



# Made in Italy **MOTIVES**

*Electric motors, mechanical gearboxes for the power transmission and electronic speed variators. Design, production and product novelties of an all-Italian company.*

▣ Claudio Guastoni

Headquartered at Castenedolo (Brescia, Italy), **Motive** is specialized in the design and production of electric motors, inverters and mechanical gearboxes for the power transmission. The company took part in the event “Hannover Messe Industrie” with particular highlights on electronic speed variators. After the success aroused in the 2013 edition, it was on show again the innovative series of NEO-WiFi moto-inverters, which had already attracted the attention because ranking in the first places of the international event “Hermes Howard for Innovation”, in which participate all the main exhibitors of the above-mentioned German trade fair. The series was showcased with some improvements and a widened range with powers reaching 22 kilowatts. The target of a moto-inverter integrated and prearranged by the manufacturer is to eliminate times and costs for the study, the installation, the wiring, the programming and the testing of the motor+inverter system. NEO-WiFi is a patented and user-friendly system, with wireless control, extractable and remotable, induction powered when positioned in its

housing on the motor or operated by lithium rechargeable batteries. Thanks to its innovative solutions, NEO-WiFi is conceived like a turn-key integrated system with each part – motor, inverter and control – designed for external use, and with standard remote control function. The man-

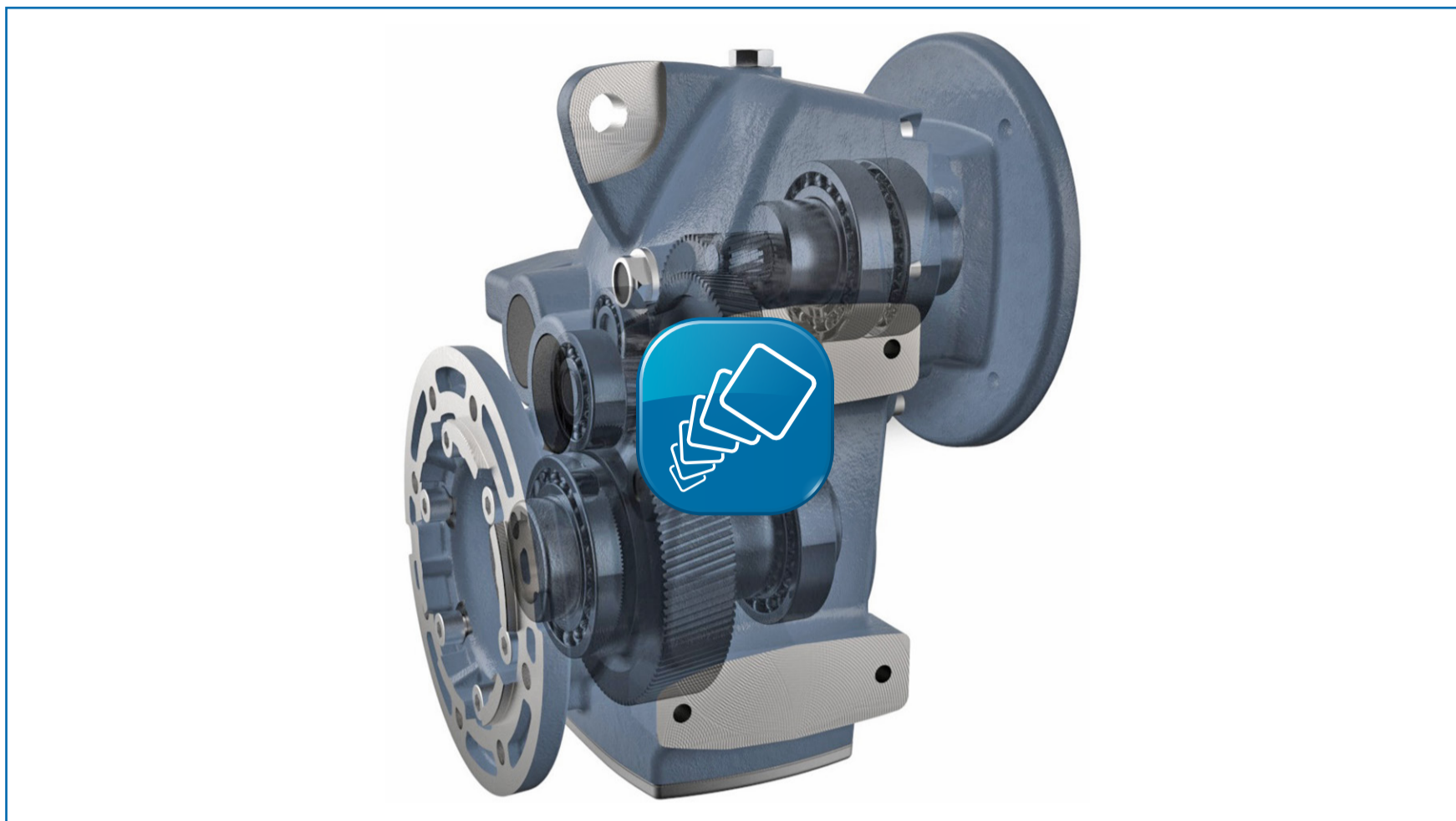
ufacturers of pumps, fans and other machines can therefore offer a finished “plug-in” product, without any longer entrusting their customers with risky and expensive installation operations. At the exhibition, it was also possible to see from close-up some prototypes of new mechanical speed reducers, with parallel and orthogonal axes and bevel gears, which complete the range. The real innovation



