the brothers, being also very busy during the day, is also forced to work in the night.

Flavio Merletti is able to face and interpret the evolution of the young enterprise, through extremely effective business consulting on various fronts, in a completely selfless way and aimed at the good of Tognella family.

The topics that are mainly dealt with mostly concern the purely managerial aspects: administration, commerce, fulfillment, norms, and so on.

The “consultant” introduces not entirely new concepts, in particular Dorino has already encountered certain difficulties but cannot yet recognize that he is able to manage with total awareness and



competence the countless changes.

Flavio Merletti identifies the precious teachings, appoints Dorino Tognella, precisely because of his extraordinary mental openness, of his innate predisposition for the novelty and his natural dynamic and enterprising temperament.

Dorino proves himself without delay and is ready to receive all the teachings of Flavio, even the tricks and the secrets of the craft.

Studies and specializes in acquiring as little time as possible skills and professionalism and in a few years succeeds in becoming completely autonomous by becoming unique, valid and irreplaceable reference in corporate management control.

Knowing that there are limits, allows a party to always be in touch with to improve the goal on the one side and to have constant awareness of what is happening, on the other side in a responsible manner, with care and measure to never lose sight of the weight of the actions.

Having knowledge of facts in managing business issues also means you can resize and match your desires to ambitions.

The innate gift of humility of all those who participated in important business evaluations, will remain in the years a fundamental value for identify the most appropriate choices for the good of the company.



*Fratelli Tognella*

SEDE - OFFICINE - UFFICI

**ARSAGO SEPRIO** (VARESE)

VIA A. MACCHI, 5 - ☎ 26.481



CATALOGO  
GENERALE  
N. 1

1966

**ATTACCHI**

**RACCORDI**

**DADI RAPIDI**

**NIPLES**

**TAPPI E RIDUZIONI**

**ROBINETTI RAPIDI**

**ROBINETTI DI LINEA**

**ROBINETTI PROVA  
COLLAUDO**

**VALVOLE DI SICUREZZA**

**VALVOLE DI RITENUTA**



Accessori per:

**AIR COMPRESSA**

**OLEODINAMICI**

# Ambition

... it's time to appear

While Dorino in the company focuses on controlling management aspects, with the total approval of his brother, Vittorino is a skillful and tireless referent of any aspect related to production; from departmental control, supervising all production processes and solving technical problems.

The awareness of the steps taken and the achievements, leads Vittorino e Dorino, so excited about the positive results, to pursue the desire to make their workshop more recognizable.

It's time to appear, you need to make the company visible and available.

It serves as an immediate and easy-to-use tool as a sign of acknowledgment to say "who we are, where we are and what we do" in one element: a brand, studied and tailor-made to give greater emphasis to the Company.

In 1961 it is accomplished the realization of the first brand where the Tognella Brothers are duly quoted, features an identified product like the fittings and the headquarters is reported with a strategic subtitle chosen in an absolutely genial way, to pre-announce what is still not there ... but it is intended to be achieved: offices and workshops.





*Fratelli Tognella*

---

*Siamo lieti di sottoporre alla Vostra cortese attenzione il catalogo della nostra produzione, veramente grati se vorrete interpellarci anche per gli articoli non elencati ma che siamo in grado di realizzare su campione o semplicemente su disegno.*

*La nostra raccorderia è tutta in ottone nichelato, costituita con macchinario di alta precisione, da maestranze specializzate e con l'impiego di materiale di prima qualità. La personale attività dei Proprietari ne è la migliore garanzia.*

*N.B. Nelle ordinazioni si raccomanda di precisare sempre l'articolo e le caratteristiche desiderate.*

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CATALOGO  
GENERALE  
N. 1

1966

Now the product is customizable and easier to recognize.

From the birth in 1957 to the middle of the 1960's the Workshop is in the state of limiting the workmanship to third party, to undertake more and more in their own production in particular for the pneumatic sector.

Among the wide range of products produced, in the pneumatic sector, we have some examples: cylinders, pneumatic presses, pneumatic clamps, air fittings, various fittings ...

After the birth of the trademark, in 1966 the Officine Meccaniche F.lli Tognella S.d.f. is already able to draw the first one of its "General Catalogues".

To be able to have a "catalogue" means also having to guarantee the production of a wide range of artifacts, detailed, encoded, classified and quoted.

A catalogue of products allows you to promote the corporate image, to establish new contacts and to adapt to new forms of business, using the most innovative means of communication: the telephone, advertising and word-of-mouth.

Also this last business choice of the 1960s of the product-catalog proves appropriate and adequate to the company's resources and capabilities, will in fact keep this form of advertising over time, found particularly advantageous.



The Workshop must guarantee any quantity, respect the delivery terms and deliver the material ordered directly to the Customer, looking for the best solution to meet any needs.

Dorino takes care of every deal and negotiation and Vittorino guarantees quality, punctuality and responsibility in production.

This is a good organization, particularly efficient and able to overcome the difficulties deriving from the sudden and unexpected technological development of the moment.

The company is well started and the sacrifices and efforts made show return; it is finally possible to make an evaluation of investment.

Vittorino and Dorino agree to support, in order to take care of the company, are also willing to sacrifice personal and family economic availability.

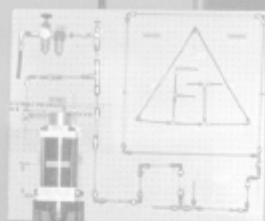
This natural dedication to the interest of the company, conceived as a "Family", will be handed down, along with other key values, to successive generations as well.

Despite the burden of such a responsibility, added to the physical and mental sacrifices, together with the absence of free time, Dorino with exceptional strength of will and resolve, and with the same firmness of Vittorino sixteen years before, in 1966 fixes the date of his wedding to Marina, and in 1969 arrives Fabio, the only son of whom Dorino never hides to put great hope of continuity of the journey undertaken.



**F.lli TOGNELLA**

APPARECCHIAT. PNEUMATICHE.  
RACCORDI. VALV. INOX E OTT.





# Resourcefulness

## ... an extraordinary event

Towards the end of the decade, driven by the determination that characterizes the whole work, Vittorino and Dorino decide to face another big challenge: try a new business strategy: exhibit at the "TRADE FAIR" in Milan.

The presence at the trade fair becomes another original idea for the Tognella brothers to increase their own recognizability and widen their horizons beyond the provincial and regional boundaries.

The stand is built and structured with the usual participation of all the collaborators, who must continue to guarantee production for the workshop and, on the other hand, arrange for the event to be organized.

The exhibition space is designed and the stand is built: raw materials chosen, piece by piece made, parts to be assembled and painted.

The staff is divided between the work of the workshop and the organization of the fair, the company must always ensure the deadlines and the completion of the work for the new initiative.



valvole

Considering the economic investment, the fatigue and sacrifices for organizing the event, you cannot but wish for at least positive feedback.

Everyone is busy to the utmost so expectations are not disappointed.

And so is the care of every particular detail, the commitment of the two holders and the enthusiasm of all the employees can only be reciprocated by an immediate demonstration of consensus and the subsequent gradual arrival of new orders.

Hopes materialize with a steady increase in demand, coming from new and more numerous and diverse Customers.

It is in this very important stage and hectic production that is outlining a new business profile.



# Flexibility

*...not only "feet"*

After a long and decisive experimentation, now they can afford to dedicate more and more to branded "FT" products.

Trying to differentiate production as much as possible, without ever turning down any order.

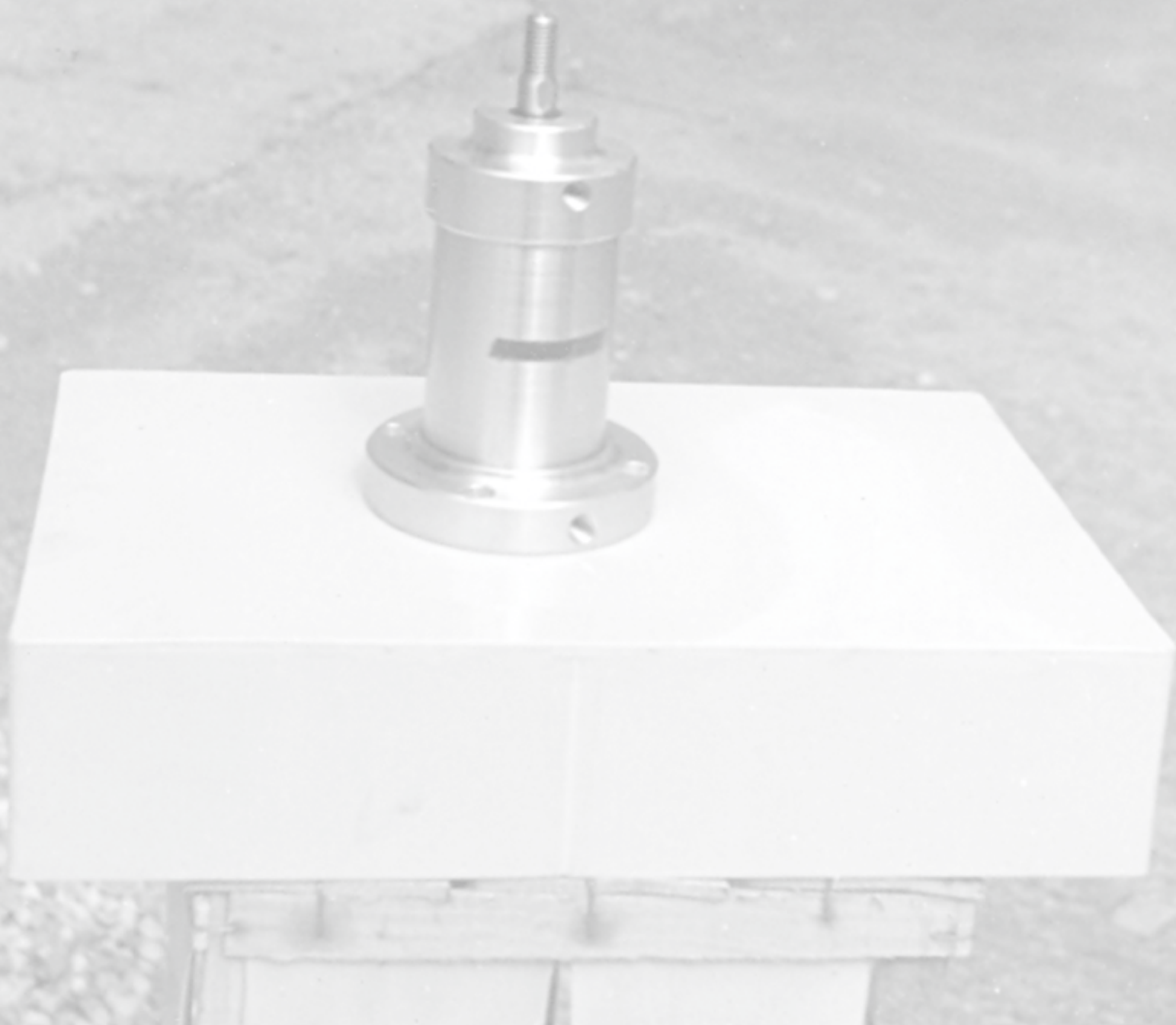
Priority is Customer satisfaction, strength lies in the ability to respond to any request, without reservation.

