



The management

# Perfection and will power

*The rebirth of a company that has become more innovative and versatile*

Two key features have proven crucial in Bbg's over 40 years of business. The first is a technical factor, its flexibility, which has allowed the company based in Emilia to add to its original fields of specialisation, biomedical products and automatic machines, in which it continues to have a thriving business, other, more modern branches with a promising outlook, like racing, robotics or micro-surgery. The second is a human factor: the

great desire to react in the face of adversity. On May 29, 2012, Bbg was the company most devastated by the tragic earthquake which shook much of Mirandola and Emilia. Seven seconds of shock and the company headquarters toppled to the ground, killing three people, including one of the founders, Enea Grilli. At that point, the two remaining partners were faced with the decision of whether to shut down their business or continue: they spoke with

the employees and in no time, the company was ready to pick up again, operating from within the industrial shed of its subsidiary. Then, as soon as it was possible, the company returned to its original headquarters, as a tribute not only to the victims of the earthquake, but also to the history of the company. "But since the earthquake, Bbg is no longer the same company: we aimed for a restyling, we took the opportunity to renew our business and to access new sectors, and have sped up the generational change". Not surprisingly, it is Paola Busoli who shares that with us, the 30-year-old daughter of one of the three founders, very active in promoting the many innovations of a company that is experiencing a time of great success. At the top of it all, the know-how of an engineering that can shift easily from one industry to another, studying the needs of its customers and developing flawless systems, and now venturing even into the world of racing: "We have ties with several companies in the Motor Valley, from Formula one to two wheels," says Busoli. "We produce small, high-precision batches. In all the sectors in which we operate, our core business is tied to this ability to create high-end details, even if they are just prototypes. The same applies to biomedical products and automatic machines, and even more so to robotics and micro-surgery: a very exciting industry that could give us great satisfaction". But there are more novelties in store. Bbg has just given birth to a new division, Polimata: glasses, pens, rings, super luxury accessories, designed and manufactured by combining natural stones and special materials like titanium and carbon. Real "wearable sculptures" that have led to several partnership agreements with top global fashion brands. "We started almost by accident," says Busoli, "then we realised that the idea could have a great future. In this case too, the philosophy remains to produce items of great quality, but in limited numbers. As always, we rely on research and on perfection".