**Neo WiFi moto-inverter, also with remote and wireless programming and control.**



## SUPPLIERS PROFILE



is Neo-Solar. Actually, it is an inverter for assembly on motor board, directly powered by solar panels, and the novelty consists in the fact that, even if it is an inverter operating “island mode”, that is to say without net power supply, it needs no voltage stabilizers and batteries between solar panel and inverter. It can be mounted, for instance, on a pump used in places where the electrical power supply is not available, but also simply to have hot water while saving energy. In the sector, at present very rare inverters with such capacity exist and, apart from not being intended for an on-board assembly, they have high prices. On the contrary, when this solution is available on the market, besides being effective, it will be characterized by a right price and will contribute in achieving notable savings in the bill.

### A wide product range

Operating since 2001, Motive Company was born from the technological know-how and the innovative skills

**Shaft-mounted reducer Ston: a close-up. Orthogonal reducer Enduro. Worm screw reduction gear.**

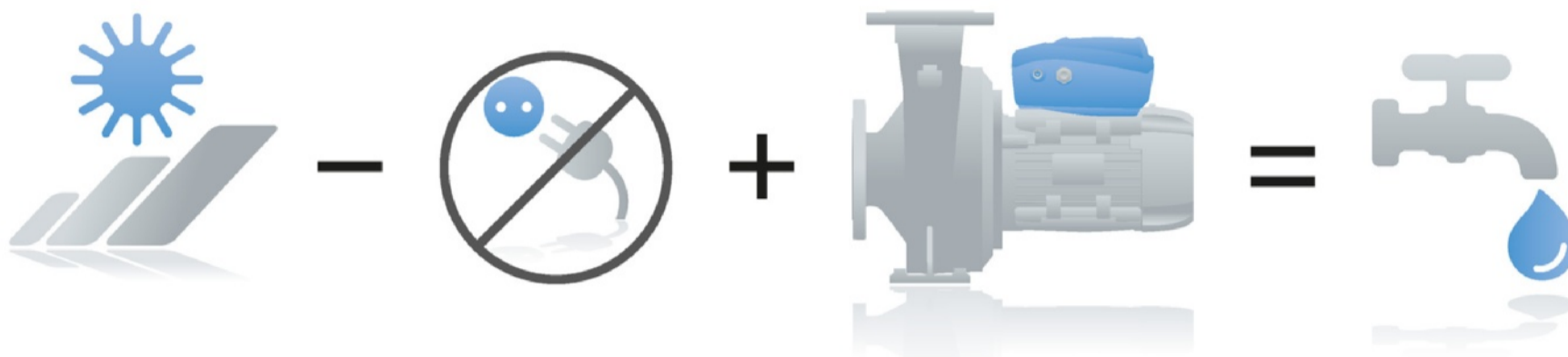


**From the left: Giorgio Bosio and Giuseppe Corsini, founder members of Motive.**

of the founder members Giorgio Bosio and Giuseppe Corsini, in order to design products inspired by concepts differing from the mere «repetition» of the state of the art. At first the company focuses on the design of electrical motors, outsourcing their production, in 2004 it starts manufacturing mechanical reduction gears, in 2008 coaxial reduction gears and, just in that year, it deems it more useful to establish a factory to follow the various production phases directly, up to the move, in 2012, to the current headquarters.

In 2013 it started the production of inverters (or electronic speed variators), and «while before that time we were committed to improving the existing, explains Bosio, thanks to electronics we have tried to create something new, for new functions and new uses, and this has turned into our main strategy». It is worth underlining that the success of the strategy adopted by the company has been confirmed also by the sale expansion in

## SUPPLIERS PROFILE



Scheme of Neo-Solar moto-inverter

## Creating motives

«Research and Development are essential for us, underlines Bosio, for this reason our company name is Motive». Since its birth, in fact, the company has not simply reached the technological level of other competitors, but it has been inspired by an idea, and the name Motive derives from the fact that the motivation was, and still is, to give valid motives to customers for buying its products, thing made possible by the creation of added values that others cannot offer. Bosio believes that the future of Motive will depend on the capability of creating novelties, in comparison with the entire market, which is increasingly globalized and where products with consolidated technology can be found worldwide, with advantages but with disadvantages, too.