The machineries used up to date for the production of catalog items require modifications and arrangements to satisfy the most diffuse demands.

Items can be customized such as "Pneumatic power drill" to attempt the record production of simple pieces such as "feet", which backs the support of sofas and armchairs.

The sophisticated design of "automatic machines" for the production of shoe parts and then thrown into the lead in the series production of "pen holders"





While complicated "Pneumatic cylinders" are tested, switches to the industrial production of "selectors" for televisions and then alternates "pneumatic clamps" to the realization of "bolts" for the railway.

Ingenuity, skill and entrepreneurship are not enough without responsibility and attention: the security conditions in the company are still very precarious; different types of machining involve considerable danger both for the use of artifacts without security systems and for the use of harmful substances such as "carbide" converted into acetylene gas by adding water.

Some types of work require extreme caution and, though they are highly risky, employees are not scared knowing perfectly the working conditions, they are committed to improving day by day.



# F.lli TOGNETTA

**apparecchiature ed accessori  
per aria compressa**

## **programma di produzione**



- RACCORDI PER TUBAZIONI IN GOMMA
- RACCORDI PER TUBAZIONI IN NYLON
- RACCORDI PER TUBAZIONI IN RAME
- RACCORDI PER TUBAZIONI IN PLASTICA
- RUBINETTERIA
- VALVOLE

# Strategy

## ... a meditated decision

Forced to work for such a varied production, expanding skills and knowledge by learning new working techniques acquires the ability to adapt the tools and machines according to the type of intervention required.

This results in a fast and incisive professional maturation; within a few years the Tognella brothers acquire a number of new methodologies, and succeed in having machinery that is technologically more and more innovative.

There are all the conditions to make decisive choices for the future.

You are wondering which way to go through the numerous paths; which is more demanding and less advantageous, or the simplest one?

Thanks to the demonstrated dynamism, the Tognella brothers can opt for a company policy aimed at increasing the production of the pneumatic sector, already largely and positively tested, or point to a new, yet unexplored sector, to refine more demanding and less-known innovative techniques.

So that, after troubled reflections, towards the end of the 1960's the Officine Meccaniche Tognella S.d.f., after having obtained good results in production of control valves model "RS DIPLOMATIC",



# OFFICINA TOGNETTA





decides to orient themselves towards the hydraulic field, embarking on a new path that will develop and continue until our time.

This change of "direction" towards a new "specialization" is by no means the result of a selection, but, on the contrary, only the definition of a meditated, eye catching and strategic action directed at the development of a still little-known industry, for sure interest and therefore still totally workable.

Furthermore this "meditated decision" will be confirmed, in the following years of disputes in 1968, particularly guess work will help the Tognella brothers to stay afloat in a global situation of shipwreck.



# Trust

*...first of all the Job*

The development process of the Officine Meccaniche Tognella S.d.f., particularly fast and steady, requires a further boost from simultaneous technological growth occurring at the turn of the 1960s.

In the world of work, companies need to incorporate new technologies into production departments and renew any kind of resource.

Surely the two entrepreneurs can now appreciate the innovation brought by automation of machine tools and skillfully exploit all the derivative advantages, engaging as always with all the forces and much of the investment, to maintain the usual vigour.

As often happened in history, as a result of sudden changes, which are not sustainable by the whole society, for political, economic and social reasons, times of great precariousness arise.

So at the end of one of the best decade after war, years of controversy followed, characterized by the most destabilizing economic crisis in recent history.





But, as already anticipated, also during this hard situation, the business reality of Officine Meccaniche F.lli Tognella differs from the general context: the hydraulic field is the most appropriate and, particularly in this so critical context, the most strategic.

Processing for this sector requires more effort and special applications through new advanced technologies imply longer machining times.

What comes out of it is a sought-after, personalized and qualitatively much more valuable product, and for so even more expensive.

This allows the Tognella's to be able to guarantee the work to all staff, that, grateful for this extraordinary opportunity continues to demonstrate deep sense of duty and increasing trust in employers, ensuring later in the years and, especially in the hottest moments of controversy, the usual goodwill.

Today they tell: " ... We want to remember how important it is for us first and foremost the work and the commitments we have with our employers.

We never went on strike, even in the hottest moments.

Our problems were debated within us and easily solved.

This gave us a lot of satisfaction ..."







