

Revamped Precetti re-starts from Three

The Italian-American supplier boasts a trebled turnover on 3rd year since its restart, generated by 3 orders gained, while entering Chinese offshore market

Friendly business winds are now propelling Precetti's ship, sailing through its 3rd year of new life of the international leader in the niche of kitchens for ships and other marine furniture.

Now Precetti Srl has proudly resurfaced and from early 2013 with a fresh management team is focused on regaining the lost market status.

In the process Precetti Srl took on board as partner and CEO experienced

manager Gabriele Scroglieri, and electronic engineer who, after a stint with Marconi and, in 2001, with Claudio Fornasini's Navis, had already worked between 2004 and 2010 as operations manager of Precetti SpA and, from 2010 to 2013 as technical and commercial director of Gerolamo Scorza SpA, before putting on an entrepreneurial hat and joining again Precetti in its Srl livery. "Presently in Genoa we have only

an office within the port" confirms Scroglieri, recalling the 3 main steps that allowed to treble its turnover pivoting on 3 main orders. "In 2015 Precetti Srl will register sales for almost 10 million euro, having started from 3 in 2013 (increased to 4.5 in 2014). The point is now to keep such flow alive and well, also because our goal is not large figures but to improve returns. Workplaces have built up accordingly, from 11 to 20 employees, that is to say



Paolo Passalacqua and Gabriele Scroglieri showed with Flavio Puntin and with the managing director at Metalinox, Andrea Zampar, at the last Cruise Shipping Miami

almost all people formerly employed by Precetti SpA. In a way, we morally owed it to them. Moreover, every one of them has his/her own special expertise that it was better to put to use rather than let them disband around". Most important, newco Precetti has conquered back the customer confidence of old. "Yes, indeed, starting from Mariotti shipyard: we resumed partnership with them already in 2014 working together on super yacht Saffron, an order worth 3.7 million euro we carried on in ATI with Fabio Bianchi's Savi Srl" he points out.

"Then it was the turn of Italian giant shipbuilder Fincantieri, retrofitting in 2015 vessel Island Princess, a job worth for us 3 million euro and carrying high symbolic value: in fact, during the previous 3 years the

shipbuilding group had somehow 'forgotten' us even as direct suppliers". Precetti is especially delighted with the third purchase order they were trusted with: "Almost by chance we landed on the Chinese cargo sector, offshore branch. We are working on some oil rigs being built by Cosco Shipyard for an undisclosed final customer. They will be among the first PHS platforms and we will take care of installation. The deal worth 1.3 million euro was long negotiated and quickly executed: we sent in everything by middle 2015 and are completing installation". Currently the company is busy in the conversion of large cruise yacht Crystal Esprit. Works started in Singapore and will end in Mahè, Seychelles. From just April to June 2015 Precetti carried out



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refit projects on 6 ships in 5 different yards located in 3 continents.

In the last months of this year the company has worked on board of vessels Sea Princess (Horizon Court & Terrace Grill), Pacific Eden (Pantry, Main Pool, and Oasis), and Pacific Aria (Pantry, Main Pool, and Oasis), all in Singapore; HAL Eurodam (Duelling Piano Bar, and Gallery Bar) in Freeport, Bahamas; and Carnival Inspiration (Blue Iguana Tequila Bar, Red Frog Rum Bar, Rotisserie Cantina, Burger, and Alchemy Bar) in Portland. In early 2016 it will operate on Carnival Fantasy (Blue Iguana Tequila Bar, Red Frog Rum Bar, Rotisserie Cantina,

and Burger) in Freeport, and Oceania Sirena (Terrace Café, Milk Shake Bar, and Waves Grill), in Marseilles. “We partake the works with Precetti Inc according to geographic area though not too strictly and mainly autonomously. Our parent company in Miami takes care of American, Australian, and Asian markets, while we mainly focus on Europe and neighboring countries. As general contractors without a design & engineering department, they have a much leaner structure. Our commercial targets include the French shipyards, but we keep calm and do not risk overstretching our means, so, when a single order is

in the range of the tens of millions, our approach is very cautious”. The American side is involved in several orders from major US cruise companies like Regent and Oceania, while Precetti Srl is very much looking forward to the outcome of an international tender: “Alongside some foreign competitors (German, French, and Irish) we bid for the refitting project of Queen Mary 2, one of the largest such works scheduled in 2016. We hope to get all refurbishing works for her Lido, to be carried on at Blohm+Voss yard in Hamburg” details Scroglieri.

“We do turn-key projects all round:

design and execution of catering areas and cabins for cruiseships, ferries, super yachts, and offshore rigs. More generally, our goal is to be back supplying marine kitchens with Fincantieri, as we are doing with Mariotti. We hope we will have a chance to show that this is our true job we fine-tuned across time like in Darwinian evolution, so our expertise has been constantly updated with the best technological solutions available”. Uncertainties arising from the procedure have been shelved 3 weeks

ago with the final takeover of the company: “After 3 years of department lease, we were allowed to buy the company as we were requesting since 2014, with the approval of the debt-holders’ committee. We bought the brand and the 8,000 sqm facility in Vazzola (whereof we use 2,000 sqm), an area we share with our partner Inoxking Srl (a company controlled together with Metalinox and Flavio Puntin): actually, they do the manufacturing and we do the design”.

Angelo Scorza

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