

100 years of Massenza

In 2021 Italian drill rig manufacturer Massenza celebrated 100 years of production. Duncan Moore finds out about how the company came to celebrate its centenary anniversary

The story of Massenza Drilling Rigs began in 1921 when drilling contractor Giuseppe Massenza decided to open a workshop in Italy to maintain the rigs he was using at the time. It did not take long before he made the move from drilling contractor to full-time rig maintenance.

Having established a reputation for his work maintaining drill rigs, Giuseppe's next move was to transition the workshop to the production of rigs too.

The very first rig produced by the Massenza company in 1921 was for the creation of a water well in Sardinia. The rig worked by manual rotation with a pump that injected water inside the

hole to bring the cuttings to the surface.

In those early days, the rigs being produced were based on traditional mechanical designs. However, thanks to his intuition, vision and to the hours spent in his laboratory, Giuseppe constantly improved the functioning and design of the rigs. Massenza was among the first companies in the world to switch to a hydraulic solution, a historic moment that completely changed the way of drilling, achieving performance not possible with the old mechanical rigs.

HYDRAULIC DEVELOPMENTS

The development of that first hydraulic rig coincided with the next generations of the Massenza family joining the business; Lodovico and Franco, Giuseppe's son and grandson. It also gave rise to the company's rig naming protocol – M.I. comes from Massenza Idraulica (the Italian for Massenza Hydraulic).

Since that historic turning point, Massenza has never stopped, the business has never settled and it is constantly looking for more sophisticated, versatile and cutting-edge systems.

Now 100 years on from Giuseppe's first rig, four generations of the Massenza family have succeeded in continuing his innovations.

Such developments have proven to be beneficial for the business that has operated from its current facility in Parola, Parma, since 1981 with records that have been kept since the 1970s showing that it has sold over 600 rigs around the world.

No one within Massenza is exactly sure when international sales began but they do know that many mechanical rigs working with percussion method were sold outside of Italy, with a

customer in Venezuela being one of the earliest recorded overseas recipients.

The first hydraulic rig to be sold outside of Italy by Massenza went to Agadir, Morocco. That unit was a truck-mounted PRIM100 for deep water well drilling applications.

A move into the North American markets took a while longer but in 2016 Massenza sold its first rig to that area when it supplied an MI28 drilling rig for deep water well up to 700m, mounted on a Western Star truck to a contractor in Canada.

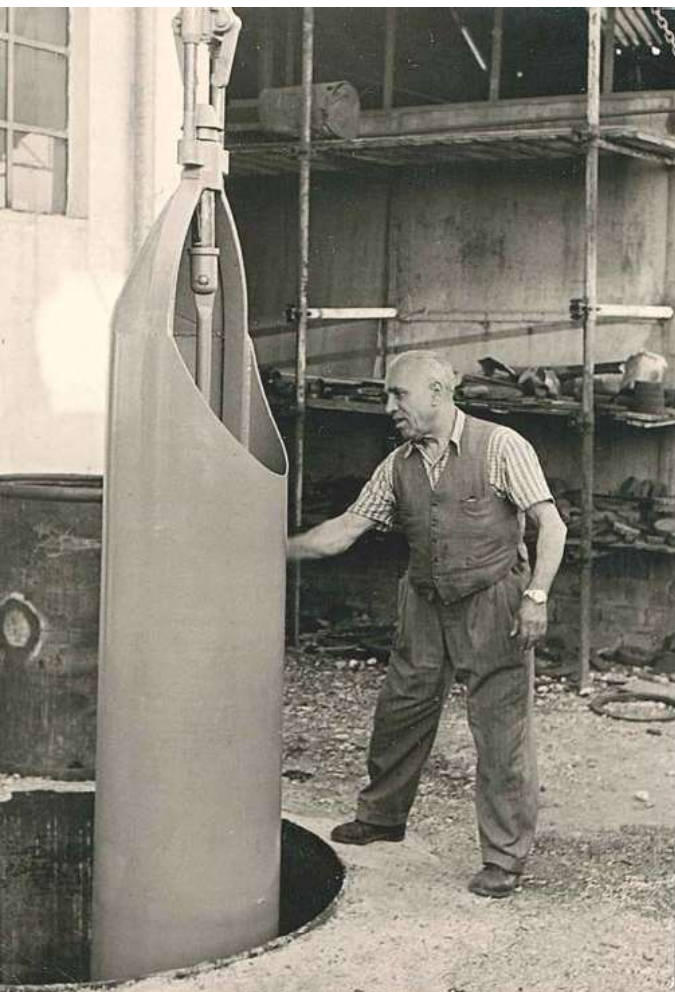
Massenza's current top-selling rig is its MI3, a machine specially designed for geotechnical applications. It is a very light and compact drill rig but at the same time, it offers outstanding performances and power.