Pneumatic tailstock

*1960's*



*Vittorino Tognella*



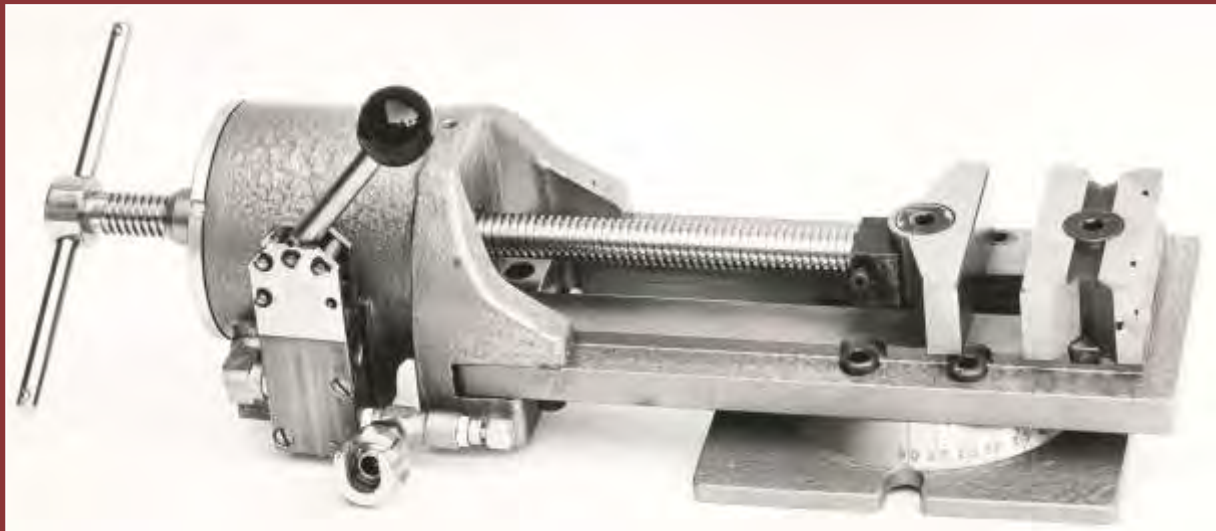
*Sample products*

*1960's*



*Pneumatic electric wire stripper*





Pneumatic clamp

*1960's*



*Natale Benesperando Tognella, Vittorino and Dorino's father*



Flavio Merletti

*1960's*



*Pneumatic cylinder*



Pneumatic clamp



1960's



First general catalogue - 1966



General catalogue detail - 1966

*1960's*



*Dorino Tognella and his wife Marina*



Stand at the Trade Fair in Milan

*1960's*



*Valve model FT 257*





Homemade flat drill tool

*1960's*



Hydraulic cylinder



Exhibition of valves and fittings

*1960's*

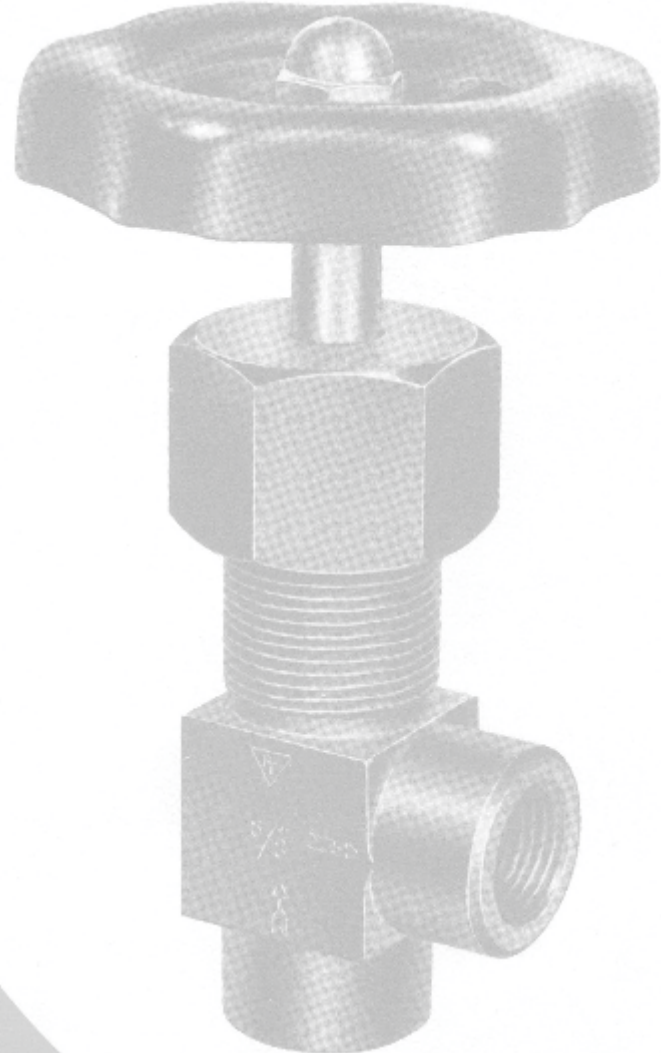
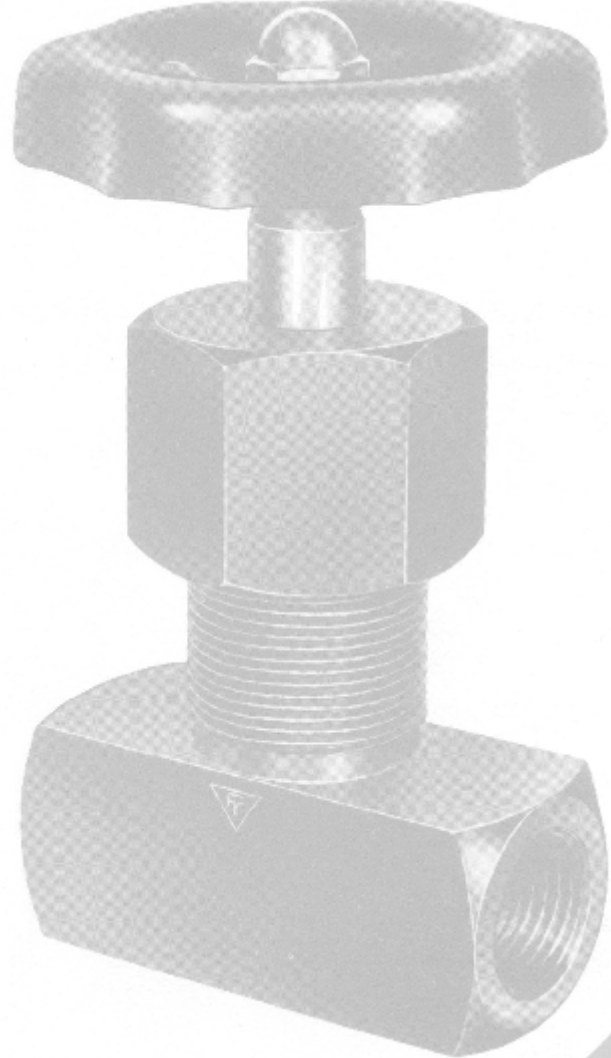


*Clock card machine*



*Detailed of workshop for machining*





**VALVOLE  
DI INTERCETTAZIONE  
PER ALTA PRESSIONE**

# Rise

...unity is strength

1970's: after 20 years of the foundation of the Officine Meccaniche Tognella S.d.f., the rural courtyard is already a memory.

Also the various tools, casually left there for lack of time that previous hectic work period, were removed. The rural courtyard that was completely used as the headquarters of the Workshop and in this decade, you will also see a new office building.

Vittorino and Dorino's dwellings still remain and maintained also near the family.

The family and the work become increasingly complementary, also in free time, sacrifices and commitments are inevitably deviated in the way of development for ever.

And unity is strength, if honesty and sincerity are present, supporting each other after the difficulties of the last years of the decade just passed, helps spirits maintaining the usual determination.

Vittorino and Dorino are committed to coping with problems deriving from the economic crisis can continue to count on trusted collaborators who are convinced and ready to emerge to regain the pleasure of serene moments.



The valuable contribution of the workers facilitates the climb, through the usual commitment, new products are being built, which have to be innovative and modern, even if in the Workshop, the latest fully automatic machines have not yet been built or purchased to improve the machining phases. In the Hydraulic field, it is introduced the first "manually needle flow control valves" with still present "Series FT257".

Completely unrealised stainless steel versions combining processing technologies from various industries.

To improve productivity, new systems are introduced into the Workshop, such as "welding" and new machinery; including the use of the first "Transfer" it is of crucial importance because it can completely revolutionize a whole cycle of machining.

The Italian system, as well as the company, gradually regain strength, and finally succeeds in drawing on that devastating crisis.

Vittorino and Dorino undertake, day after day, to maintain their modern company at levels qualitatively superior to the standard of those times, so that it possesses another gear that guarantees efficiency and reliability.

The Workshop constantly being renewed, machines that are systematically suitable or replaced, compatible with the economic possibilities.

Quality of work conditions also improve with the introduction of security systems, up to that time, completely unknown and not yet mandatory.





# Accounting

## ... a family "employee"

Vittorino and Dorino continue to work unceasingly with the same involvement as in the early days.

Vittorino monitors machine tools and coordinates production at workshop whilst Dorino is busy with clients and suppliers, follows purchases and sales, personally takes care of the withdrawal of raw materials and home deliveries, even in neighboring regions, busy all day.

At night, still having to prepare the necessary documentation for next day deliveries or bids for new clients.

And much remains to be done for the two entrepreneurs, who decide to enter a new resource, with a professional administrative profile.

In June of 1970 the young Gianfranco Cattoretti was the first employee hired, today he is the Commercial director, in charge of the F.lli Tognella S.p.a for almost forty years.

Even the latest arrival is immediately suitable for the complex and articulated context.



For Gianfranco it is not too late to be able to integrate into the new “family”, proves more and more skill adapted to the business needs.

He opens with new personal initiatives and identifies effective strategies.

His temperament and innate ability push him in a few years to cover various business functions that will enable him, later, to acquire better skills and extraordinary dynamism, certainly useful for doing the best in the future business direction.

Now the newcomer may partially relieve the commitments of Dorino, he can concentrate to further renovate the Workshop image, by creating a new logo, at the same time as the transformation of the social name of S.d.f in S.n.c.

# F.LLI TOGNELLA

APPARECCHIATURE IDRAULICHE E  
OLEODINAMICHE  
VALVOLE, RILASCIATORI, OTTONE

CANTICHE  
227743



# Across frontiers

## ...Mr. Roy Harwood

Vittorino and Dorino always had the intuition to spot "The right people at the right place and at the right time".

And this time also a special meeting, that with Mr Roy Harwood, hides a great opportunity.

The new English customer is very demanding, maybe too much for the Tognella brothers, still limited in their national boundaries.

His requests appear too far from the Tognella conception, and the commitment and time needed to support them sometimes seem really too heavy.

To Dorino who follows the negotiations, despite the difficulties of communication given by the language diversity he does not know, does not escape the benefit coming from a foreign contact.

Managing the deal, acquires new information, interprets the needs of Mr Harwood, he reports them back to the company and, gradually succeeds in satisfying.

Thus a constant and favorable cooperation begins and, from the Customer-Supplier relationship, also establishes an extraordinary friendship between Roy and Dorino, based on mutual esteem and trust.





Mr Harwood is satisfied with the product "FT", and is ready to become as a foreign referent of trade mark Tognella.

The direct "across frontiers" leap confirms one and true "business", based, at least initially, on the rapid overseas sales couplings intended for the hospital sector.

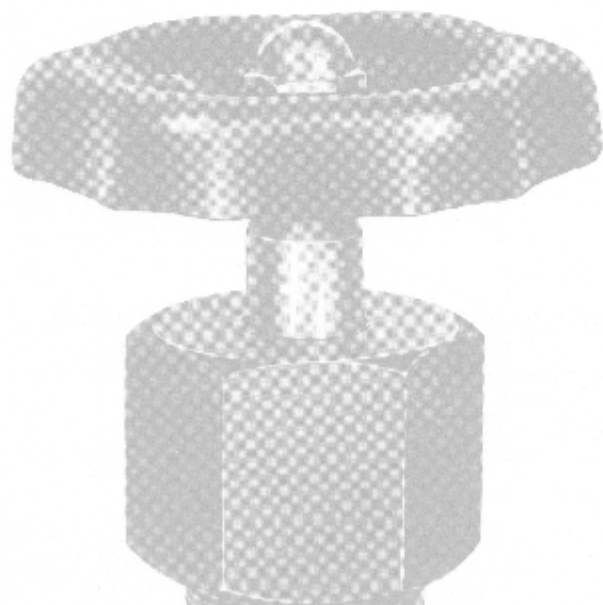
The Officine Meccaniche Tognella S.n.c., dynamic modern company, now boast an additional commercial strategy and, after obtaining a positive feedback on the quality of the products, creates new relationships with foreign countries.



