



REVIEW

## The Ocrim Stand

Guests gathered in abundance at the special event held by Ocrim on May 21 at Ipack-Ima. It has been an incredibly special year for the company who have marked a 70th anniversary. The celebrations commenced with Mr Sergio Antolini and Mr Alberto Antolini discussing the origins of Ocrim and their proud affiliation with the city of Cremona - the historic setting of the company's headquarters.

Following this, the Vice Mayor of Cremona, Maura Ruggeri joined the Antolini family on stage affirming that there is a deep link between Cremona and Ocrim. Ocrim machinery is being exported all over the world she said, and with it, a prestigious image of Cremona.

A video was played showcasing ballet dancers performing in Cremona's Cathedral Square. In Cremona, many of those not even working at the company are aware of Ocrim's presence due to the unique way in which the Antolini family involve the residents of Cremona in cultural and educational events. A true passion for 'milling art' exuded from both the Antolini family and members of Ocrim.

Next, a second surprise ensued. "The new born" Superior Time RMI-S range of roller mill machines was unveiled to the audience. One in white, and one in black, the machines evoked 1950s design elements. It was aptly described as a 'post-modern' machine, as cutting edge as possible. A great deal of intrigue was shared amongst audience members who gathered around the machines.

The new design is certainly a testament to the Italian brand whose combination of tradition with a futuristic attitude is a winning formula. What caught our eye was the retro design fused with innovative technology – we were given a live demonstration of how control and operational recording can be carried out via a tablet app!

The final surprise was renowned chef, Mr Davide Oldani who prepared a special dish in honour of Ocrim. He was chosen due to his approach to cooking art, respecting tradition, whilst remaining open to the avant-garde.



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