

Boucherie Borghi History

BOUCHERIE

The roots of Boucherie go 89 years back.

1928-1929

The beginning of GB Boucherie NV can be traced to 1928. Gerard B. Boucherie, a then 25 year old mechanic who worked in a local brush factory, built an automatic broom trimming and cleaning machine in his mother's living room.

Shortly thereafter, the young Gerard decided to start his own company. Within three years he had filed a patent on an automatic wood brush block shaper, and had begun to export these machines to other European countries.

In 1939, just prior to the outbreak of the Second World War, the first fully automatic machine was delivered to the USA. It was a 4-header nailbrush machine, with built-in hopper-feed, automatic drilling and filling, and integrated finishing. This machine produced an astonishing 740 brushes per hour.

1950-1959

1953 proved to be an important year for Boucherie. The world's first staple filling tool, with staple forming outside the filling tool, and at a different level to the driver, was patented. Together with his son-in-law Emiel Vandamme, Gerard constructed the first AIT, a double head carousel machine with a four-sided turret. The output was 390 tufts per minute. All cams in the filling tool drive mechanism were double conjugated; this has remained the standard on Boucherie machines to the present day.

In 1958, the first C-shaper for the mass production of wooden brush blocks was built and in the sixties, Plast-O-Form, Boucherie's mould making division was founded.

A new factory extension was built to house its activities. Lionel Boucherie headed this new operation, and in 1968, when his father retired, he became the president of the Boucherie company.

1970-1979

The seventies opened with the filing of the patent for the TM principle. This featured a four-station carousel where only the tables in front of the drills and filling tools move. The other two remain stationary for trimming and loading/unloading.

In 1973, the first TM-2R was introduced. With over 500 having been delivered worldwide, these machines have been a complete success.

1978 saw the introduction of the world's first "single-in-line" toothbrush machine. This machine featured a fully automatic handle feeder, 560 tufts per minute and an integrated finishing machine. The TB1-FM machine revolutionized the toothbrush business and forever changed the way toothbrushes are made.

1980-1989

At the 1988 Interbrossa, the SM-A, the world's first 5 axis CNC drilling and filling machine, with a revolutionary cassette style clamping system, debuted.

The first of Boucherie's two component moulds with an integrated transfer system was completed in 1991.

1990-1999 In the nineties, buildings were extended and new buildings were built to house more high-precision machining capacity, which have to support the flexible manufacturing of moulds and machine parts.

In 1996, at Interbrossa, Boucherie unveiled the TB42, a double-header toothbrush machine with an output of 1700 tufts per minute. It was the most productive toothbrush manufacturing cell available at that time.

2000-Present

Boucherie opened the new millennium by building an assembly hall of 7000m² on part of 20 acres of land previously acquired.

The AFT machine (anchor free technology) was presented to the trade at the Luxemburg Brush-Expo show. The IDM interdental and mascara brush machine was unveiled, and a newly designed quintuple fibre box for toothbrush machines was displayed for the first time.

In 2000, Lionel Boucherie passed the torch of leadership to his son Bart Boucherie Jr.

In 2004 the new TCU line of carrousel machines for household brushes was introduced as a successor to the TM- line.

By the end of the decade, the TCU line was further enhanced with various new types and configurations.

An in-line pre-end-rounding system in the fibrebox of the AFT machine makes the success of this high-tech machine complete.

In 2012, numerous world-novelties were introduced at the Interbrush show in Freiburg, such as a completely new concept in the field of multi-component injection moulding with the delivery of Boucherie's first "Flexi-Cube" mould.

This is the story of Boucherie, from the origins to the moment in which it starts the new partnership with the company Borghi spa, merging together in May of 2014.

BORGHI

The History of Borghi s.p.a.

Giovanni (Gianni) Maccaferri one of the main Borghi charter members retired in the early 1990s.

He says: "In June 1945, I went to work with the Marchesi, a broom and brush maker. I met Pietro Borghi, Fredo Tosi and Luigi Borelli in the workshop. We all performed the maintenance of the simple staple-set brush and broom making machines. The machines were German and from their mechanical concepts, we made some of our own machines."

Then in 1949, Pietro Borghi and Elio Marinelli decided that the time had come. With lathe-man, Tonino Righi, they founded the B.M.R. – a company which was named as an acronym of their surnames (Borghi – Marinelli – Righi).