# FT TOGNELLA

21010 ARSAGO SEPRIO (VA) ITALIA

VIA A. MACCHI, 5 - TELEF. (0331) 256.421





Luigi and Fabio Tognella - 1971





High pressure on-off valve catalogue





*Dorino Tognella and Gianfranco Cattoretti*



Hydraulic valves



Luigi and Dorino Tognella with Gianfranco Cattoretti and Mr. Harwoodg



Mr. Roy Harwood



*" FT " logo*





# Technology

*...computer and Co.*

1980's: Those that all generations remember.

Some people regret it, others recognize the extraordinary, many, even though they have not lived through them, they were worshipped as a cult.

They are the years of technological revolution, the arrival of the computer, of the explosion of comfort, of media development, of the inventive search for new styles, usages and customs so massive to be shaped by any sector.

Companies are renewed to face new trends and adapting to the new lifestyle remains the only certainty to survival.

In the 1980's the Tognella brother's company continuous to grow and boasts a well-known and consolidated brand.

Reflects a stable image and transmits trust to all speakers.



It is affirmed in Italy and known in the overseas market.

Guarantees high-quality production with excellently coordinated machining and performed by highly specialized and highly motivated staff.

While having technologically advanced tools and machinery, the company constantly activates actions to improve processes.







# Competitiveness

...“ready to deliver”

In the years when the whole business universe is aiming to improve itself to overcome any expectation, it's not enough to be good, serious, dynamic, efficient and reliable.

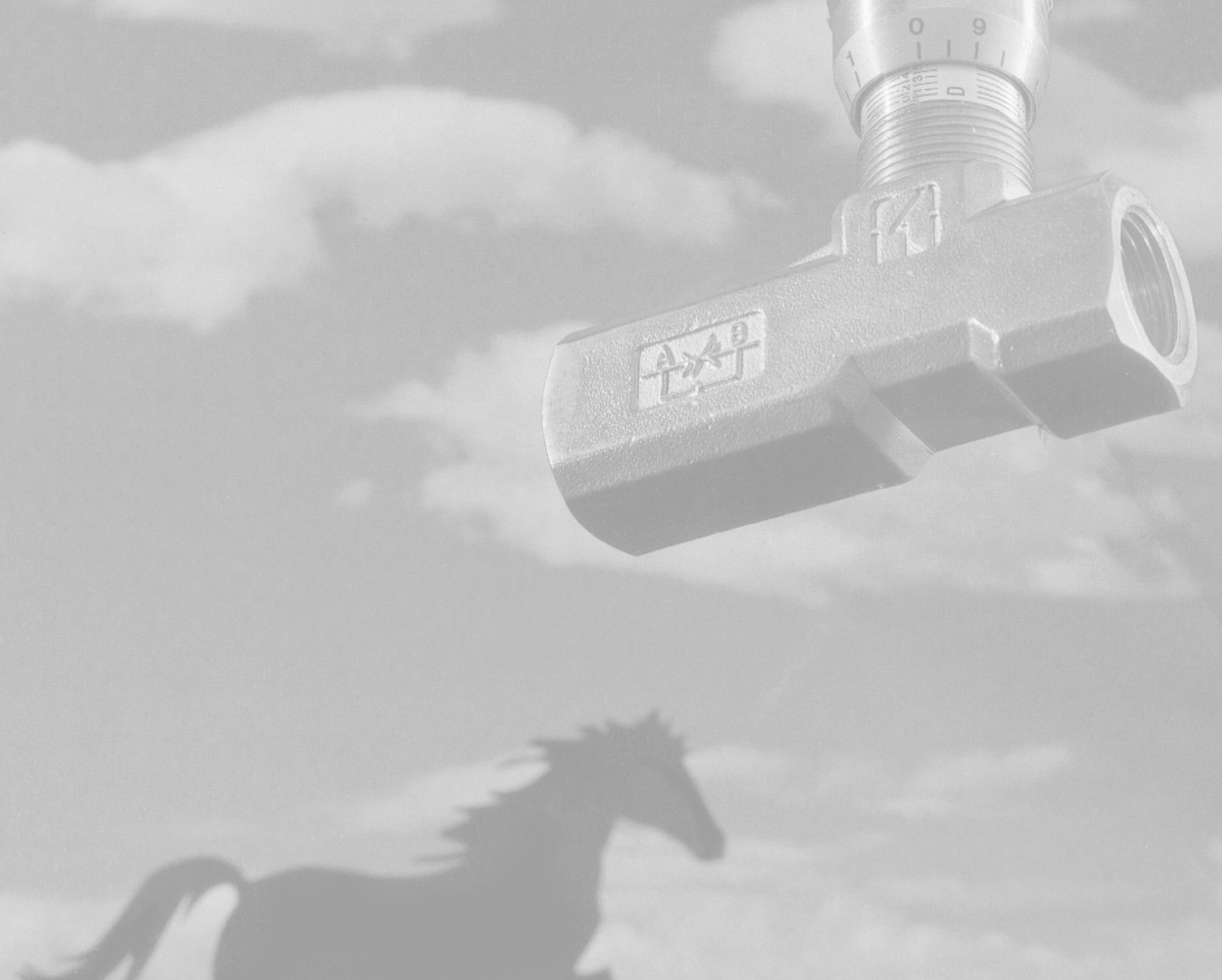
Vittorino and Dorino Tognella also face a few difficulties, despite the excellent qualitative level achieved.

This time again there is another great challenge: compete with the "giants" of the industry: the American and German multinationals.

The international market giants offer quality and reliability, the same can be found in a comparison with Tognella, but the first, with a higher range of action, hits the second definitely smaller company and unjustly less credible.

The two entrepreneurs, strong in their experience, decided more than ever, strive for a new idea to meet the needs of the market: “ready to deliver”.

Involving the collaborators and optimizing the production phases arrive to have the article of the same quality and characteristics of the multinationals, even before the request, releasing the customer from



the waiting times for the delivery.

The novelty of the ready delivery is the right answer to counter the threats of a ruthless and dangerous competition.

The ability to invent the "custom-made" solution again this time is confirmed as the biggest resource to compete and establish itself.

It is also a positive decade, the start of production of the series of moulding brass valves type "1 250", which radically revolutionize traditional processing methods.





# Italian design

## ...attention to details

The quality of the new series is very high, confirmed, even later, from the increasing demand that is growing steadily without stopping.

In the process of manufacturing in this years the F.lli Tognella S.n.c., in addition to the technical and technological aspects already well-developed and perfected, introduces research and study for the first time of aesthetic solutions that can characterize the products and making it immediately recognizable even before being identified by the trademark "FT".

The product identified for this type of operation is an "operating handwheel", is a particularly well-cared item in aesthetics, in color and functionality, so much to be able to deserve the label "Italian Design", difficult to imitate for unmatched style and ergonomics.

After this experimentation is over, the company provides, gradually and using the same criteria, to also esthetically refine other products, thus succeeding in distinguishing itself from competition, stayed in commonness and in simple beginnings.

Vittorino and Dorino understand that the corporate image must be necessarily in line with the new trend,





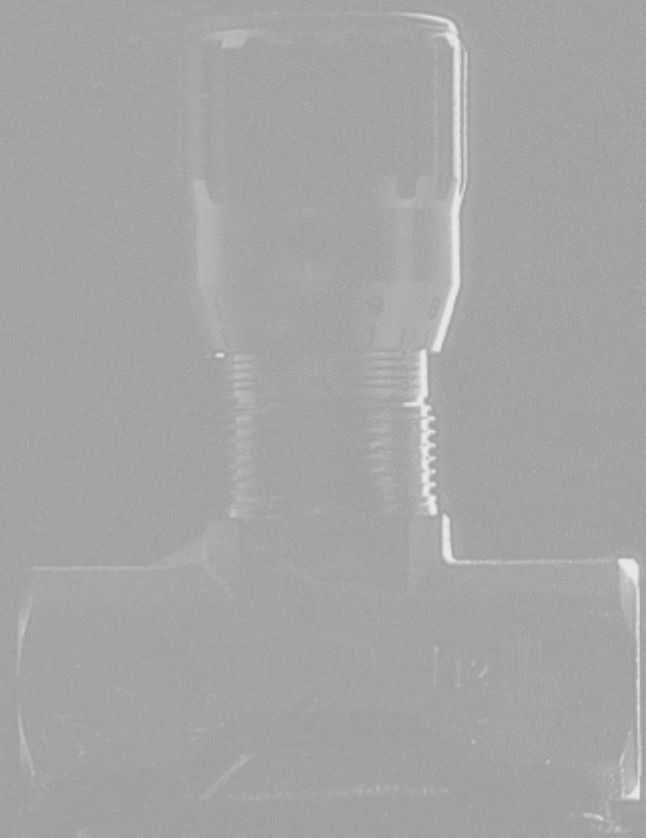
and therefore decide to invest in a new Catalog, certainly innovative and transgressive, just because of the choice to interlace valve images with other seductive and captivating images surely outside of that context.

Soon other companies in the industry too will decide to follow this new definitely successful and appreciated trend.

