



**TUCAI S.A**

C/ Llobateras, 10-12 | Polígono Industrial Santiga  
08210 Barberà del Vallès (Barcelona) Spain  
Tel: +34 93 718 95 62 | Fax: +34 93 718 82 55

[www.tucai.com](http://www.tucai.com)

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## Lorenzo Piera CEO of Tucai Group

**Going global involves a process of profound change that requires taking risks, opening up the firm's culture and great capacity to learn.**



**Established in Barcelona in 1963, TUCAI has now become one of the three largest connector manufacturers in the world. On the occasion of 50th Anniversary of the company foundation, Lorenzo Piera, CEO of TUCAI Group looks back, explains the evolution of an Organization that now sells in more than 70 countries and gives his vision of the Future.**

Flexible Connectors production is our Core business where our Organization has opportunities for creating values and performs most effectively.

Focusing resources on our Core business will hopefully position us for a strong growth in the coming years. Strategic investments for the long term are therefore critical; brand building, R&D and the introduction of new products are crucial to increase market share as markets decline. Investing in our most competitive capabilities will help move ahead.

### **So, what's TUCAI in the customers' eyes?**

TUCAI is their global partner. We have complete capability to provide professional service for companies that do business or supply around the world. Today, globalization is a major driver that has an impact on all corporations. The internationalization of markets for sales and purchasing influences every business; technological progress in logistics and distribution enables them to buy, sell and operate on a global scale. Similarly, customers have the chance to compare prices globally in order to find the best offer. In the result, even smaller and locally orientated businesses have to see themselves in a global context.

### **How does a family business go global?**

The decision that the owners of Tucai and its Management team made to globalize undoubtedly needed a strong vision and determined commitment because this is a strategically important step for the business long-term development.

Moreover, going global brings a new way of thinking and acting into the business, which is helpful to implement the necessary changes in culture, ways of doing things, processes and it requires an openness to change. To sum it up, it involves a process of profound change that requires taking risks, opening up the firm's culture and a great capacity to learn. None of this happens spontaneously but requires planning.

### **Tell us how it all started...**

The Company TUCAI - Tubos de Caucho para la Automoción y la Industria - Rubber Tubes for the Automation and the Industry, made its entry into the Automotive industry. Tucai manufactured hydraulic connectors for PEGASO trucks. Through all these years, Tucai has evolved into a group with almost 450 employees around the globe. Its production ranges from connecting hoses for Sanitary and Plumbing to Heating systems and Gas applications. Production sites were established in China and Bulgaria that completed Tucai's initial global strategic layout.

The three plants of Tucai produce absolutely standardized products that meet and exceed very stringent standards worldwide.

### **Do the different cultures, lifestyles and religious beliefs give rise to shortcomings?**

Definitely not! Take Ningbo Tucai Flexible Pipe Co., for example. It was co-founded by the Spanish company Tucai and a domestic well-known sanitary ware company in China. This Joint-Venture combined the advantages of both parent companies and effectively avoided their disadvantages. Local commercial teams have been set up. They provide an excellent service for the local customers but also enable the Organization to have a comprehensive understanding of the global market which helps the Top Management to make quick decisions on product development and adaptation.



**Will TUCAI ever think of extending the business to other products in the field of Sanitary and Plumbing?**

We want to be experts in the field of Flexible Pipes. This product is widely used around the world although the requirements may vary in the different countries where it is used. The global market needs a highly specialized company that is committed to the R&D of pipe materials, product development and investigation. TUCAI must be that kind of companies that provide its customers a complete set of answers in the field of Flexible Connector Water Efficient Solutions.

**How do you create opportunities and grow your relationship with your customers?**

We partner with our customers to tailor solutions to their specific needs, from project definition to deployment. Our team works side by side with customers to ensure a successful product launch both in the Industry and in Retail. Doubtless, a major relationship is our ability to maintain close customer relationships.

**How did you come up with the idea of supporting a NGO with a project in India?**

In these times of crisis, celebrating an anniversary with commemorative events and parties does not live up to the values established by the founders of this company, Misters Grau, Arnó and Tuá. The success of our group stems from one of our core principles: the value of responsibility. It has always guided our decisions. That's why, on our 50th anniversary, we have decided to invest in helping others.





