

O+P showroom

## Young, Vibrant and Media-savvy: O+P is changing the way we do business

*Established in Italy in 1981, O+P quickly established itself as one of the leading hose crimper manufacturers in the European market. In the past 10 years, the company has grown exponentially, opening three new branches worldwide including Shanghai, China; New Delhi, India; and Massachusetts in the United States. With a product catalog of more than 120 hose and tube assembly machines and accessories, it is a leading manufacturer of hydraulic pipeline equipment serving the global industrial community in sectors ranging from pharmaceutical, chemical, food & beverage, oil & gas, construction, mining and agriculture. Hose & Coupling World had the pleasure of speaking with Grazia Giacobone, General Manager of OP USA INC., about the history, philosophy and passion that transformed this “family business” into a global company.*

*By Jody Hewitt, Editor*

O+P's mission statement can be summed up in three words: people, passion and solutions. “Born and raised” in Brescia, Italy, the company has not forgotten its roots; neither the region in which it manufactured its first crimper,



*From left to right: Fabio Migliorati, Sales Director – OP Srl Italy; Grazia Giacobone, General Manager – OP USA INC.; and Riley Baxter, Inside Sales – OP USA INC. at the NAHAD 2016 Convention*

nor the people who built it. Despite being a global company with many more employees, O+P still considers itself a family, and one that tackles new challenges head-on through creativity, cooperation, and innovation.

O+P is the only manufacturer in the industry who can provide a full range of machines to process both flexible hoses and rigid pipes while also offering customized service solutions to meet any requirement in a variety of applications. Offering this level of customization is challenging, but the company embraces even the most extreme request as an opportunity for growth and development. O+P is a young company, with ninety percent of employees under the age of forty, and thrives on change. “We are ready to break new ground,” says Giacobone, “guided by passion, a spirit of adventure and creativity.”

### Wide range of products, customized solutions

Manufactured in compliance with CE standards, every O+P product is designed, manufactured, tested and assembled



*Machine Assembly Workshop at O+P s.r.l facility*

in-house, with all mechanical components produced by O+P companies, thus ensuring complete control over the production process from beginning to end. The company puts a lot of emphasis on updating and improving their product line, which is heavily influenced by customer feedback.

According to Giacobone, customer feedback, particularly from the North American market, was extremely helpful when adapting European-style equipment to equipment that would meet the needs of North American operators. Every component is made in Italy but adapted for local use, so a machine stocked in OP USA INC. will have been modified to meet the voltage or other requirements of the US market.

While its core business remains hose crimpers, from portable, easy-to-use crimpers for onsite and outdoor service to 10" industrial hoses for the oil and gas industry, O+P also offers a complete line of cutting machines, skiving and fitting assembly equipment, tube assembly equipment and test benches.

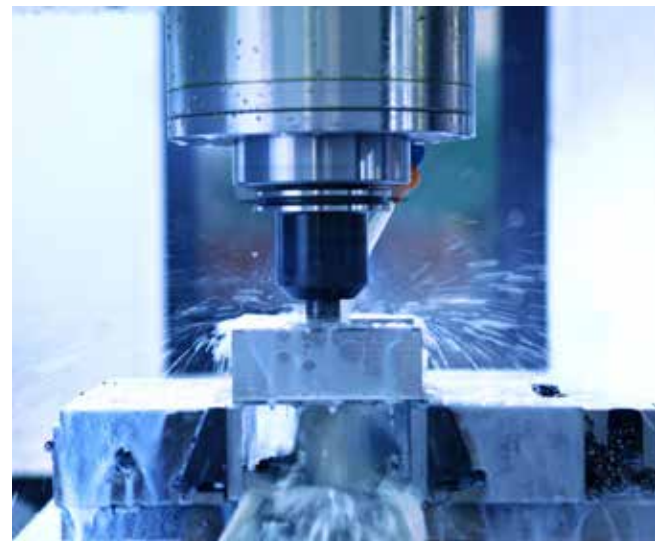
Not only do customers benefit from a wide selection of products, but O+P also offers a complete customization service, so if a customer cannot find a product that meets their requirements, O+P can help build them a product that does. "It is this extreme flexibility and willingness to tackle more challenging requests that really sets O+P apart from its competitors," says Giacobone.

#### **Commitment to safety and traceability**

As bigger and more complex automation is quickly becoming the norm in the industry, O+P considers it their responsibility to recognize trends, anticipate operator needs and pain points, and proactively work toward solving 'could-be' problems before they become problems. For this reason, the company is extremely proud of its Stopflex Retention System for Pressure Hoses.

The pressure contained within a flexible hose can be very dangerous. Upon disengagement from the ferrule that restrains it, it can form a "whip"; an unstable weapon spewing potentially hazardous materials. This poses a very real threat to anyone and anything in its vicinity.

Applicable to all types of hose, the Stopflex Retaining System was designed to stop the stroke of the piped tube, allowing it to vent its contents and preventing the force inside it from triggering the "whip effect". The clamp, fitted with a gasket, remains perfectly anchored to the tube while allowing the lung to be operated according to operating pressure. With Stopflex, the flexible hose is anchored through a rope to the plant, protecting operators and components from damage, injury or even death. The anchor can be applied to nipples, SAE flanges or to different components of the system.



*Components manufactured in-house by O+P partner company SINDE s.r.l.*





For any application requiring hose restraints, the International Hydraulic Safety Authority (IHSA), a world leader in hydraulic safety training, recommends the use of the Stopflex system and in some jurisdictions, hose whip restraints are required by law where there is risk to personnel from whipping hoses.