The success achieved with this new commercial strategy confirms the ability of the Tognella brothers to be able to see beyond existing models and demonstrate their courage in attracting new ideas.

Vittorino and Dorino, entrepreneurs increasingly aware of their capabilities and potential, do not lose the usual lucidity and predisposition for the protection of the property of the "Family".





# Robot

...made in Japan

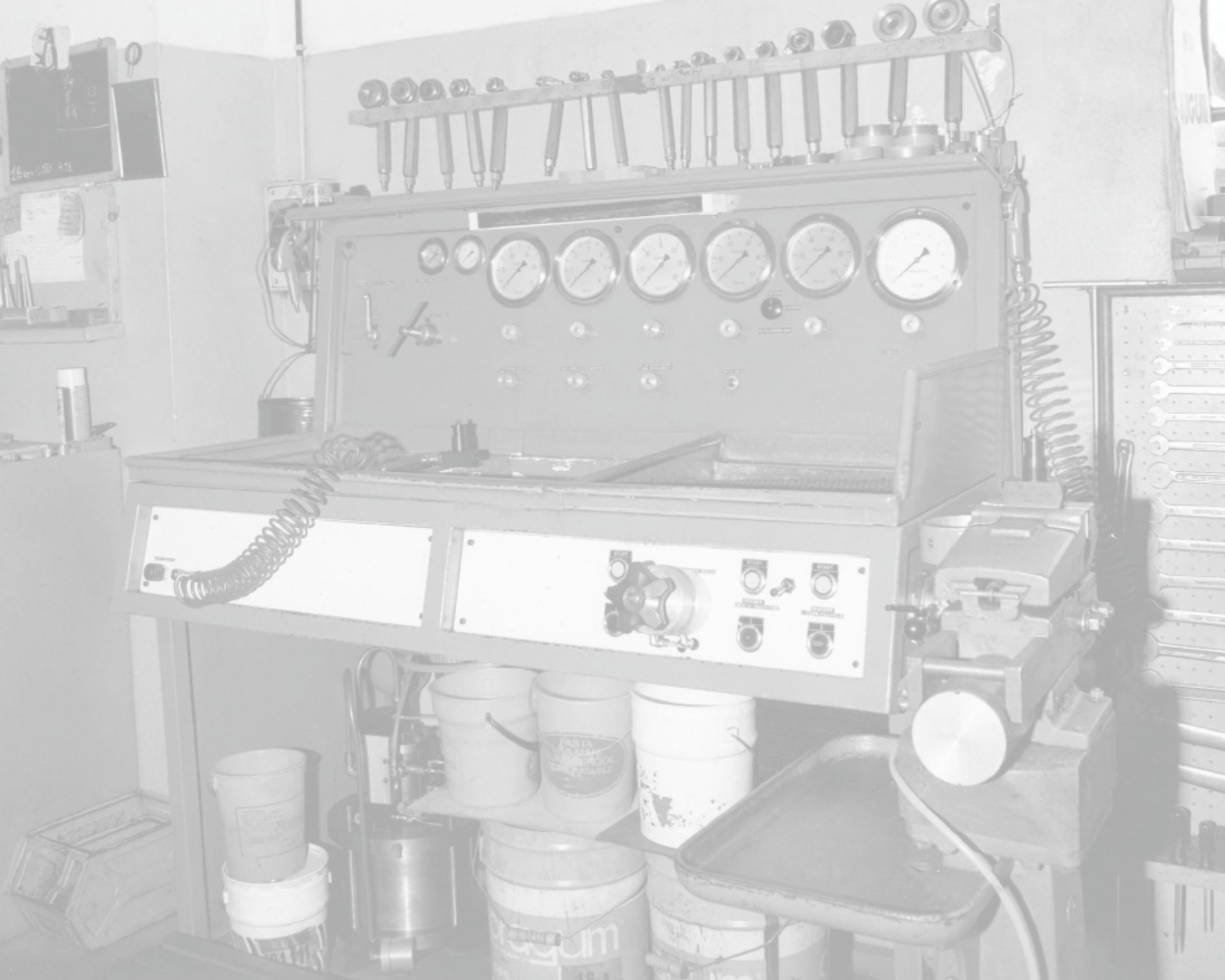
In these years of absolute leap and dynamicity, Dorino Tognella is invited to Japan to counter the potentialities and characteristics of the new "technology monsters".

The journey was certainly challenging, but does not disappoint the expectations of Dorino who, in fact, remains literally dazzled by this unknown world.

Sees unprecedented systems of management and organization of productive activities and is fascinated by the technological level and staffing incentives ... who cannot wait to return to Arsago Seprio to implement new ideas.

In a few years the two entrepreneurs, supported by all collaborators, are catapulting to the next plan of corporate renewal, through the introduction of new assembly lines, the robotization of production systems, the assurance of machine tools and the insertion of the first assembly chain.

Is the time for a further consistent and promising investment: the most modern and fast machine tool of that time: a "Gnutti" Transfer.





To carry out this important investment, it took two years to cope with design, customization, testing, and assessments.

It is the largest investment made by the Tognella brothers up to that time, but the technology concentrate ensures inconceivable results.

Quality Control is also included, introduction of new control tools, metrology lab prepared until the first Quality Procedures and Manuals are drawn up.



# Commercial strategy

## ...industrialization

Since the middle of the decade Tognella triggered a strategic structured business policy.

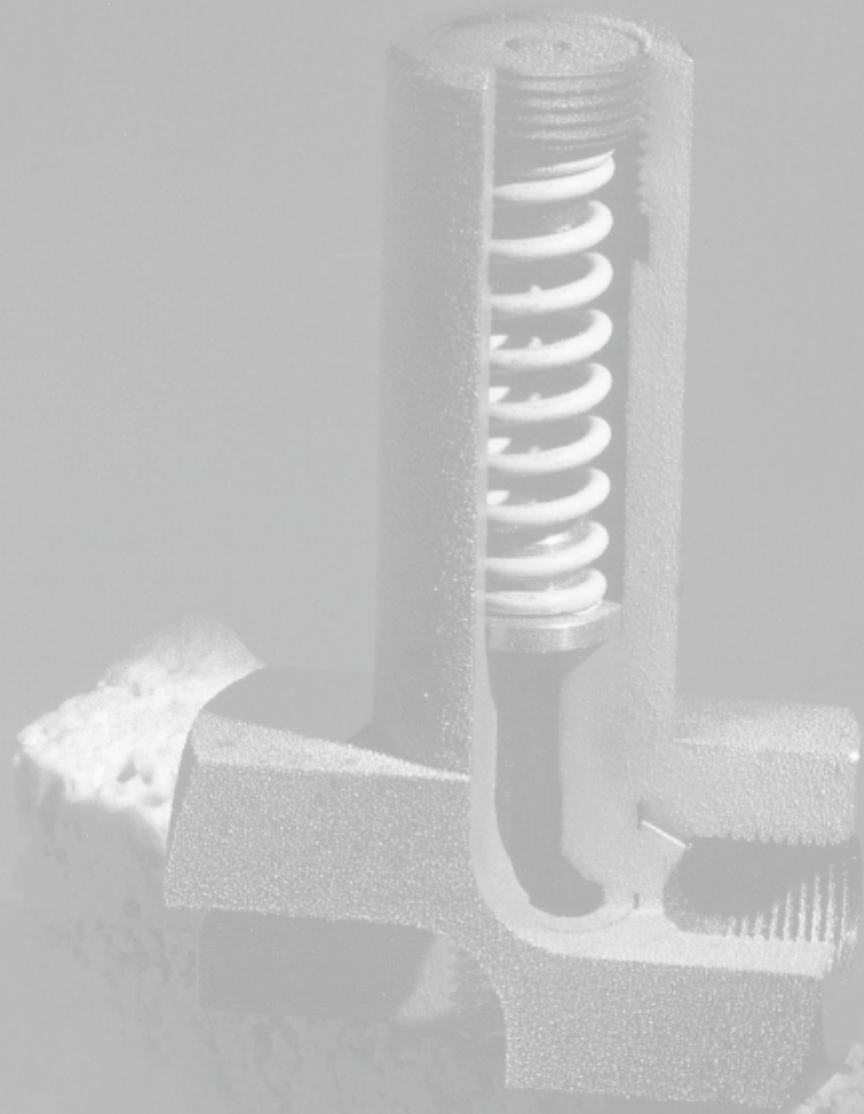
Having to abandon the idea of unlimited marketing, which was so far infallible to launch the brand, to move to a strategy conceived on the basis of a "logical" selection, based on the targeted choice of the recipients.

Among these, an English customer asked in those years to the Brothers Tognella an important supply of articles, but with different personalization instead of the brand "FT".

It is sacrificing the name in exchange for a vast production, so vast that we can talk for the first time of "industrialization".

Plus the products, even without the original brand, are exported abroad, where they receive immediate positive feedback for high quality.

In a short time, the UK customer arrives to secure only about a quarter of the Company's turnover.



The commercial logic implemented, likely to be "questionable" at the beginning, will be extremely favorable when in 2000 an American multinational will acquire the same English company, without being able to give up the products "FT", difficult to clone for quality, aesthetics and sophistication, even for a giant industry.

The American multinational, by irony of the fate, the competitor also becomes a valuable Customer, adding a touch of satisfaction to all the efforts.

At the same time, a search for other Customers able to appreciate the high quality of the "FT" products, to determine an increasingly niche market reserved for machine and plant manufacturers, other than for authorized dealers.

