“The acquisition of Valley is a great opportunity”
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NEW DEVELOPMENTS  THE VALLEY ACQUISITION

VALLEY enters the Comet Spa Group

The operation forms part of the Group’s growth strategy, managed by Dr. Paolo Bucchi.

On 7 February 2012 the agreement was closed for the acquisition of 90% of the share capital of Valley Industries LLP by Comet U.S.A., Comet S.p.A’s American subsidiary. The operation, directed by the company’s President and Chief Executive Officer Dr. Paolo Bucchi, is an important step forward in the process of internationalizing the company.

Established in 2003 with headquarters in Minnesota (U.S.A.), Valley Industries distributes a wide range of components and accessories for the industrial and agriculture sectors (including the Comet diaphragm pumps), with a sales network that covers the whole of North America.

“Our objective? To accelerate development in the North American market and to face the worldwide challenge with excellent know-how”

Valley Industries closed 2011 with a turnover of around 19 million USD, EBITDA of around 2.9 million dollars and a net financial position of 1.9 million dollars.

A contract value of 16.6 million dollars has been agreed for Valley Industries on the basis of these figures. As a result, the price for 90% of the company is 15 million dollars. The remaining 10% is retained by Jeff Savage, the current General Manager and co-founder of the company.

Dott. Paolo Bucchi
President & Chief Executive Officer
A 15 million dollar operation to make us more competitive in North America

The acquisition of Valley Industries has been studied down to the smallest detail with the aim of allowing Comet to accelerate its development in the North American market. But not only that. The operation also forms part of a significant growth plan for the company and for the entire Emak group, with strategic aspects and production, commercial and distribution synergies.

“The acquisition of Valley”, explains Dr. Bucchi”, is a great opportunity for growth in the American market and reflects the dynamism of our group. Being an operator on a world scale means looking ahead: innovation, growth and constant improvement are our keywords. How? Through new products, new sectors, new markets.

In this context, the acquisition of Valley Industries today, and of HPP and PTC in the recent past, are our points of strength for facing a worldwide challenge with excellent levels of skill and expertise, able to ensure guaranteed developments.”

The Valley acquisition forms part of Comet’s production, commercial and distribution development plan

Bucchi – who, in the acquisition of Valley Industries, had the valuable support of the company team and Comet’s Chief Financial Officer Director Dr. Massimo Guidetti – has very clear objectives.

His aim is for further company growth: taking up the challenge of an increasingly tough global market means focusing on product excellence and internationalization, seeking to extend geographical penetration with the development of new products considered strategic for expansion into emerging and consolidated markets.

“This operation, the third in 2 years after HPP and PTC, demonstrates the dynamism and solidity of Comet Group”
“This policy of innovation”, Bucchi continues, “underlies Comet’s ambitious business plan, achievable thanks to the full support of our shareholder Emak, which has backed and encouraged us to continue in this direction in order to become a truly global group.”

“The acquisitions carried out by Comet”, Guidetti points out, “arise from our objective to consolidate our operations in mature markets such as Europe and the United States, and to enter into very economically dynamic emerging countries, for example, in the Asian area and in South America. They are therefore specific solutions, planned to achieve concrete business results”
Comet’s trump card? A team able to turn ideas into concrete results

The company’s success and the successful implementation of the acquisition strategy in recent years have been possible thanks to a genuine team approach.

This valuable and fundamental resource has not only involved President Bucchi and the Financial Director Massimo Guidetti, but also a team of professionals inside and outside the company, who have been able to turn winning ideas into concrete results.

Comet is growing: innovation, high specialization and new markets in order to be an increasingly global operator

As Bucchi himself pointed out in his speech at the 2011 Comet Meeting in Capri, the experience and rigour with which the company has always worked have led to a reflection on the direction it should take for the future and to realizing that there’s only one trump card: high productive and commercial specialization.

In order to achieve this aim, Comet has chosen to invest and extend its business through targeted acquisitions which are able to contribute specific and consolidated know-how.

Valley Industries is, in fact, the third acquisition in less than 3 years.

