

Ocrim unveil new logo to mark seventieth anniversary next year

Ocrim, situated in the heart of Cremona, Italy will celebrate its seventieth anniversary next year. Founded in 1945 out of an ambitious project by Knight of Labour, Guido Grassi who sought to continue the tradition of his family operating in the milling industry for over a century, Ocrim has a rich Italian heritage.

When the company was founded, World War II had just come to an end and reconstruction works had begun. Resurrection of war - damaged milling industries was given first priority, to which Ocrim made a fundamental contribution.

Ocrim is now present in over 150 countries all over the world. It operates in the milling sector by manufacturing mills for wheat, maize and cereals in general as well as fodder for animal food.

This sector represents the company's core business, rooted in a deep tradition and enhanced through skills developed within Ocrim only. Ocrim has created without the aid of institutional subsidies, its own professional school of milling technology in order to train technicians in charge of running its plants.

Alongside the company's development, stimulated by on - going research and vast experience acquired with the realisation of

important installations, its dedication to rapid technological progress is transformed into innovative machine concepts.

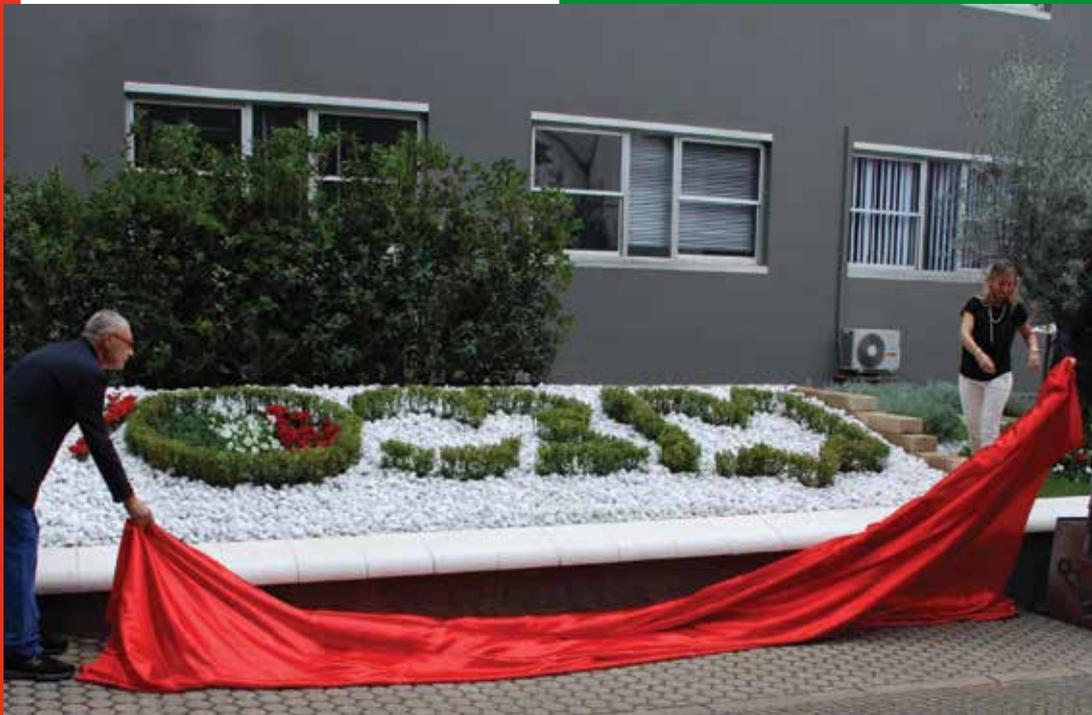
True pioneers of the 'Made Italian' trademark, every single step of the production chain, from carpentry to painting is carried out at Ocrim in Cremona, by specialised personnel trained by the best sectorial technicians.

To mark this momentous occasion, Alberto Antolini (Managing Director) and his brother, Sergio Antolini (Vice President) along with members of the Antolini family unveiled a new logo as part of the company's fourth annual open day. Members of staff and open day visitors gathered in the courtyard, the heart of the company premises to witness the poignant event.

As Alberto unveiled the new logo he joked with members of the audience 'I am best when milling and not unveiling logos!'

Made up of plants and flowers in the colours of the Italian flag, red, white and green, it was clear to members of the audience that the new logo symbolises Ocrim's Italian heritage. The deep milling tradition of the 'Made Italian' brand remains firmly entwined with the present and future of the company. 'It has been 70 years of joy and pain!' remarked Alberto.

Grain and Feed Technology Magazine report from the debate that took place, 'The Mill of the Future' which commenced the open day in this issue.



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