

# Leading player in yacht windlasses

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The Italwinch by Orvea brand, created with the acquisition of the Orvea company in 2011, defines the core business and activity of the MZ Electronic company, making it a leading player in the offer of specific solutions for the anchorage sector

A particular result of the company's research are the innovative options for the range of windlasses in the new brand catalogue.

## Relationship with the market

Thanks to a company activity focusing strategy based on windlasses for yachting, the Italwinch by Orvea brand has helped consolidating the presence of MZ Electronic, Monza, in international market. This presence is acknowledged thanks to long experience and technology which, over the



The Italwinch windlasses are at the heart of MZ Electronic production. Style quality and functional performance are the result of careful design and material selection



## COVER STORY

In the right, Luigi Fossati, founder of MZ Electronic and always present in the company alongside his son Alessandro, who today heads the ITALWINCH brand

Down in the left, the Italwinch by Orvea brand benefits from the experience of MZ Electronic personnel and the one coming from the acquisition of Orvea, an already established name on the international yachting scene

Down in the right, selection of materials and precision workmanship, an Orvea characteristic now present in Italwinch





## The company

Mz Electronic has been founded in 1993 as a company operating in nautical electric and electronic sector. MZ Electronic has always been inclined to research and development of high technology new products for work and pleasure boats. The acquired experience has been employed in 2009 to achieve, in collaboration with ORVEA, a new mooring line, wholly made in Italy, the Italwinch brand. In the 2011 MZ Electronic bought ORVEA company. Now this windlass range, whose innovating and high performance characteristics, is composed by products that cover boat exigencies from 5 metres up to 60 metres length, made in different materials as aluminium alloy, chromed bronze and stainless steel. The addition of this new mechanical division makes MZ Electronic a society that is able to meet any custom product request from customers, from electronics to precision mechanics.

years, has led MZ Electronic, founded by Luigi Fossati and headed today, together with his father, by Alessandro Fossati, to the transformation from a company working for third parties into a reality that is a leading player in the yachting windlass sector. Design, production and marketing of the products in the Italwinch by Orvea catalogue is the responsibility of MZ Electronic which, thanks to acquisitions and internal reorganisation in recent years, is today able to interpret market needs punctually and translate them into appropriate solutions, with a production process that is supported by the recognised technical competence of its operators.

## Italwinch, in the market

Italwinch by Orvea windlasses are produced in the internal departments of MZ Electronic. Their design makes use of specific technical competences, guided by a management that is attentive to market needs, thanks to a profound knowledge of current problems and trends. It is this knowledge that lies behind some of the recently implemented strategic choices. "In line with current trends and market demand," explains Alessandro Fossati, "we have decided to make increasing use of stainless steel for the structure of the windlass, partly abandoning bronze and aluminium. This means that we have added to the windlasses already in the catalogue new ranges of windlasses which, while maintaining the fundamental characteristics of the traditional Italwinch by Orvea product lines, have adopted stainless steel as a reference material." The characteristics of the AISI316 stainless steel used in the new ranges give the windlasses even greater strength and longer life, in addition to the existing high traction and lifting capacities, at the same time meeting stylistic and balanced cost requirements.



Structural and stylistic details in Italwinch windlasses design.



The new Smart range



The particular vertical positioning of the gearing in the Smart V model means easier installation on the small boats for which it is particularly suitable



The new PWM regulator makes possible adjusting the speed of direct current motors. Exceeding the power limits of the SSS system, it is suitable for several applications in yachting sector

## The new line of windlasses

Alongside the consolidated line of windlasses, notably including the SUN model for boats of more than 30 m with its LED unit for specific lighting functions, are the new Smart and Moon ranges, in addition to the capstan winches, from the Paros Lux model for small boats, to the Nestor model for boats from 12 to 15 m. The Smart range has three versions, from the standard for boats from 6 to 8 m to the Smart Plus version up to 16 m and, finally, the Smart V version with its vertical epicycloidal motor. The latter version, with its vertical motor, is designed above all for small and medium boats where this positioning of the motor means simplified installation and a consequent reduction of working times. The experience inherited from Orvea means that MZ Electronic works with leading boatyards in Italy and internationally, and it is also as a result of specific demands from these yards that the company has decided to use stainless steel for the new windlass range.

Market demand has also led to an adequate differentiation in the size of the windlasses, with a distribution in each range, so as to satisfy punctually the specific requirements of the various sizes of boat. "Also in the new ranges of windlasses," says Alessandro Fossati, "we have maintained the gearing in anticorrosive aluminium with a helical gear in bronze-aluminium, specially designed for the marine environment." "To broaden the range of Italwinch windlasses," adds Fossati, "our company has naturally had to make suitable investments which, despite the difficult situation of the yachting market generally, have been repaid by confirmation from our customers." The validity of Italwinch by Orvea windlasses is today recognised not just by the leading national boatyards, but also at international level, as is shown by the increase in company turnover, which this year has seen exports overtake national sales. The penetration of the Italwinch brand in the international market is certainly the result of work done over the years by MZ Electronic, aimed at creating a service network in various countries, from Europe to Asia and America.

## Windlasses, but solutions too

"Although we are not a large structure," underlines Alessandro Fossati, "we try to make the most of our traditional attitude for technical service which, thanks to the competence of our designers, leads to effective collaboration with our customers. Whether we are talking about yachts or shipyards operating in the military sector, we are in any case able to supply not only products, but also technical suggestions and solutions to optimise our customers' products, with rapid and punctual answers to specific requests."

The offer of complete solutions is possible thanks to the availability of accessories deriving from the experience in electronics which is part of the history of MZ Electronic. Faithful to its electronic vocation, we would mention for example that the company has available the SSS, Secure Sail System, which permits precise handling of mooring with automatic and controlled recovery of the anchor, thanks to a control system that adjusts chain tension when weighing anchor. Among the most recent products in the accessories sector is the PWM regulator which permits adjustment of direct current motor speed up to 9 kW at 24 V, and is useful in several applications and not only in the windlass sector.

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