Between 2010 and 2011, two Italian companies officially became Comet brands, strengthening, respectively, the Industrial Division and Cleaning Division product ranges: they were HPP, specialized in the construction of piston pumps with 21 to 190 HP and pressures up to 1000 Bars, and PTC, a leader in the construction of hydrodynamic units with powers up to 700 KW and pressures up to 3000 BARS.

In this context, the future of Comet’s three product divisions (Agricultural Division, Industrial Division and Cleaning Division) is marked by a carefully planned strategy combining the extension of the product range with the strengthening of distribution in international markets, such as, in this case, North America.
PTC extends its scope of operations

From Italy to China. The Comet Group company is capturing the Chinese market. High productive specialization: there’s no doubt that this is the key to international expansion

PTC – which came into the Comet Group in 2011 - is expanding its scope of operations, moving from a national dimension to an international scale, or rather, oriental. In 2012, in fact, the Genoa company, specialized in very high pressure water technology, entered the Chinese market, in this way starting a programme of expansion into strategic markets.

The key to capturing new markets is clear: PTC focuses on the ultra-specialization of its products, in line with Comet’s mission aimed at promoting productive excellence and Made in Italy in the world.

The PTC acquisition is a key part of Comet’s new business plan, aimed at extending the product range of the three divisions: Agriculture, Industry and Cleaning, with a view to the constant development of know-how.

PTC was acquired with the precise aim of strengthening Comet’s Cleaning Division, producing special equipment such as robots for hydrodynamic cleaning, hydro-demolition and cold-cutting.

As a matter of fact, PTC designs hydrodynamic units with powers up to 700 KW, able to generate operating pressures up to 3000 BARS, used for the maintenance of petroleum, steel and naval plants and in the civil engineering and industrial sectors.

“The acquisition of PTC” Paolo Buglione, Executive Manager of Comet Spa, explains, “is a real leap forward for Comet in the high pressure sector. Moreover, with the expansion into China, we are preparing for new global challenges, putting maximum emphasis on continuous innovation”

High pressure water technology: PTC's high specialization has captured the Chinese market.

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“PTC forms part of Comet’s ambitious business plan: new products and new markets in order to face the challenges of global market”
FOCUS ON  THE NEW COMET WEBSITE

Meeting together the web marketing challenge

Comet’s new site is online, with a new domain: www.comet-spa.com, designed to make its mark in international markets.

“The new site”, Florio Biasetti, Marketing Manager, explains, “is an essential tool for establishing Comet’s visibility and development in the world, further strengthening relations with our customers.”

Florio Biasetti
Marketing Manager

Comet’s new website has been online since October 2011. It has immediately become a versatile and dynamic showcase open to the world.

It’s the result of very careful planning in every detail, condensing into one medium three fundamental characteristics: rationality, innovation and constant updating.

Surfing www.comet-spa.com, in fact, it’s possible to access an interactive platform full of information, videos and news updated in real time.

There is also a large section dedicated to new products being launched onto the market and a gallery of already consolidated products, which helps and guides the users in their choices.

The new web spaces have been conceived as a means for dialogue and interaction between the company and its numerous dealers in Italy and in the world: all the documentation (catalogues, manuals and exploded views) can be downloaded in digital format and in numerous languages.

The new Comet website?
A veritable work tool, designed to ensure usability and constant updated, in tune with technological innovation.
The new Comet website also has a new B2B area: authorized users can track their situation in real time and access information about orders, which inevitably results in saving time.

With its 3 production units, subsidiaries and innumerable distributors, Comet operates in over 70 countries in the world. It's easy to understand how, today more than ever, web marketing plays a key role in the strategy for development at a global level.

It’s an essential channel for promoting Comet’s brand and products, making them competitive against the largest global competitors in the sector.

Florio Biasetti, Comet Spa Marketing Manager, points out that: “Comet has decided to invest significant resources in the new web project, demonstrating once more that the company is in step with the times.

For a group which is a pioneer in its field and operates throughout the world, it’s essential to be able to count on a complete, updated and interactive online presence. The web today is an irreplaceable tool for establishing the Group’s visibility and for reinforcing relations with our customers.”

Through the web it’s possible to study the market and develop commercial relations. It’s also possible to increase the company’s international visibility, ensuring targeted contents and services and supporting relations with customers, partners and dealers.

