



Growermetal unveiled its new product launches at the recent Fastener Fair Global

GROWERMETAL'S REBRANDING INSPIRES NEW FASTENING SOLUTIONS

A number of key new product launches from the **Growermetal** branded product family showcase how the R&D investor has evolved. From Grower TenKeep® to the awarded Grower SpheraTech®, from the digital technology of Grower Detecto® to the improved safety of Grower Reaction®...

After more than 70 years, Growermetal has continued renewing its identity while maintaining its core focus on the wide washers portfolio and on improving the efficiency of customer's applications, through reliable fastening systems.

The Italian company has been evolving its approach to the market, which is going to be not only as "the manufacturer of a wide range of washers, but also a provider of exclusive and advanced fastening solutions".

Paolo Cattaneo, Growermetal's CEO, explains: "The internal rebranding does not only concern our image, but also involves the creation of increasingly innovative technologies, partnerships and projects in line with our vision – without forgetting that our core business is and always will be the production of washers, stamped parts with high efficiency and quality."

But how did this evolution begin? From its foundation in 1950 to present day, Growermetal has organised the business so that it manages its production processes completely in-house, including tool design and production, manufacturing, quality controls, heat treatments, coatings, sorting, laboratories and storage. "This system allows us to provide an on-time delivery service, minimising stops in production and maintaining the highest quality and precision. We have resources, technology and a talented team, then at some point we started thinking: why do we not create exclusive product lines and seize new opportunities for ourselves and our customers? That's how we started to shape our family of solutions." →



GROWER SPHERATECH®
SMART SPHERICAL SOLUTION



→ **A branded range for expanded possibilities**
Gradually, the expanded range of stamped parts, standard and special washers has been joined by the Growermetal-branded line which now features many designs and solutions. In addition to flagship products such as Grower TenKeep®, a safety washer with surfaces of knurls of different geometries, the R&D team has developed a number of new solutions from the company, including smart designs with integrated digital technologies.

Grower SpheraTech awarded at Route to Fastener Innovation
If the trade fair in Stuttgart was useful to verify the market interest in the new fastening solutions, it was also the stage of another important achievement: "On this occasion our Grower SpheraTech® washer placed second among many participants, in the Route to Fastener Innovation competition. This result makes us very proud, and we have to thank the whole team and in particular the R&D department to make it possible."

This is the case of Grower Detecto®, a smart sensor washer for bolt monitoring, featuring a smart sensor embedded in its structure. This system, previewed at Fastener Fair Global in March, enables real-time detection of bolt loosening through an Electrical Mechanical Impedance method. "Our goal is to allow operators to monitor the structure and the bolted joints with no need of manual inspections. So, it is possible to increase safety and efficiency, with minimal downtime and maximum cost-effectiveness," Cattaneo explains.

// It is essential to communicate fastening solutions in an involving, effective way, concretely showing their benefits. //

Fastener Fair Global 2023 also saw the launch of Grower Reaction®, a fastening system that provides a fully concentric dispersion of the reaction torque around and underneath the nut or bolt head to be tightened or loosened. "When used as a system in combination with Grower TenKeep®, Grower Reaction® eliminates the need of a reaction arm to generate the desired bolt preload. This, coupled with the absence of pinch-points, maximises safety and requires less personnel than traditional bolting practices."

Launched in 2022, Grower SpheraTech® is a preassembled set that combines a spherical top washer and a conical seat washer, which aims to improve the performance and minimise the risk of misapplication or incorrect mounting related to sets made of two separated pieces. Paolo Cattaneo explains that: "The main innovation of this smart spherical solution lies precisely in its inseparability, which makes it more competitive. Its design is another expression of our idea of innovation,

which for us is not only creating something completely new, but also improving what already exists."

The route to the next exhibitions

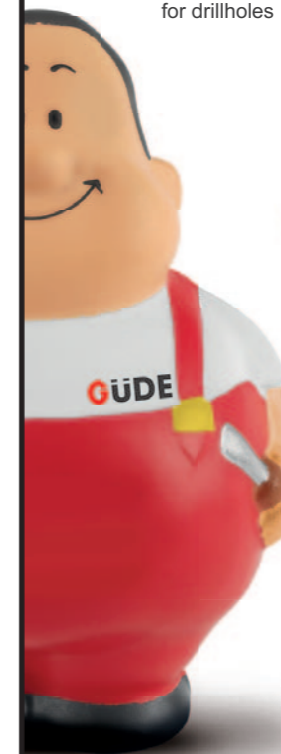
Speaking of trade fairs, Growermetal is paying great attention to upcoming events.

Michela Mauri, Marketing Manager at Growermetal says: "At Fastener Fair Global we experienced a new stand configuration, with a two-floor booth, hosting live demonstrations of our latest products. We think it is essential to communicate our fastening solutions in an involving, effective way, concretely showing their benefits."

From 16-17 May 2023, the Growermetal team will attend Fastener Fair USA at Nashville, Tennessee. This event represents one of America's most important trade shows with a focus on the entire supply chain and distribution of the fastener industry.

It will be possible to discover the company's technologies on booth 722: "With this event the Fastener Fair tour comes to an end, so we are doubly excited to participate. Fairs are a unique opportunity to network by showing the latest developments, but also to get in touch with new trends and international realities. Right now we are working with our team on the stand and proposal: we are looking forward to meet our visitors and study solutions for their businesses."

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