

Alberto Caprari, CEO of Caprari Group



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You said in a recent interview that Caprari needs to “think globally and act locally”. What specifically does this mean for you as the person leading the company forward?

Well, though I have a full and comprehensive 360 vision of the group's global activities and operations, I accept we must act locally in some of our corporate actions in order to conform with certain social and environmental guidelines. Thinking globally and acting locally is all part of managing the diversity of our business model after all, which is itself a high value to pursue and preserve in my view.

Among the many market challenges Caprari faces, you've cited “system approach, the total cost of ownership, the internet of things and new pump applications”. Which of these challenges have you made the most progress in and which have you found the most difficult to overcome?

Obtaining T.C.O. (total cost of ownership) has been a core value for Caprari since 1945. Our founder Amadio Caprari said: “If you choose Caprari, you'll get more. Just try us!” In terms of our current view on that first point, system approach, pumps are selected and assisted where necessary as part of a

broader “larger machine”, such as a hydraulic system. This single element efficiency, therefore, is very important to contribute to overall efficiency and reliability. The challenge is now to lead and train our engineers and designers in that very direction. Many of them still think in terms of separate parts rather than in terms of the single element. As for the Internet of Things, this isn't really a new technology in the pump business. The challenge here is to use technology with the aim of reducing problems as well as the maintenance period for pumps. It is evident that this technology can increase the life

cycle cost (LCC) of pumps, as well as save energy and water.

Could you explain in concise terms the business plan you have implemented at Caprari for the next three to four years in order to boost customer satisfaction, and with it, the company's market shares?

Well, we certainly wouldn't want to disclose our secrets! We are however progressing further and further with a growing customer base of qualified but demanding customers and end users. Our plan was announced recently more in recognition of the fact that Caprari encompasses 73 years of broad experience with pumps as our key product.

How would you describe the values of Caprari as a firm?

First of all, our employees are the heart and soul of our company. They are the present and future of our business. Then, without a doubt, is our knowhow, flexibility and our ability to listen to the customer. These are important values for us. We always try to offer the best solutions for our customers and to give them assistance at all times. We also offer a careful after-sales service to support our customers



Caprari's borehole pumps

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in every phase of their project. An ethical approach to the business, respect for water and natural resources have been always in the DNA of Caprari since 1945, and in this we will continue to believe.

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Caprari's headquarters in Modena, Italy

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What is the challenge you most wish to see overcome in the water sector within your lifetime?

I hope to see a future where investments for water works, systems, solutions and network are enhanced with an intelligent approach. Today there are still too many cases of sector professionals believing low cost equates to good work. That's completely against the best total cost ownership approach. Energy is of course a number one factor. Installation and easy maintenance are number two. Capital investments is not far from being a driving factor also however. Ultimately, we want to play an ethical role unlike any other company out there in our field. Water is energy, safety, and water is the product of our labour in the pump business. Water is the main source of life and we work for it. ●

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