Result: definition of a dense commercial network capable of responding to 70% of the Italian market.

The new strategic choices made provide the opportunity to maintain and increase good business results while at the same time diversifying the reference sectors.

The same model in the future will be applied, with good results, also for foreign trade relations.

This is a surely exemplary result if you also think that during these years Dorino Tognella is absent from the scene for a few months due to health problems.

The great availability of employees, aware of the effects of such an absence, is also a valuable help to keep the business climate positive.





# Model

## ...an example to follow

The concrete example every day from Vittorino and Dorino, constantly focused on the good of the company, on the future of the staff, on the development of a great project, reinforces in all the spectators that positive spirit that runs in every human relationship, that enlightens every suffering and prepares for the success of any action.

Be called upon to make their own contribution to face the most unlikely challenges and then to discover victories, strengthens the confidence and the desire to continue to walk through unknown paths, with greater conviction of being able to do so.

Certainly on the example of these illustrious companies handed down, even the new generations are able to get involved from that reference point, and with a very collaborative spirit, dedicated commitment and participation in following a common path towards a single goal: improvement.

The founders' model also transmits another great truth: to get closer to excellence you can never stop and be content with yourself, since perfection itself is not absolutely definable, and definitely not attainable either.



# The magical Courtyard

## *from Arsago Seprio to Casorate Sempione*

During these “explosive” years the Tognella brothers develop considerably, and the Arsago Seprio courtyard starts to be a bit tight as the Workshop, so they think about expanding the plant and separate production and assembly departments from the offices and warehouse.

Choosing the most immediate solution, to rent a new property in Casorate Sempione to transfer production departments; so the offices and the warehouse can be enlarged and better arranged in Arsago Seprio.

This is not a deliberate or definitive choice, but merely a useful expedient for temporary logistics accommodation.

The next goal immediately rest, therefore, to find a new venue destined to reunite the workers but an unthinkable farewell is unconceivable.

In fact there has always been the will and the instinct to stay in the old courtyard ...

As this courtyard is history.







It has always been the courtyard, where one lives, works, meets, dreams.

It was the cradle of the families who lived there.

It became their nest, the most welcoming and reassuring; It has been for families who have lived there, it is still for those who have left it and know how to return to feel the warmth.

Slowly its fertile ground welcomed and strengthened the roots of families, so deeply to be able to protect them from the disasters of life, and then again to sprout and bloom again.

Over the years it has become a stage for the succession of events and background to a dream filled with hope and as important as reality.

For important occasions it has become like a square on holiday days, ready to welcome voices, laughter and children giggling.

In pain it has changed into hermitage, where to think, cry, pray.

Facing the difficulties it has become a ring, where to find the need to fight and the strength to rise after a defeat.

Who possesses the right formula interrogate the courtyard, entering, can dive into a fairyland mirror and see the magical reflection of every moment lived.





Among the many novelties of this decade is the intervention of restyling the brand "FT", further improved before the official registration, and then adopted until the beginning of the new millennium.

In 1986 the company exhibits in Milan Exhibition at the "Fluidtrans" .

It is proposed with a new graphic, ambitious and modern stands designed in detail to impress foreign visitors.

The Tognella brothers are ready to face the new challenges posed by the world of work thanks to recent changes implemented: expanded, renewed and supplied production departments.

In 1987, furthermore the company from "S.n.c" is transformed into "S.p.A".



# Events

## ...twenty-fifth year in the Family

When in the family all goes the right way when life gives us positive moments and successes make our days, you live serenely, with the desire to share the good you receive.

The Tognella brothers know that Family is everything: it is the unconditional help on which to count on if need be, is the greatest asset to be protected in case of difficulty.

They belong to the Tognella Family also all the collaborators who over the years have contributed to realizing dreams and desires, dealing with any obstacle, always remaining united.

Vittorino and Dorino sincerely believe in this Family and, in spite of all the frantic endeavors, they seek to never neglect any component and, in particular, aim to further join the group of workers, organizing pleasant events.

Among them, without forgetting, there was the trip designed to celebrate the 25th year of the Workshop foundation, which establishes amongst other things, a new "form" of recognition of the loyalty of employees present in the company for twenty five years: a gold medal awarded given during a dinner, outing or other gatherings.

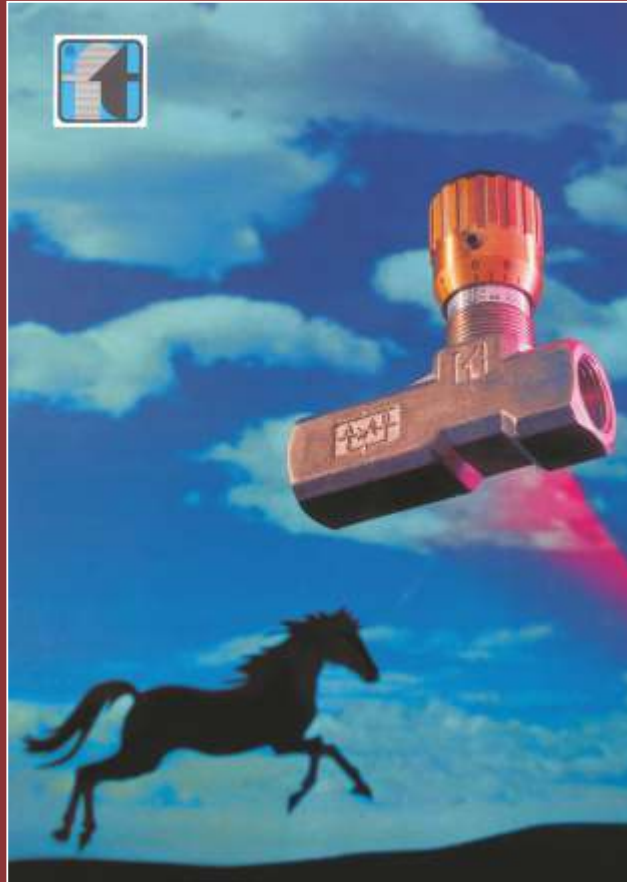
Moments left in the memory of all those who lived there.







Catalog



Catalog



*Images catalog*



*Images catalog*





*Images catalog*



Test bench for hydraulic valve seal



Event 1986



Stand detail - Exhibition " Fluidtrans " in Milan - 1986



*The courtyard in Arsago Seprio*





*Vittorino and Dorino Tognella with Gianfranco Cattoretti*



Ruzza Sergio - Awarding for 25th Year of service - Bergeggi ( SV ) - 1986



*Dorino and Vittorino Tognella - June 1986*

# Fear

... W.G.F.

1990's: Since the beginning of the last decade a the turn of the third millennium, there are so many fantasies that distract the mind ...

Flying cars, suspended roads, handyman robots .....

The unstoppable technological evolution of the 1980's, had enchanted a bit and was in use on a future science fiction future.

And so, in all areas, we try to face this new "era" with that desired momentum from the latest trends and promises of other imminent changes, already announced by the coming new millennium.

But come the middle of 1990 , such enthusiasm was cut short by the terrible news of the Kuwait invasion by Iraq: the beginning of the "Gulf War" and of a very heavy global economic crisis, which will go far beyond the end of the "storm in the desert".

Even for the new S.p.A the negative effects of the crisis are immediate and equally immediately become irreparable.





H. L. Jaxio 97



Suddenly panic is read on the face of the collaborators, even this time, cannot be deluded.

The two entrepreneurs can only live this black moment as a personal failure. Not if they feel absolutely penalized by trusted collaborators and the risk of disappointing the Customer and the Suppliers is high.

None of the theories put into practice in previous years can have any effect, and even worse, the Tognella brothers, who are already facing serious difficulties in securing their jobs to all employees, must inevitably also face the weight of debts previously made to invest in business growth.

Personal resources cannot be enough to reestablish the situation, there is nothing left to engage in seeking a proposal, an agreement, an alternative.

Together they evaluate all possible solutions, discuss and do not lack the disappointments, but even this disaster cannot bring the great Tognella Family to the breaking point.

Inevitable the confrontation with the trade unions and disappointingly the only plausible answer; the redundancy fund, the first and only one of the company's history, with dignity and responsibility accepted by employees still confident.

The discomfort is great and it is also the foremost fear that the shop remained "closed" a few months. The courage and the commitment of the collaborators and support of Clients and Suppliers turned out to be immense, admirable understanding.

Among these many confirm that they are capable of maintaining exceptional fairness and honesty.



W. L. Jaxio 97

In this critical situation those who manifest the will and an innate ability to go beyond the purely professional relationship become absolutely indispensable to find the strength to continue.

They are also found to be friends, as well as Clients and Suppliers and, despite such a precarious and potentially compromising situation, are still absolutely consistent and always respectful of that exclusive relationship of trust and mutual trust built, first with Vittorino and Dorino, and maintained, even afterwards, with pride and satisfaction over time.

When on 28<sup>th</sup> February 1991 comes the news of the end of the conflicts, any worker, any businessman finds a thread of hope for the future.

On the face of the employees return mild, shy smiles, strongly reassuring to Dorino who had the untold task of announcing suspension of activities.



# Dismay

## ...Black out

After about two years from the beginning of the Gulf War, the Tognella brothers begin to see the first slight signs of recovery.

The orders resume gradually and after the redundancy, in the Arsago Seprio and Casorate Sempione factories the present staff are more than ever willing to collaborate for a faster recovery.

There is no disappointment to the event, because it is absolutely not imputable to the will of the owners.

