
REDAELLI JOIN THE EXCELLENCE OF OFFSHORE TO CELEBRATE THE THIRD GUINNESS WORLD RECORD OF THE STEEL WIRE ROPE "FLEXPACK"

Redaelli has organised "MADE IN ITALY GOES DEEPSEA", the first event in international streaming dedicated to the offshore segment. A webcast transmission with the most important representatives of the offshore to investigate the present and future challenges in deep water

Trieste, 10th October 2013 - Redaelli, historic leading Italian company in the production of wire ropes and engineering of tenso structures, announces that for the third time running, it has awarded the Guinness World Record with the production of Flexpack, the world's heaviest steel wire rope with a diameter of 158 mm, measuring more than 4 km in length and with a net weight in excess of 430 tonnes.

To celebrate the record-breaking Flexpack rope Redaelli has today brought the most important representatives of the offshore business together today in Trieste, for a web-cast transmission dedicated to the offshore energy & oil market, entitled "MADE IN ITALY GOES DEEPSEA"; they will be presenting engineering challenges in deep water, with cutting-edge technology and an overview of Italian excellence and future business strategies.

The debate, broadcast for the first time ever in the offshore segment in world streaming and over the social networks, took place at the innovative Trieste plant of Redaelli. Moderated by Dennis Redmont, it involved some of the most senior managers of important industry in the business as speakers: Giuseppe Coronella, Executive Vice President Offshore Business Unit of **Fincantieri**; Maurizio Fermeglia, Dean of **Trieste University**; Luca Farina, President and CEO of **Orion**; Paolo Portonero, Board Member of **RemaCut**; Sergio Razeto Vice President Product centre 4-Stroke and President & CEO of **Wartsila Italia**; Mauro Piasere, President and CEO of **Saipem America**; Alexandr Shevelev, CEO of **Severstal-Metiz**. In addition to Maurizio Prete, Managing Director of **Redaelli**, who is hosting the event

In actual fact, Flexpack represents the "latest generation" of products for offshore application in deep water, having already won the Guinness World Record twice for its earlier versions. In addition to being the heaviest cable ever made, Flexpack is also the first to have its own "Imagine-ID card", that is the basis for constant control throughout the rope's operative life. .

"This achievement makes us very proud and it was possible thanks to the effort of all colleagues that with their hard work and dedication enabling us to overcome the challenge." declared **Maurizio Prete, Managing Director of Redaelli**.

“Although proud of this success, we are also aware that the results we announce today are already over by those dealing with Research & Development, every day new challenges arise in terms of performance and this is why in the future we will be focussing more and more on new materials, new product design in order to increase depths and payload”.

Thanks to the high technological skills in the wire ropes products and the efficiency of the technological and commercial sector worldwide, Redaelli has in recent years gained the leadership for the development of offshore projects in deep water, becoming a technical "benchmark" of the segment both for OEM for which they are called to design and build ever more complex and higher-performing systems and for the end users. With the aim of facilitating the relations with customers distributed across the globe, Redaelli has integrated , together with its operative teams from Italy, two operative bases in Rio de Janeiro and in Shanghai.

“Results like these need technology, men, as well as energy, and the energy of this project come from the shareholder Severstal - Metiz, which has always confirmed its trust, making the effort necessary and ensuring the Redaelli team complete autonomy. This has enabled the development of a global business model that is highly focussed on technological performance and specialisation. The offshore market is continuously evolving and highly competitive and it therefore takes constant commitment to maintain the leadership position. This represents a further challenge for Redaelli, which impose us to keep on investing in technology, along with services and technical assistance”, the Manager Director Maurizio Prete continued.

Redaelli Tecna S.p.A. Italian subsidiary of the Severstal-Metiz Group, it is a world leader in the design and production of special steel wire ropes, with plants in Gardone VT-BS and Trieste, a logistics centre in Castegnato - BS and an engineering centre in Milan. Redaelli employees a workforce of 330 and exports 70% of its production.

For more information on Flexpack:
<http://flexpack.redaelli.com/it/home/>
www.redaelli.com

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