

# Drago Forneria Genovese

📍 Genoa Pegli, Italy



**DRAGO**  
FORNERIA GENOVESE

 sintialab

 StG - Management

*Drago Forneria Genovese Packaging Line*

## About Drago Forneria Genovese

Drago Forneria Genovese S.r.l. is a gem of a family-run business in the heart of Genoa Pegli. With a history spanning approximately three decades, the company is known for their bakery products such as breadsticks, panettone, and their highly regarded crispy focaccia. Drago Forneria Genovese has grown from an original and proud artisan bakery to a high-tech food production company that is well-suited to meet the needs of the market. However, even with innovative technology, they still continue to preserve and protect their bakery craftsmanship. Today, Drago Forneria Genovese operates an advanced production plant in Genoa Pegli that is equipped with state-of-the-art production lines to ensure that technology does not compromise quality but, on the contrary, improves it. The company believes that the perfect combination of craftsmanship and technology brings about

a modern and future-oriented company that can keep the traditions and genuineness of their products alive.

## Project Summary

Drago Forneria Genovese faced several critical challenges including the need to improve visibility into their business processes, reduce operational costs, and increase productivity. Furthermore, they wanted to adopt advanced technological solutions that could provide complete state-of-the-art visibility into the machinery and processes used in the plant: from programming and production to the packaging of the finished product. Addressing a challenge common to many manufacturing companies when wanting to digitalize and modernize their processes, the company focused on managing data from an extremely varied fleet of machine models from different vendors. This collection of disparate assets made the integration of data from the machines into the ERP management system highly complex.



*Drago Employee Working With Dough*



*Artisan Dough Being Processed*

However, to facilitate the digitalization/modernization process, Drago strategically chose to collaborate with a high-profile team composed of the system integrator **SINTIA LAB** and the management consulting company **StG (STUDIO G.A.M.M.A.)**

StG is a management consulting firm founded in 1996. The company specializes in general management, operations, and planning/control with the aim of enhancing competitive performance and enterprise value. Their services follow a structured approach that focuses on Value Advisory (enterprise value and risks) and Innovation Management (development and enhancement) and is always supported by Management Analytics (data-driven approach). StG has extensive experience working with prominent industrial companies across national and European markets.

SINTIA LAB is an IT company that produces software solutions for the industrial world and assists with the integration activities of many important manufacturing companies. Moreover, as a trusted integration partner that has successfully implemented ICONICS automation software for other companies, SINTIA LAB demonstrated the crucial expertise and experience along with a forward-looking corporate vision necessary for the adoption of cutting-edge technological solutions. The partnership between SINTIA LAB and ICONICS further strengthened Drago Forneria Genovese's confidence in the reliability of the software and contributed significantly to the successful execution of the bakery automation and modernization project.

The collaboration of the technological expertise of SINTIA LAB and the consultative support of StG was

pivotal in Drago Forneria Genovese's digitalization and modernization efforts. This collaboration provided technological advancement as well as the enhancement of business processes related to supply chain management and industrial management accounting.

### ICONICS Software Deployed

- **GENESIS64™**
- **BridgeWorX™64**
- **WebHMI™** clients

### Realized Benefits

Drago Forneria Genovese have realized significant benefits since deploying ICONICS software. The software solution, in addition to being simple and intuitive to use, has substantially simplified the connection of the disparate machines to the ERP system. The machine data is now displayed in real time in clear and easy-to-understand graphics. The operations teams now have accurate production information and views which they use to manage related operational flow. In addition, the company has improved real-time monitoring, reduced operational costs, increased productivity, and improved security. In particular, they have seen improvements in the following operational aspects:

- **Monitoring in Real Time:** The company can monitor all relevant data and operations in real time with clear and complete insight into production performance. This capability allows for instant responsiveness to operational challenges.
- **Data-Driven Decision Making:** The system can acquire information from the field and integrate



*Mixing Machinery*



*Ovens at Drago's Facility*

it with other data available in the ERP system for management data-driven decision making to ensure continuous improvement of industrial performance.

- **Reduction of Operational Costs:** The company has significantly reduced operating costs while improving overall efficiency.
- **Increase in Productivity:** The automation of key processes has led to an impressive increase in productivity, making it possible to meet the growing market demand without having to significantly increase their workforce.
- **Improvement in Data Security:** ICONICS offers robust data protection allowing information to be kept secure and accessible to authorized personnel only.

### Conclusion – Maximizing Operational Efficiency with ICONICS

In today's competitive environment, companies are constantly looking for innovative solutions to optimize their operational efficiency and to improve the quality of their services. With this in mind and driven by Industry 4.0, Drago Forneria Genovese embarked on its digitalization journey with the aim of innovating their processes, strengthening their manufacturing plants, and optimizing their production. The adoption of ICONICS automation software, with the support of SINTIA LAB and StG, has transformed Drago's bakery into an advanced, high-tech facility with modern production lines, resulting in improved operational efficiency, reduced costs, and increased productivity.

Thanks to ICONICS' innovative solution, which easily integrated into the company's operational environment, Drago Forneria Genovese remains competitive in an increasingly challenging market, demonstrating that ICONICS is a key to success in the era of automation and technological process improvement for small, medium, and large companies.

“Our collaboration with ICONICS, SINTIA LAB, and StG has marked a pivotal moment in Drago Forneria Genovese's journey towards digital transformation and operational excellence. Leveraging ICONICS' software has not only streamlined our processes but also unlocked unprecedented levels of productivity and efficiency across our production lines. This strategic initiative has empowered us to uphold our commitment to craftsmanship while embracing the innovations of Industry 4.0. It's a testament to how traditional businesses can evolve without losing their essence, ensuring that our beloved bakery products with authentic taste and quality continue to delight customers.”

**Martina Drago**  
Plant Innovation Manager