The Family is the same as ever, strengthened in will and united more than ever before.

But in the exact moment in which you feel better looking in your eyes and shaking your hand, while Dorino regains courage in the face of a new order and while the sound of machines running becomes music for Vittorino, the company undergoes a serious, painful, incomprehensible and unacceptable loss with the premature death of Dorino Tognella, who, at only fifty four years old, leaves behind Marina, Fabio, relatives, friends and all the Workshop without his amazing and unforgettable charismatic smile.

Blackout.





# 2<sup>nd</sup> March 1992

...like in a tunnel

Slowly comes the awareness of a great, irreparable, disarming loss; the disappearance of a reliable husband, an exemplary father, a loyal friend, a special man.

A sudden void in the lives of all people close to the Tognella family.

Like all of them and much more, Fabio Tognella loved to remember his father Dorino, as if wanting to immortalize qualities, talents and merits.

"... I consider the moment of Dad's death as the most painful and the hardest to express.

In my mind the face and words of that cold, superficial physician come back to me, which addressed me, a little boy more than twenty, and my mother, absolutely unprepared for such news, to communicate the death of Dorino Tognella, the confirmed death of dad.

Every time, to the simple thought, my heart, as then, clings to a space that becomes small, his heartbeat becomes slow but of greater intensity, until it was like a drum in the throat, in the temples and in the veins, so strong that it seems I can grasp it even outside.



That day I felt my heart suddenly emptied of that great dose of love, the immense love of Daddy, who had always given me security and serenity.

Then the emptiness.

But that same vacuum created by his disappearance, Daddy has been able to fill it with the greatness of his admirable actions which, day after day, gave us life.

As if the good received by Dad had been so much and such that he would return constantly, every day, after his death, to gain strength and courage.

And it is still so after so many years.

I am sure that whoever knew Dad deeply managed to overcome the trauma of his departure due to the inexhaustible effects of that important and extraordinary encounter.

All of us, who have been fortunate to enter into symbiosis with this single man, fell into the tunnel of pain, we fought to get out, just as he himself, we are certain, would have liked.

Not to disappoint.

In gratitude and acknowledgement.

For respect and esteem of his magical talents.

Daddy, for nature prepared for social relations, had met so many people, and with many of them had established exclusive relationships of friendship, trust, collaboration, and of work ...







Had the particular ability to "look" in people's eyes, grasping the values, emotions, intentions and needs. He could read in people's soul, he was generously available, comprehensive and incline to listen.

He did not deny anyone his help.

Was equipped with exclusive sensitivity, was particularly passionate in any sphere for his strong charisma and in possession of a very unusual personality and character.

For many he had become a fixed point of reference, absolutely irreplaceable for; Family, friends, relatives and collaborators.

It was inevitable to be disoriented and helpless without Dorino.

I felt that Dad pushed me vigorously and drove me out of that dark alley, in which I entered to on 2<sup>nd</sup> March 1992.

Dad definitely ensured for my wellbeing and my visceral attachment to him and to mother's adoration in his regards, they become a new form of energy to recharge our hearts, so that we can react to the situation.

Even the company suffered serious repercussions and consequences ..

In pain we also get to think about work, try to avoid problems, but worse I did not even consider it.

It was not easy to focus on the needs of the company, because of the personal feelings that nearly sucked out the force.



We clung to the support of trusted people, precisely from whom we had to defend ourselves to protect the company that inexplicably we were losing.

The situation was really alarming, there was no time to cry or to think ...

For the first time I am in front of a crossroads: on the one hand, a young university student without any special projects for the future; on the other hand the son of Dorino, candidate to enter the company and determined to help the Family.

Although driven by moral duty, awareness of the situation, aware of the sacrifices made by the Dad, moved by the necessities incumbents, I cannot deny that it was like being attacked by a thousand doubts, and the fear of not being able to do it.

Definitely two factors were decisive for my choice of Dad's business: the immense respect for the "dream" of Dad and Uncle Vittorino, who from nothingness, with courage, tenacity and determination, had succeeded in accomplishing and an abundant dose of unconsciousness, which I now only differentiate from courage.

Today I can say that junction led me on Dad's tracks to find my way anyway, fortunate enough to have valuable means and valuable inputs.

In the company we continue to receive the benefits of a dense network of human relationships launched by our parents, still today based on the values and style that of sixty years ago.

We have the brand privilege "FT", synonymous with dynamism, efficiency and seriousness, which today, day after day, we propose to maintain, strengthen and improve with the constant commitment of the



whole of the "Tognella Family".

We are proud to have seen, understood, interpreted and continued the project of our parents, so well-conceived to result, in principal, still present and winning.

In particular, turning to Dad, Mom Marina and myself, we would like to thank him for never abandoning us.

Finally my thanks to Dad for his notes, carefully placed in the drawer of his desk, impeccably ordered and well written.

The notes, the analysis, the observations, the interpretation of your thoughts gave me the happy feeling of having you there, always at my side. "





# A winning team

## ...the division of roles

After the passing of Dorino Tognella the company followed a period of healing.

Something is missing what has always been a solid reference point for everyone, inside and outside the company.

The absolute absence of the unique and irreplaceable presence of Dorino.  
Clients and Suppliers no longer have a pleasant, reliable and serious contact.

Even if the organization set up in the years and scrupulously and personally cared for by Dorino Tognella, manages temporarily to fill the vacancy left, it still needs to be further inserted someone to staff so it can resume at full speed.

Vittorino, head of the family, even before the President of the F.lli Tognella S.p.A, pushes for the entry of Fabio Tognella into the company, and after only a year is appointed Chief Executive Officer.

Ferruccio and Luigi Tognella, Vittorino's sons, are in the company with their father for several years, one follows the technical aspects, the other deals with production.



With the completion of the new management team, Vittorino moves from production to follow the newcomers closer, leaving Ferruccio and Luigi to assume the well-deserved roles of Technical Manager and Production Manager.

Fabio relies on the experience of Uncle Vittorino, which is masterfully suited to the new role and, with a strong personal charisma, succeeds in transmitting confidence and balance.

As he had always done with his brother, never contradicts the ideas of Fabio and the children, albeit very far from his own.

Leaves room for new proposals, does not hinder any choice even when he considers it inadequate but does not give up alerting the close associates to the risk of possible negative consequences.

Gradually the three young Tognella cousins acquire security and awareness that in doing so leads them on the right path.

Fabio understands and accepts that the perplexity cannot be absent by the staff, which are seen to be involved in projects that are sometimes completely different from the usual, coordinated and managed by an inexperienced young man.

Even though there are difficulties, he does not lose courage, he knows he has to play a very critical role: on the one hand for the difficulty of the commitment undertaken, on the other for the conviction that he cannot replace the one and only man like Dorino Tognella.







Uncle helps his sons and Fabio, follows them, guides them continuously and is present to instill courage, determination and strength, his best qualities.

Ferruccio, Luigi and Fabio, each with great commitment, want to make their personal contribution to the business plan, and maintain the exclusive relationship with staff and collaborators.

The new team seeks to engage with the enthusiasm of the founders, and in a few years also shows their innate managerial skills: surely will bring new meaning to the reality of F.Ili Tognella S.p.A.

The team completes with the figure of the Commercial Director Acct. Gianfranco Cattoretti.

With this division of roles of competence taken shape, "specialization" will be the future password for business strategies.



# New borders

## ...internationalization

The new corporate layout presents a new peculiarity, the challenging ability to work in a group, with the usual attention to employees involvement and respect for the role of others.

One immediately feels the need to define more precise roles and professional profiles, fully interactive, absolutely consistent with proven skills and capabilities.

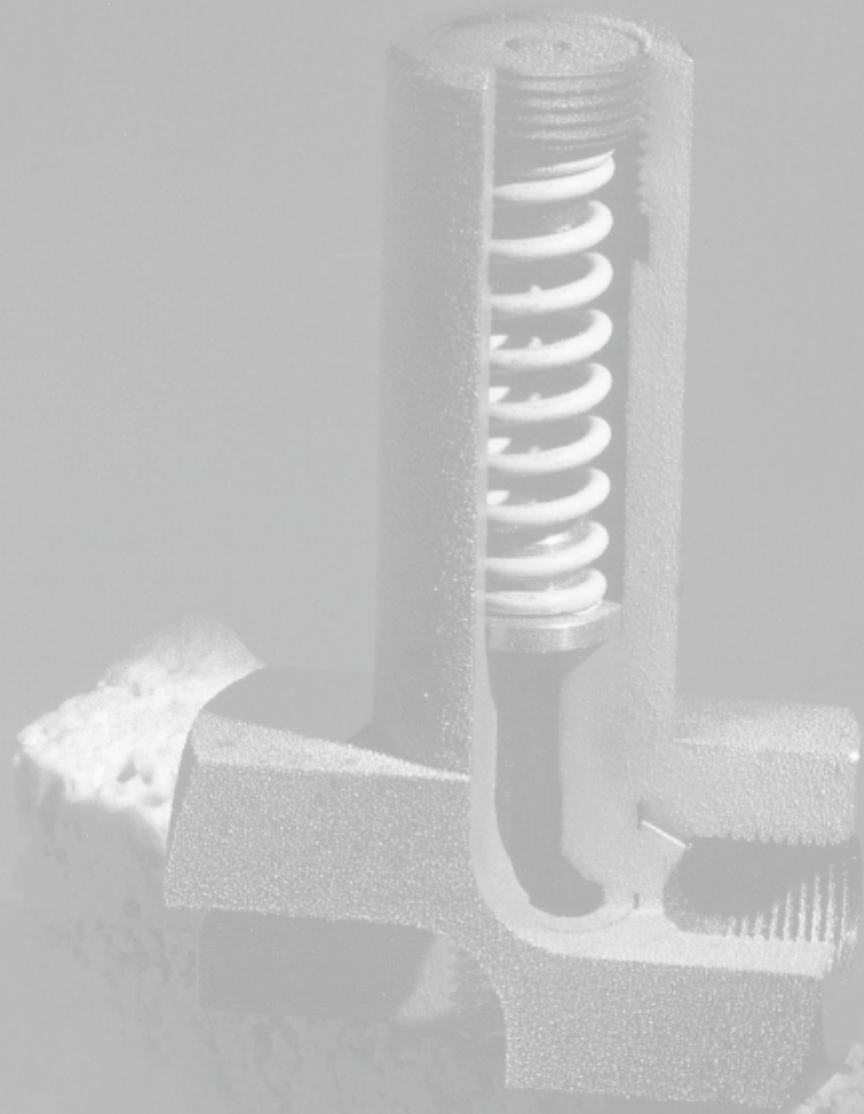
Fabio concentrates all his commitment to administrative management, Luigi is dedicated to the management of production and Ferruccio is confirmed in the expert in quality control and in the research and development of new products and processes.