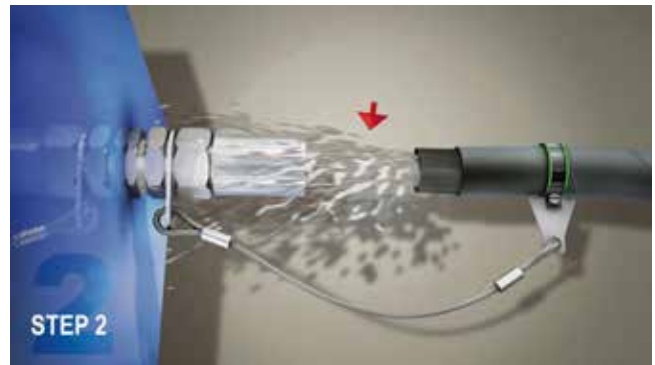
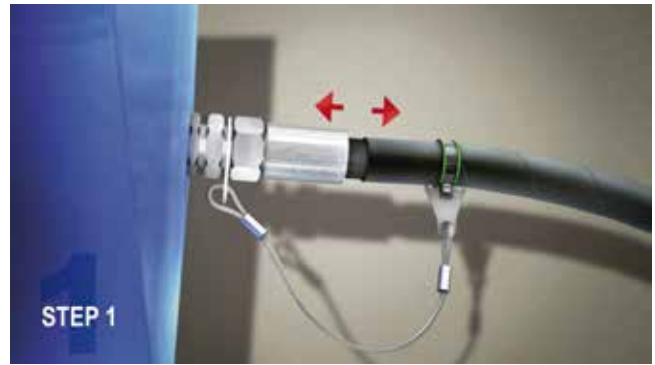
O+P is a people-first company, and demonstrates a high level of commitment to safety and traceability. Beyond being CE certified, it is also ISO 9001:2015 certified and all O+P machines have been tested in-house with O+P's own CNC machines, certified UL-CSA. Additionally, all machines are affixed with a label showing the name of the operator who assembled and tested the machine in the factory, allowing for complete traceability from the manufacturing facility to the end user using the product at the other side of the world.

**Working collaboratively for best results**

Part of the It's Fluidmec World Group, a multi-competency organization created to meet the needs of the hydraulics, pneumatics and automation industry, O+P is equipped to



O+P technician inspecting batch of crimpers



meet any possible customer need. As part of a network of industry professionals with different competencies and skill sets, It's Fluidmec World members work collaboratively to closely monitor the production process, take on challenging modification projects as well as start new trades with confidence.

In addition to It's Fluidmec World, O+P is an historic member of the Italian Association of Manufacturing and Trading Companies in Fluid Power Equipment and Components (ASSOFLUID) as well as The Association for Hose and Accessories Distribution (NAHAD) and the Hose Safety Institute (NAHAD) in the United States.

Team work and knowledge sharing is at the heart of the O+P philosophy; within inter-professional groups and associations, between the Italian head office and its overseas branches and between the legacy knowledge of its founders and the young professionals who will guide the company into the future.

Around the world, O+P policy is to work with distributors and to provide support, training and even perform service on site. At their Italian headquarters, distributors can enjoy fully-paid technical and sales training in the factory, while OP USA INC. offers experienced technicians who will perform onsite service for distributors or direct customers.



O+P booth at Hannover Messe trade fair in Hanover, Germany

### Expanding into new markets

With the opening of O+P's overseas offices, the company has enjoyed rapid growth, especially in the North American market where it is now able to offer sales support, service, stock equipment and spare parts manufactured in accordance with North American market requirements.

We asked Giacobone to describe O+P's international network, and why it is important to have a global presence.

"Having a global presence is important for growth, to identify new trends and to rise to the challenge of competing with some of the most important players in the industry. To succeed, learning and improving is the only way and you do not do those things in a bubble."

That said, going global is not easy: it requires perseverance, passion and sacrifice from everyone involved. As with any other challenge, O+P tackled this project as a team. "You have to be ready to cope with different cultures and approaches," says Giacobone. "Business is done by people, and people do things according to their culture. It is our responsibility to embrace those differences and learn from them. We manage American, Chinese, Indian and Italian employees with the same approach; by accepting our differences to make them our strength in the industry."

Offices in Shanghai, New Delhi and Acton can enjoy the long history of knowledge and expertise inherited by the Italian team, together with 24/7 technical support from the Italian head office.

### Forward thinking, media savvy

With a young, dynamic workforce and a corporate philosophy that values forward-thinking, innovation and customer

engagement, it is hardly surprising that O+P has embraced the new ways in which we do business, leveraging social media and live chat to connect directly with customers, distributors and other industry professionals.

O+P maintains an active presence on the most relevant social media platforms, including a Facebook page brimming with bright and lively photos of the O+P family, team adventures, new products and hard-working assembly lines (with just a splash of Italian pride). It is also on LinkedIn and has activated a live chat on its US website to connect with, support, and develop strong relationships with its American customers effortlessly and at lightning-speed. Distributors can find information on prices, certifications and other documentation, and promotional material on O+P's website.

O+P is a company that is proud to draw from the wisdom of its past while keeping an eye on the future. Its growth in the North American market is tangible, and its presence in China and India is growing every day. The company plans to make 2018 a year of events, tradeshows, and increased exposure in the global market, while continuing to offer innovative and high-tech solutions to the many process industries it represents.



O+P Head Office - Brescia, Italy