The direction to follow is that of exploiting the opportunities to be found online, making them a factor for growth. The new website is, in fact, part of a wider marketing strategy with precise aims: to increase the awareness level of COMET, making it a world brand, able to reflect the spirit of the company as a whole.
Surfing www.comet-spa.com, it’s possible to access an interactive platform full of information, videos and news updated in real time.
B2B online: the company, customers and agents interacting in real time

The new Comet site makes it possible to use the web as a sales channel, improving customer service and business operations.
The new Comet website, online since October 2011, is strongly business oriented. The structure of the platform has been conceived to house a B2B area, designed to support the commercial department, sales staff and accounts department. At the same time, it has also been developed to provide a service of excellence to Comet’s customers. The B2B section is managed as a protected area, with access through security credentials: it includes a series of integrated services that allow the company, customers and agents to interact in real time.

Comet’s B2B site has numerous integrated services to support the commercial department, the sales staff and accounts department. The B2B area has a real accounting interface, which contains information, orders, transport documents, invoices and other documents. Every customer is able to find out their situation in real time and autonomously, without necessarily being tied to Comet’s office hours.

The advantages are many: foreign customers, with different working hours due to being in different time zones, are guaranteed the continuity of accounting information; more generally, the database makes it possible to work in a rational way, optimizing times and resources. The final objective is to use the internet as a sales channel and to improve customer service. As a result, Comet’s B2B site also makes it possible to manage orders and purchases online. Through a simple and intuitive system, companies which are already Comet customers can check stock availability in real time, place an order, and track the delivery situation. It’s a complete e-commerce solution, which also seeks to streamline the accounts department’s work. At the end of a transaction, in fact, the purchase order is visible in the company management system. The relevant member of staff only has to check and accept the order entered by the customer. Since it’s no longer necessary to copy faxes, e-mails or notes, it means that time is saved and the possibility of errors reduced.
BP135 - BP115 continuous evolution

“The new BP135-BP115 low pressure diaphragm pumps are a further evolution of the BP range to meet the new needs of the market”

Ing. Dennis Galloni
R&D Director

LATEST-GENERATION MATERIALS
The BP135-BP115 pumps feature technopolymer heads and manifolds with extraordinary mechanical and chemical resistance, thus ensuring high reliability also with treatment mixtures containing abrasive substances and solvents.

PERFORMANCE
Comet’s Research and Development dept. is deeply committed to exploit new technologies to the utmost; as a result, the BP135-BP115 pumps provide excellent performance levels and, displacement and overall dimensions being equal, they feature higher delivery than other products of the same category.

LIFE-SPAN AND RESISTANCE TO WEAR
The BP135-BP115 pumps represent the state of the art as regards pumps for weeding. Only top-quality materials are employed, making them suitable for the heaviest uses. Equipped with latest-generation reinforced bearings to prevent mechanical component overheating and wear, these pumps are the ideal solution for very prolonged operation in total safety in case of axial thrusts and withstand even the most extreme environmental conditions: rough terrain and high temperatures.

COMPACTNESS
The BP135-BP115 pumps are the most compact pumps in their category. This ensures easier machine assembly and pipe connections.

EASE OF MAINTENANCE
The BP135-BP115 pumps feature as standard a threaded boss for draining oil from the crankcase and a cap for draining liquids from the manifolds, to eliminate residues and avoid damaging the pump in case of prolonged stops or very cold winters.
BP 135
FLOW RATE: 129 l/min.
PRESSURE: 20 bar
POWER: 7.1 CV
RPM: 550

BP 115
FLOW RATE: 115 l/min.
PRESSURE: 20 bar
POWER: 6 CV
RPM: 550
Toyma and Comet grow together

Toyma has been a strategic customer for 5 years. It has been able to make good use of Comet pumps, installing them on agricultural machinery. With Toyma, Comet excels in Turkey for its commercial dynamism.

“Toyma is a key customer for Comet” explains Luca Guidetti, Export Manager of Comet Spa’s Agricultural Division. “It allows us to be in close touch with a dynamic and expanding market such as Turkey’s, offering highly specialized products in tune with market demands.”