Vittorino is the most tenacious "glue" that keeps the family together.

Is the reference point that manages to transmit security and momentum to the more complex choices.

Vittorino, occasionally, may seem disoriented: role division, weekly meetings, study, research and development; but as always, he is able to listen, observe, understand, intervene and advise .

He really believes in the new emerging generation.



Among the most significant results, so far away from the mentality of Vittorino, and certainly fundamental to the company, is the process of internationalization of the company.

In these years, much time has been devoted to exhibitions, travel and search for commercial strategies to affirm the brand "FT" in the foreign market.

In the decade that began with the Gulf crisis, the Tognella brothers were able to pick themselves up and continued on the smooth road as the years before.

Financial situations that were so precarious at the beginning of the 1990s are reshaping and the company are grateful to renew investment for its ongoing progress.

Buying a new branch in Somma Lombardo, the current location of F.lli Tognella S.p.A. and, in a single establishment, bring together the workers.

At the inauguration of the new headquarters, the machine interior is renewed and integrated with assembly lines and sophisticated Robot for machine tools assurance.

The productive results increase dramatically thanks to the new technology and the staff always available and enterprising, just as the founders always wanted.

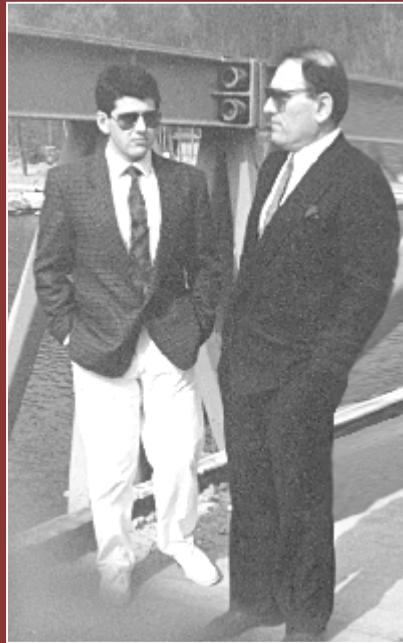






*Dorino Tognella*

*1990's*



*Dorino Tognella with his son Fabio*



*Dorino with collaborators friends - Germany*



*Dorino Tognella with his wife Marina and his son Fabio*





The "team" of 90's



*Vittorino Tognella*



F.lli Tognella S.p.A. logo - New Millenium



# Like in a videogame

...start

New millennium: After the break-through, scrupulously executed in the previous decade, the "new race car", the extraordinary evolution of the prototype in the 1960s, is ready to spin to new targets.

The team is complete:

the team manager is proud;

the pilots support each other;

the technicians are united, attentive, motivated and satisfied with the important assignment assigned to them;

fans, the same as always, faithful and collaborative.

Since 1995, the year of the new purchase of the property in Somma Lombardo, development seems to have no insurmountable obstacle.

Triggers a business-oriented mechanism for research and development.

A race for improvement, as in a "videogame" of the latest generation, with multiple levels of difficulty to deal with.

For the team each level reached "unlocks" a subsequent, more difficult and further stimulus, to be





**Lametars 2005** s.r.l.  
Manopole - Boutons  
Knobs - Knebel



**SPECIAL SERVICE SEPRIO S.R.L.**  
PRODUZIONE COMPONENTI SPECIALI  
CUSTOM-BUILT PRODUCTION



Studio di Progettazione  
Project and technical office

**National Systems**  
Technological Science Team

CENTRO DI  
CONSULENZA TECNICO - SCIENTIFICA  
E RICERCA INDUSTRIALE

overcome.

From the mid 90s to today, the company, confirmed in the Italian and foreign hydraulic industry, focuses on the search for new partnerships with the aim of expanding skills and capabilities for a more complete and flexible service.

The outcome of these recent actions gives life to the Tognella Group, involving, at that time, several companies; corporate team that, nowadays, has undergone a change:

SESINO S.p.A – Gessate (MI), produces heat exchangers, complementary article to F.lli Tognella S.p.A. products

LAMETARS 2005 S.r.l – Segrate (MI) – carrying out technical components in plastic material

SPECIAL SERVICE SEPRIO S.r.l – Somma Lombardo (VA), specializing in the production of customized products on specific customer requests.

TECNOVI S.r.l – Arsago Seprio (VA), located in the historic headquarters of the F.lli Tognella S.p.A, which concentrates the highest technologies for the development of industrial projects.

NATIONAL SYSTEMS S.r.l – Arsago Seprio (VA), strategically located in the courtyard of Arsago Seprio, highly qualified in the design and manufacture of electronic products and components.



# Vittorino Tognella

*...an example for all of us*

One of the greatest satisfactions of which, Ferruccio, Luigi and Fabio Tognella are proud to know that they have had as a spectator of the success of recent years, Vittorino Tognella.

Vittorino, concentration of experience and wisdom for the next generation, who assisted and participated in the evolution of the project conceived with Dorino.

Saw his company renew, without radically changing, in particular from 1990 until his death, in 2001.

After the death of his brother, Vittorino, with his courage, was able to spur young people to face and accept changes.

He transmitted into life and work the strength of never surrendering, the will to move forward, not to be content himself. Who remained in the company's leadership only in 1992, was able to react and adapt to the new condition, accepting that he was recognized as the new "supervisor" role so far from the one held until then, and intuited the importance and the need for young people.

Family and business, relatives and friends, the memory of this seemingly authoritarian, as well as protective and reassuring figure is always alive.





The smile and the melancholy are known to quote his true phrases, his ways of saying even dialects, the many suggestions received, and the constructive criticism.

The example of this fatigued man, so determined in devotion for more than fifty years, time, commitment and passion to the family, to work and to the company, still returns as a constant, enthusiastic and comforting thought capable of relieving the burden of sacrifices that sometimes seem unbearable.

This thought, wrapped in the image of Vittorino unceasingly and tirelessly at work, can only try to react with greater conviction and determination to the problems we face every day, because someone before us, with us and for us has already done so without ever doubting whether it was worth its price.

For the rest of his life he maintained extreme consistency with his vision of work, understood as the duty to be carried out according to deep moral values such as honesty and dedication. These values, innate in Vittorino, have been wisely passed on to the family members who inherited them and naturally assimilated, such as the chromosomes of DNA.

Even today, in the company, we try to maintain the same climate of the yard of the 1950s, able to engage in commitment, to bring satisfaction and to continue honestly.

Despite the countless professional successes, Vittorino never lost that characteristic simplicity and appreciable genuineness that led him to always affirm himself in a dignified manner, silently, with discretion and seriousness, without ever looking for excess that today represent normality

His important and impressive presence, his transparency, patience and tolerance are always in the memory of those who have been fortunate to have alongside a man so brave and caring as Vittorino Tognella.



# Sixty year in the Family

*... a story that still makes sense*

2017: It is lovely and hearty to think about it Vittorino and Dorino Tognella who observe, with wide eyes, the continuation of their story that after many years still makes sense.

Perhaps it would be reassuring for the new generations to imagine the sequel to this tale that stops here in 2017 to announce the celebrations of the 60<sup>th</sup> anniversary of the foundation of the F.lli Tognella S.p.A.

Hope in the heart of all of us, who we strongly believe, is to think that the next edition of this tale could be described as "a century in the family."

From the black and white postcard to who knows what technological support ...



*Thank you*

*...to mum, my family,  
friends and trusted employees*

Thank you, for being close to me, for always supporting, encouraging and helping me. Of heart, in a simple and spontaneous way, as one can afford to with who really knows me, I understand through the gaze, the smile, the sound of the voice or a gesture ... beyond the words.

To Reis a special thank you for joining me in the unusual task of remember the years that have made the history of our company, helping me to reconstruct times unknown to me.

The passion in the words of stories of our summer evenings, in the company of Gino and Silvano, transmits so much emotion and gives importance to simple memories.

The events, really lived, told in detail with emphasis and transport, are a good suggestion to understand the true meaning of the work masterfully done by Vittorino and Dorino Tognella.

Fabio Tognella







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