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## Ceramic machinery: Siti B&T Group conquers Ancora to expand its business

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The Siti B&T Group, a key player worldwide in the production of complete plants for the tile manufacturing industry, has opted to grow its business and expand its offerings with a new merger. Its target is Ancora, an historic manufacturer of equipment for ceramic production in Sassuolo, in Emilia Romagna, founded in 1969 and specialized in finishing processes for the industry.

In a market dominated by “big size” tiles that are digitally designed and decorated, the end process plays a decisive role. Italy is the world leader in the sector for this kind of technology, which has many opportunities for growth abroad and in the country.

Siti B&T, founded in 1961 in nearby Formigine, has made its latest move at a positive time for the company, which hit record revenue last year of €180 million, some 80% through export. It's grown consistently, first buying Sir (Industrial Robotics Solutions) in 1991 and then, in 1999, a company specialized in ceramic pallets and, finally, Siti, to assume its current form.

“Ancora is an historic brand of the Sassuolo ceramic district and a proud representative of Made in Italy quality. It controls a wide array of innovative products that complement our own,” said Siti CEO Fabio Tarozzi.

“It has first-class mechanical capabilities and it is known for its dedication to research and development. It's a company of excellence and it has been seeking to join with another large group to reach its full potential. Together, we'll have the ability to continue to improve our technology and our service to international clients,” he added.

The merger creates a company with more than €200 million in revenue and will expand Siti B&T's offerings significantly in polishing, cutting, laying out and protective treatment for tiles, areas that Ancora specializes in.

The acquisition by Siti B&T comes at an upbeat time for the entire ceramic industry engineering sector, which surpassed €2 billion in revenue last year, close to its historic pre-crisis maximum. A double-digit jump in sales, driven for some time by high export volume, has finally started to see an increase in domestic demand, which rose by 16.6%. That attests to a renewed interest in investing in national ceramic tile producers.

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