## Building Self-reliance

### Pacharumekalapalli Reservoir Project close to completion

The project supported by Tucai on the occasion of its 50th anniversary for the construction of a 53,000 m<sup>3</sup> reservoir in the Anantapur - is now close to completion.



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Properly designed and well-constructed, the reservoir plays a great role. The first step is to pour a strong foundation and then start the construction of the reservoir itself. Its function is to store river waters available during wet periods and then use it during lean periods as water is not always uniform along the year. Reservoirs can also be effectively used to control floods as they regulate the river water flows downstream the reservoir.

The Town of Pacharumekalapalli which is scarce in water and prone to drought as the rest of Anantapur region will soon face the challenge of managing the available water resources.

But the main focus is to empower people to build self-reliance and achieve permanent solutions to fight drought.

To ensure the sustainability of improvements, training is given to the community members and families to manage the water infrastructure and build a better life for future generations.

Hopefully this helps mitigate the miseries of the population of Andhra Pradesh and above all fulfill basic needs like the access to drinking water and irrigation.



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## Thank you!

### **Your support financing the Access to Education for Children Project has been invaluable**

**The collected funds will finance one of the "Access to Education for Children with Disabilities" Projects and ensure equality and opportunities for all.**

Persons with disabilities represent the poorest of the poor especially in rural areas. Because of their disability, they are isolated and discriminated in the family and community in terms of property, education, health, income and all other socio-economic rights.

Generally rehabilitation services are mostly confined to cities and major towns while such services are not available to people in rural areas and small towns. Even a majority of parents in cities and major towns are unable to access rehabilitation services due to lack of awareness, poor financial conditions and attitudes of parents/family members towards their disabled children.

Vincent Ferrer (1920-2009) and Anne Ferrer founded Rural Development Trust popularly called RDT in 1969 with Ananthapuram in Rayalaseema Region of Andhra Pradesh as its Central Headquarters. RDT has been working with people with disabilities since 1987.

RDT has been carrying out various need-based welfare and integrated programs of development to improve quality of life of rural poor especially marginalized and underprivileged sections namely persons with disability (PWDs).

The programme interventions of the organization cover major sectors such as Education. RDT believes that sports and cultural events are very much necessary for the growth, self esteem and confidence of rural children and has been undertaking suitable program activities to bring out hidden talents of rural children in Sports/Games and cultural aspects.

It has 1920 full time staff comprised of senior and middle level managerial staff, professional/ technical cadre, grass root and support level who are experienced and trained in their respective fields of work. There are also 3037 volunteers such as community health workers and Community Based Teachers who are trained by the organization at the village level.



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*Company Committed to RDT Vicente Ferrer*

The Project financed with the funds given by Tucai employees around the world now ensures access to quality education by providing classrooms that are adapted to their needs, a place to live during the school year and quality training by qualified educational and support staff.

55 girls with disability are pursuing their special education and rehabilitation training at Kanekal residential centre both primary and secondary level run by RDT.

Securing education for these children will create opportunities in the future and break the cycle of poverty in the community.



## New Kiwa ATA Certificate for TAQ PEX

**TUCAI produces TAQ PEX connecting hoses with a KIWA product certificate (BRL-K622), in which ATA (certificate on toxicological aspects) requirements are included since 2013.**

In the Netherlands new regulations became effective from July 2013 concerning the approval of products in contact with drinking water. After the transitional phase, all products in contact with drinking water shall meet these new requirements, according to regulations from Drinking Water Directive 98/83/CE and the Mandate M136 rev.2 from the European Commission.

Only KIWA is appointed by the Dutch authorities to handle the applications.

These new requirements not only include an assessment of materials on toxicological aspects but also on organoleptic and microbiological aspects for both metallic and non-metallic materials.

Compliance to ATA requirements can be achieved by using ATA certified components in product assemblies or following the below certification procedure, in five steps, which includes product composition assessment and migration testing.