In 1956, Elio Marinelli left the B.M.R. company and together with his brother-in-law, Leo Marzocchi, founded the Marinelli-Marzocchi company.

The two owners of B.M.R. did not get on well, so in 1962 they separated. Tonino Righi founded the M.A.S.S. company, and Pietro Borghi continued the activity by giving the new company his name... Borghi. Therefore, the companies in the same economic field based in Castelfranco Emilia became three, and they were very competitive. This strong competition would last for many years to come.

Borghi under the Direction of Maccaferri

Pietro Borghi was an older person with no children. When Borghi and Righi separated, B.M.R.'s employees were not sure who to follow, and thought maybe Pietro was not the best solution. Borghi proposed to the B.M.R. workshop manager, Gianni Maccaferri, to become his partner and run the company, as Pietro Borghi wanted to retire soon.

Gianni thought he could not do that alone, so he decided to find other people from within B.M.R. The new owners of Borghi would be Gianni Maccaferri, Romano Biagi and Ivano Bonfiglioli. Shortly after, Pietro Borghi died in 1970.

At the beginning of the 1970s, Borghi was a modern company. It had seven employees and three owners who had divided their responsibilities into various sectors: assembly, adjustment and customer care. Sales were concentrated mostly in Italy, in Toscana and Lombardia. At that time, the strongest technological company was Marinelli-Marzocchi with more than 20 employees.

In 1970, three employees of that company, Mario Tomassia, Rino Simoni and Giulio Barbieri, decided to leave and work to create Osmas 3, the fourth company of the same business sector (until the remixing that came about in 1978). The Marinelli-Marzocchi technical direction was headed by Roberto Zini and Enzo Ferrari, and in 1972 by Claudio Solato as well. Competition between all of these companies became even more serious. Borghi began to innovate and design new machines. It was opening up to new markets for the first time and wanted to build a new, modern building on a piece of land that they had purchased.

From Four, Then There Were 3

In 1978, Elio Marinelli and Leo Marzocchi decided to retire and sell the company.

Mr. Botti from Bazzano, who had a heat-treatment company, took over the company, but he was only a "dummy" purchaser and the real buyer was unknown.

"Two weeks following the change in ownership, on a Friday afternoon, the real owner arrived to the factory: Tonino Righi," Claudio Solato said. Righi continued running his own company, M.A.S.S., as well as Marinelli-Marzocchi, but in the end, Marinelli-Marzocchi had closed. Therefore, in 1981, the companies producing brush machinery in Italy were now three. "One evening at Bar Corona, in front of the window on via Emilia, I was leaning up against a refrigerator and I suddenly saw on the sidewalk Gianni Maccaferri (of Borghi) looking at me and smiling. I thought he wanted to enter and so he did. We greeted each other and started talking about billiards. Then suddenly he said, 'I know you don't want to work with Righi, you can come to Borghi if you want, you're welcome, we are open to every solution.' I told Enzo Ferrari and Claudio Solato about the offer, then I went to Maccaferri and said, 'We were three,'" Roberto Zini said. So, now Borghi had six equal partners with Enzo, Claudio and Roberto joining the Borghi company.

Borghi was becoming well known and was exporting many machines. After the success that Borghi had in the American and Russian markets, the company in the same period went to Taiwan, the future gateway into China.

At the beginning of the 1990s the three brush machinery companies of Castelfranco Emilia — Borghi, Osmas 3 and M.A.S.S. — started a dialogue to begin collaboration. After many attempts, in 1992, they got to a point of no return, “in or out?” Osmas 3 renounced, but the M.A.S.S. owners entered into partnership with Borghi and that brought four further partners: Mauro Righi, Franco Serafini, Amos Barbari and Mauro Olivieri.

The following year, the historical president of Borghi, Gianni Maccaferri, as he was getting older, retired, followed by Ivano Bonfiglioli for the same reason. Only Romano Biagi, of the original three partners, stayed in the company. So now, there were only two brush machinery companies left in Italy.

By 2004, Osmas 3 finally joined with Borghi, meaning there were now 13 partners and more than 180 employees. With the unification of all these companies, Borghi had created a synergy in a “Brush District” that holds an important level of history, experience and knowledge — along with a strong collaboration for innovation.

This is the history of Borghi s.p.a., a company born from artisan labor that grew into a high-tech, world leader in technology for the global Brush Industry.