CUSTOMISED RIGS

As with all of Massenza's rigs, it can be completely customised following the client's needs. Options available include different masts and clamps depending on the length and diameter of drill pipes and casing; different ranges of performances for the rotary head; it can be fitted with hydraulic or radio remote controls; several options can be mounted on board, from automatic SPT, hydraulic hammer, water/foam/mud pumps, lubricator, etc.

While the MI3 is the most popular rig in the Massenza line, the latest rig to leave the factory was an MI12 shipped in early February to a drilling company in Trentino Alto-Adige, Italy. Built on a crawler base for drilling water and geothermal wells features on this particular MI12 rig include a double rotary head that allows the user to drill while simultaneously placing the casing; it is fully radio remote controlled, to operate

Giuseppe Massenza who in 1921 founded the drill rig manufacturing company that now carries his name



in a position of maximum security and visibility; it has a magnetic device for easily handling the casing tubes; a Stage V Deutz engine with 180kW of power and infrared safety barrier for CE certification.

To help deal with its international sales Massenza now has more than 30 agents and distributors on all continents and is actively working to expand its network further because it believes this is the best and most efficient way to serve and develop markets; having local partners that allow it to know better and faster the needs of new customers.

As new distributors are added to Massenza's international network they will benefit from the changes that the centenary celebrations brought about. As the company celebrated its 100-year history last year it took the opportunity to renew its brand image – a new logo, a new boost towards the future that keeps firmly the bond with its past. A past that it loves and respects. In addition, new channels of communication were developed including new catalogues, a revised website and increased social media presence.



Massenza centred its 100th centenary celebrations around the Geofluid event in its native Italy

CENTENARY CELEBRATIONS

However, the real focal point of the centenary celebrations was the Geofluid exhibition and trade fair in Massenza's home country. Taking place in the town of Piacenza it was one of the rare periods in the last two years when industry folk could travel quite freely, at least in Europe and in some non-European countries, therefore, Massenza organized, in addition to its usual stand at the fair, a gala dinner, to which it invited its customers, agents and distributors for foreign countries and also its new and long-standing partners alongside all of its dedicated employees.

"It was a very beautiful event, organised in a wonderful villa a few kilometres from our headquarter, with an aperitif in the garden at sunset, a dinner with traditional local dishes and a final deejay-set, drinks and dances," says Silvia Azzoni, export area sales & marketing manager, Massenza.

"All together we toasted the 100th anniversary of Massenza, but above all, we thanked everyone for the trust they have always placed in our company and which has allowed us to continue to grow.

"For the occasion, we also created a celebratory book for the 100th anniversary of our company, which was then given to the participants." ♥

The Massenza timeline

- 1921 – Giuseppe Massenza establishes Massenza as a manufacturing business
- 1921 – First drilling rig produced
- 1971 – First rotary table rig
- 1974 – First hydraulic rig
- 1977 – First automatic charging system
- 1981 – Lodovico and Franco Massenza decide to separate the drilling business unit from the rest of the company, leaving it to other branches of the Massenza family. They wanted to focus on drill rig manufacturing only and they establish the current 'Massenza fu Giuseppe Impianti di Perforazione Srl'. The company moves to its current site
- 1998 – Matteo Massenza joins the company, first in the technical department, then taking care of the commercial department, boasting up the development of Massenza international network and sales
- 1998 – Introduction of a new line for geotechnical application
- 1998 – First rig fully controlled by radio remote control
- 2014 – New line for micropiles and anchors
- 2016 – First electric rig

Massenza's product range

Massenza products range is divided into four lines

- MI series: Massenza's main line, the MI series of drilling rigs features pullback capacity from two up to 60t and is able to drill in vertical and on angles up to 45 degrees for all drilling applications
- MM series: A special line for micropiles and anchors, the MM series is characterised by a special mast support that allows it to drill in all directions
- MSR series: For the cleaning and rehabilitation of water wells, Massenza has its MSR line of service rigs
- Probing rigs: The latest arrivals in Massenza's fleet are the MSPT and MI1 probing rigs produced in extra-compact dimensions for shallow geotechnical applications
- Tailor-made equipment: In addition to the regular four product lines, Massenza can manufacture special rigs on request.