### 1. Information supply and application.

An information file about the approval process is delivered by Kiwa, including leaflets, regulations, positive lists and application form.

### 2. Collection of data.

Detailed information about the composition of the materials used for the product must be collected. The handling of the supplied data takes place on the basis of strict secrecy and confidentiality.

### 3. Setting the criteria and limit values.

The criteria and limit values for a product are based on detailed recipe information, compared to the applicable 'Positive/Composition Lists' of the regulation. Compliance to those criteria and limit values authorizes Kiwa to start-up the certification procedure.

### 4. Testing the criteria.

The applicable internal quality control scheme (IQC) of the producer has already been audited during the certification procedure according to the evaluation guideline. The additional ATA aspects will be integrated in the IQC. When necessary, samples will be taken for laboratory testing to confirm that the product fulfills the criteria set in former step.

### 5. Setting the certification agreement.

When the product complies with the criteria and the quality control system is approved the ATA appendix to the certification agreement can be drawn up.

TUCAI hose assemblies TAQ-PEX are ATA certified, with certificate number K76951/01 released in March 2013, therefore TUCAI is authorized by KIWA to carry the new logo:

**Product certificate**  
K76951/01

**kiwa**  
Partner for progress

Issued: 2013-03-08  
Replaces:  
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**Flexible connecting hoses**

**STATEMENT BY KIWA**  
With this product certificate, issued in accordance with the Kiwa Regulations for Product Certification, Kiwa declares that legitimate confidence exists that the products supplied by  
**Tucai S.A.**  
as specified in this product certificate and marked with the KiwaB-mark in the manner as indicated in this product certificate may, on delivery, be relied upon to comply with Kiwa evaluation guideline BRL-K622/03 "Flexible connecting hoses".

*B. Meekma*  
Bouke Meekma  
Kiwa

Publication of the certificate is allowed.  
Advice: consult [www.kiwa.nl](http://www.kiwa.nl) in order to ensure that this certificate is still valid.

**Kiwa Nederland B.V.**  
30 Vinken Christiaan 273  
Postbus 70  
2260 AD RIJSWIJK  
The Netherlands  
Tel: +31 70 414 44 00  
Fax: +31 70 414 44 20  
[info@kiwa.nl](mailto:info@kiwa.nl)  
[www.kiwa.nl](http://www.kiwa.nl)

**Supplier**  
**Tucai S.A.**  
C. Llobeterra 10 - 12  
08210 Barberà del Vallès  
Spain  
Tel: +34 93 718 89 12  
Fax: +34 93 718 82 55

**Tucai Ningbo Flexible Pipe Co., Ltd**  
No. 1, Baoling Road,  
Machou Town,  
315450 Yuyao Zhejiang  
China  
+86 574 62480 933  
+86 574 62481 987

**Tucai Bulgaria Spd**  
7530 Ayderim Village  
Silistra  
Bulgaria  
+359 8513 2007  
+359 8513 2042

**Certification process**  
consists of initial and  
regular surveillance of:  
• quality system  
• product

**kiwa**



## RIVER INOX

The River Inox product is a fast, flexible installation system designed for heating and solar applications that rely on the flow of water. It is also particularly useful for making instant repairs. This system consists of rolls of stainless steel corrugated AISI 316 tubing and all the fittings and equipment necessary so that users can put together the customised connection they require.

### TECHNICAL FEATURES

- AISI 316L stainless steel parallel helix tube (DIN 1.4404) conforming to ISO 10380.
- High corrosion heat resistance (+300°C)
- Maximum pressure during use: 10 bar.
- Easy to shape and insulate.
- No flow when bent.
- AISI 304 stainless steel safety rings.
- Nickel-plated MS58 brass connectors.



## TAQ TP

TUCAI offers a full range of water flexible connectors with the latest technologies and materials.

