

Perfect supplementation

DUTCH KAAK GROUP ACQUIRES CAPITAL MAJORITY OF ITALIAN MCS-OSS SRL
FOR THE BENEFIT OF BOTH COMPANIES



++ from left: Jan Kaak (owner of Kaak group), Giorgio Oss (former owner and now minority shareholder of MCS-OSS srl), Lothar Pasch (managing director of Kaak group), Rüdiger Kurz (consultant to MCS-OSS srl.)

+ It fits perfectly. After three years of discussions, evaluating a possible merger, and successfully handling various projects in unison, including project management and installation, it was found that company philosophies and operational approaches went well together. On June 23, 2005, Giorgio Oss and Jan Kaak, both owners of their companies, signed a contract to enable the acquisition of 80% of MCS-OSS's capital by Dutch bakery equipment group Kaak. With this move, the Dutch group complements its range with hot air convection ovens and pizza lines while the company from Rovereto gains from the export experience that Kaak has. Kaak and Oss will together be in charge of the operational business in Rovereto.

At the same time, the generational change in both companies begins. Giorgio Oss (64) who has no successor in his own family and his consultant Rüdiger Kurz (64) will hand over the operational business at site within the next few years step by step to Maurizio Tabarelli de Fatis (49) who is familiar with the bakery trade from his time at the Sasib group. For Lothar Pasch (64) this consolidation is something like a last thunderbolt before he gradually steps down from the operational business. During his time in office, Kaak turned from a medium-sized manufacturer of transport technology to one of the leading bakery equipment manufacturers in the world with an annual turnover close to 100m Euros. With MCS the Kaak group bridges an important gap. The machine manufacturer from Italy produces and up to now sold large indus-

trial plants on the European market: hot air convection ovens with direct or indirect heating, with wire mesh belts or stone plates for production lines for bread, baguettes, pizza or fine bakery wares; swing tray and stabilized tray proofers with suspension gears made of stainless steel including respective removal devices; complete pizza lines for rolled or pressed pizza dough; shelf storage systems for long-term fermentation of sponge or sourdough in vats.

MCS started as a supplier for components; today this manufacturing system is used as a customer. MCS itself has only a limited variety of manufactured units and if needed relies on the numerous small but specialized machine manufacturers which have settled in the area around Rovereto. Therefore, MCS-OSS employs only 50 people, half of them working in manufacturing. In future, other Kaak companies will benefit from this "Italian way of working" in case of capacity overload. On the other hand, MCS-OSS will utilize the world-wide Kaak sales and distribution channels to access expanding markets all over the globe. They now have a partner which allows them to offer worldwide highly-complicated solutions, for example small cake moulds that "float" in the oven above the belt.

The main benefit for Kaak will be the different hot air ovens. Up to now, Kaak could only offer thermo-oil ovens made by the German subsidiary Daub, Hamburg. Therefore they had to let other oven manufacturers go first even if the Kaak group supplied make-up units (Benier), transport technology and cooling technology (Kaak) as well as KSW control technology for entire lines. This time is over now. The few manufacturers of continuous ovens who are still on the market will have to get used to a new and powerful competitor who can also act as systems solution supplier. The joint sales and distribution structure will be a mix of matrix and customer orientation. Whoever has the better access to customers, market or subject will be in charge. Italy will be preferably handled by MCS-OSS, all markets beyond Europe will be Kaak's field. Otherwise, the companies will operate as independently as possible, but still together. The service will be organized customer-oriented as well. **+++**