Founded in 1979 by Hasan Toyma in Izmir (Turkey), Toyma is not only an important producer of spare parts for agricultural machinery. Thanks to a dynamic structure and to investments in management, it has specialized in the import/export sector. This new focus led the company to look abroad: Toyma has expanded its commercial operations from Turkey to a world level, growing year on year, acting as a bridge between west and east.

Comet and Toyma share the same growth objectives and long-term vision: the partnership between the two companies is a strategic opportunity to establish themselves as international operators and to promote shared values, such as the search for high technological standards for continuous improvement in efficiency and production quality.

Comet is increasing its exports. The company sees international markets as a springboard to constant growth under the banner of quality. It’s a strategy that’s achieving excellent results in many countries. Among these, export figures to Turkey are particularly positive.

The Turkish economy has grown significantly in recent years. The figures for Turkey show constant development in every productive sector: to its merit, Turkey has been able to transform its tradition rooted in agriculture into a competitive industrial machine at a global level.

Comet too has seized this opportunity. It is particularly commercially vigorous in this market, with the contribution of an exceptional business partner: Toyma, a company specialized in agricultural machines and components.

Dott. Luca Guidetti
Export Manager Agricultural Division
A strategic customer for a fast-evolving market: Comet and Toyman are increasing their commercial operations in Turkey with specific products for the agricultural sector.

Turkey is a dynamic, fast-growing market. Together with Toyman, Comet has become a point of reference in the agricultural machinery industry. And exports are gaining momentum.
Comet and HPP's production was presented, together with the partner, Hiro Nisha, at the Indian trade fair, Municipalika.

“The cream of Comet and HPP’s production was presented, together with the partner, Hiro Nisha, at the Indian trade fair, Municipalika.”

Dott. Giampaolo Dall’Aglio
Export Manager
Industrial/Cleaning Division

Municipalika, the public works and urban development trade fair, which was held in January 2012 in Chennai, India was a great success.

This result has boosted Comet’s prospects in the Indian market: the Industrial Division, in fact, was well represented in the fair thanks to the organizational support of Hiro Nisha Systems Pvt. Ltd, an important partner of Comet, as well as a producer and distributor of high pressure pumps.

Besides extending the range offered by HPP, the choice of presenting the cream of Comet’s pumps was a winning one. The considerable interest shown by the public confirmed the effectiveness of the expansion strategy established by the company, based on a key principle: to introduce technologically advanced and highly specialized products in order to get into already consolidated markets and to capture the markets of emerging but economically very dynamic countries, such as those in Asia and South America. In this context, the Municipalika results also confirm the importance of the acquisition of HPP in 2010. This Italian company is specialized in piston pumps for water, able to meet power needs ranging from 21 to 190 HP with pressures of up to 1000 Bars.

HPP’s pumps are made with state-of-the-art technologies with regards to materials, mechanical processes and heat treatments, and are intended for the local administration sector, used by sewage drainage trucks, trucks for cleaning refuse containers, for cleaning roads and other applications for the industrial sector. This acquisition has therefore allowed Comet to enter new sectors for the company and to have an improved ability to penetrate key markets, in which the demand for high pressure pumps is particularly strong.

The production, distribution and organizational synergy between COMET and HPP has, in fact, laid the foundation for significant growth not only in India, but also in China, Mexico, Brazil, Europe and North America.
The gates to India, a dynamic and fast-growing market, are opening for Comet.
2012 Comet Events

PUMPER AND CLEANER › INDIANAPOLIS - USA
27 FEBRUARY - 1 MARCH

EXPOAGRO JUNIN - BUENOS AIRES - ARGENTINA
6 MARCH - 9 MARCH

CCE › SHANGHAI - CINA
9 APRIL - 12 APRIL

AGRISHOW › RIBEIRAO PRETO - BRASILE
30 APRIL - 4 MAY

IFAT › MONACO - GERMANIA
7 MAY - 11 MAY

INTERCLEAN › AMSTERDAM - OLANDA
8 MAY - 12 MAY

OIL & NON OIL › MODENA - ITALIA
13 MAY - 15 MAY

EIMA › BOLOGNA - ITALIA
7 NOVEMBER - 11 NOVEMBER

POLLUTECH › LIONE - FRANCIA
27 NOVEMBER - 30 NOVEMBER