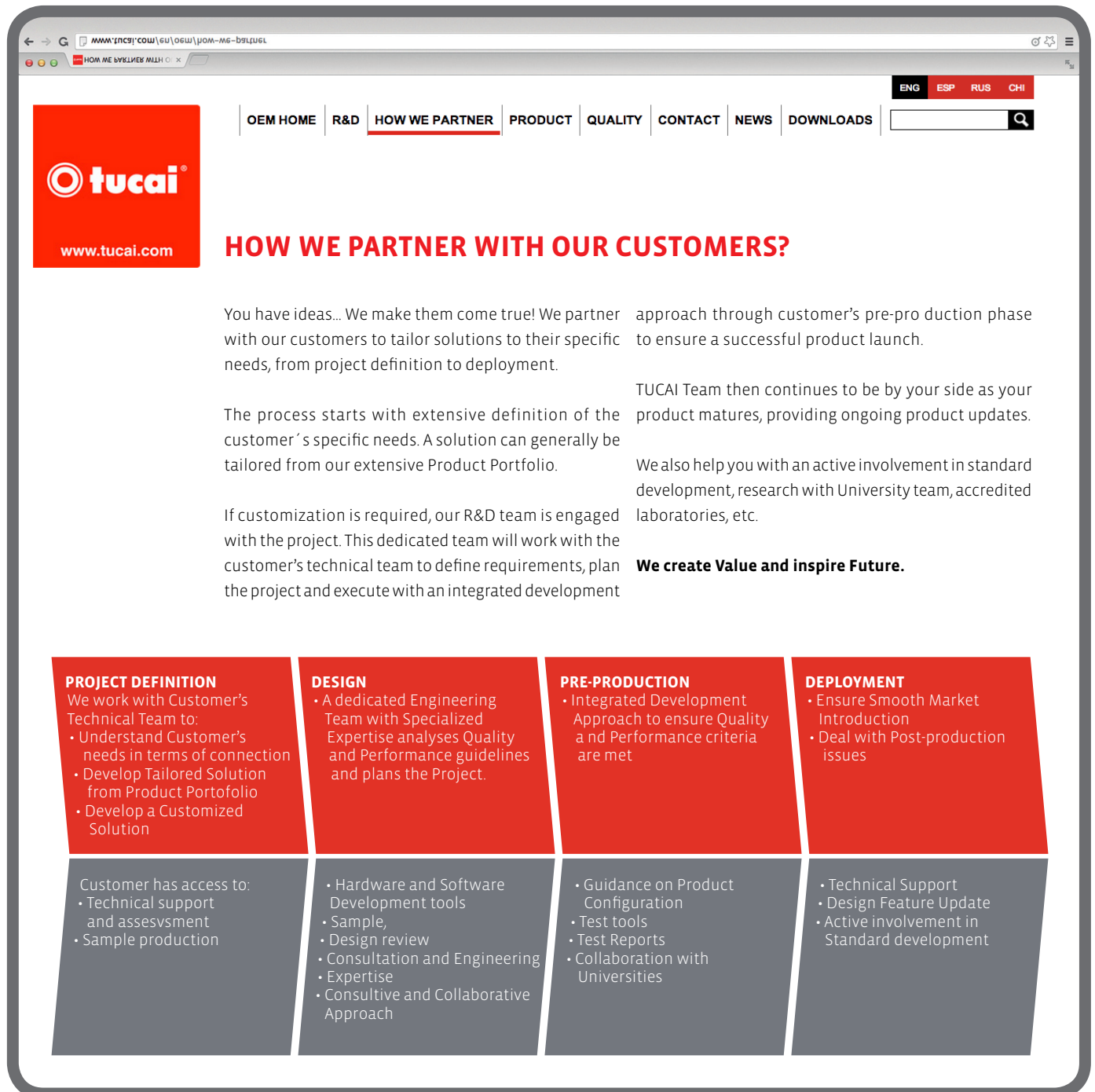
Connectors exposed to household chemicals can be damaged. Polymer braid ensures a durable leak-free operation and extends their life.

The new line of TAQ™ TP exceeds standard requirements for performance and durability.

TAQ™ TP is the only CSTB approved product in the market.



# NEW WEBSITE



[www.tucai.com](http://www.tucai.com) > select your country > OEM > how we partner

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