They have opted for the in-house production to offer services and to achieve product control and flexibility, granting also its quality. What most inspires this company, motivating it more and more, is to succeed in creating “things” that astonish customers, opening new prospects not only to the distributor but also to the manufacturer that can, with these new products, offer in its turn something new to its customers, by developing its offer and changing strategies, catalogues and ranges. Motive has certainly determined the evolutionary rate of the sector but it is going to develop further, in order to gain new customers’ confidence in various fields, so that they can ride the wave of its innovations, too.

various Countries of the world, with the implementation, in 2003, of a warehouse in Lyon for the distribution in France, with the setup, in 2005, of a further production plant in India, in 2006 with the opening of the new factory at Montirone (Brescia, Italy), completed in 2007 by a second plant, and in 2010 by the establishment of the logistic centre for the Gulf Motive M.E FZC in the Arab Emirates.

### Tailor-made for customers

Motive products are defined «general purpose», that is to say intended for a general, and not specific, use. «An important characteristic, specifies Bosio, is that they can be customized, and this constitutes one of our strong points».

They study, in fact, the customer’s application and its criticalities, in order to customize the motor, the reduction gear or the inverter, creating a product that, in the vast majority of sales, is included in the “catalogue” and conceived to satisfy the widest array of user customers. In the case of mechanical reducers, for instance, unlike several producers, the Motive product is only one, it can be placed in any position and, thanks to its modular structure, with any desired fastening system. Moreover, inverters are increasingly used, but the suitable motors for their use generally call for specific features that for Motive, on the contrary, are standard.



Motors.

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Interview with Giorgio Bosio

## MOTIVE S.R.L.

### How did the establishment of the company come about?

motive was born in 2000 as a spin-off from RIB group ([www.ribind.it](http://www.ribind.it)), a world leading company in the automatic entry systems field, with the aim of transferring its 35-year-old technological know-how into the industrial electric motors and reducers market.

### What distinguishes your products from those of the competition? What are the unique selling points/special features or characteristics?

Before motive was created, we conducted an ad hoc market survey in order to build our ground-up customer-driven organization on the basis of the results. motive is organized on the basis of the above considerations, with the aim of providing optimum value in all processes involved in safety, reliability and deliveries. These goals are achieved by:

a) Each product offers those “motive-ations” that make the difference.

The attention is firstly addressed to the search for the unexpressed needs of the customer that, in most cases, reveals needs he didn't yet see. For instance, no one thought that concepts like "ergonomics", "aesthetics", "modularity", and even "aerodynamics" (just think about applications related to ventilation) could add value to a product like an electric motor or a mechanical gearbox before motive showed them. A product should not be developed simply to enlarge a product range, but to offer new advantages.

b) Our designs are made to facilitate all assembly operations in our workshop and eventually those of our customers, in order to assure prompt delivery (relatively unusual in the gearbox market). Such aims are reached thanks to aspects like quality consistency of the parts, modularity, redundancy, abounding geometries, suitability to work in all conditions and positions, and by including in the standard whatever is



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Giorgio Bosio

normally offered by others as a costly optional extra; concepts that are there in all of Motive products. No matter which other brand you think about, if you put a motor and a gearbox together they remain a disomogeneous assembly of 2 parts; but if you put together a Motive gearbox and a Motive motor you first see what we call "the hand of the same artist" and later you discover that also the materials are the same.

c) Quality tests are performed on 100% of our products rather than by means of statistical controls.

d) Unless it is a special product, manufacturing doesn't start after the customer order, but it is planned according to our sales statistics and expectations, thus guaranteeing prompt delivery. The client is then served in 91% of orders with material that was ready before the order was placed.

e) Improved communication: we back up claims regarding our products' performance with certified laboratory type test reports, each product is accompanied by a production final test report and a technical manual: our catalogues speak clearly and in detail; we make 3D movies showing in a more transparent and understandable way each product characteristic; our designs in 2D or 3D are at the disposal of those designers that need to incorporate them in their machines; our website is in continuous development to give our customers more information and services.

### **How important is product development in your company? Is there a separate budget or even a research and development (R&D) department?**

We have an R&D dept. In the past we focused on completing our range, and make products which were better than the existing state of the art. Now this process is being completed and we're concentrating in products which do not exist, in other words products that satisfy needs that aren't yet being served.

### **Has your company had any activities recently that have had an effect on your strategy? (opening a new branch, tapping into a new market, expanding the product range...)**

In 2006 we opened a new JV factory in India ([www.rotomotive.com](http://www.rotomotive.com)), to serve the Indian market. In 2012 motive Italy opened a new main factory in Italy, at the actual address, with a covered area of 5,300 m<sup>2</sup>. In 2012 we started producing also innovative and patented electronic variable speed drives remote controlled called "NEO-Wifi". In 2013 our Indian JV moved to a new main factory, covering now 14,000 m<sup>2</sup>. In 2014 we introduced in Intersolar (Munich) exhibition a new variable speed drive called "NEO-SOLAR" directly supplied by solar panels.

Electric motors, mechanical reduction gears for the power transmission and electronic speed variators by Motive

## Made in Italy Motives

Posted by Anna Bonanomi on 19 September 2014 in Suppliers Profile · 0 Comments

### About author



Anna Bonanomi

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A  
wide



Scheme of Neo-Solar moto-inverter.

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