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BGG www.bgguk.com

OVER £435MILLION OF UK TURNOVER

Renato Bruno – 20 years of BGG UK

Q. Can you recall your first interaction with Chris Archer?

My first meeting with Chris was at a trade fair in Birmingham. It was the 1997 On Site Power exhibition. I remember that we met at the end of the event, while we were dismantling our stand.

At the time, Chris was working for SMC, a company that we would later acquire. He came to look at our generators and asked whether we would be interested in manufacturing a customised product range for SMC, specifically designed for the UK market.

I immediately expressed my interest and invited him to visit our factory in Grottaminarda.

Q. What factors have determined the success of BGG in the UK?

The success of BGG in the UK has been determined by the perfect combination of the people involved.

Chris played a fundamental role thanks to his extensive knowledge of the market, particularly of companies operating in the rental sector. Our development and production team in Grottaminarda did the rest, as it was able to meet even the most challenging demands coming from the British market.

The excellent understanding between Chris and me also made the work enjoyable and stimulating for everyone. In almost thirty years of working together, I can honestly say that there has never been any friction between us.

Q. How do you see the future of the business for the UK in the years to come?



Renato Bruno, Alex Rossis and Chris Archer

The future of BGG in the UK will undoubtedly be one of continued growth.

The challenge will be greater because we are already starting from a position of leadership within our sector. However, that is precisely what makes the future so exciting: our goal is to maintain and further strengthen the market and technological leadership for which we are recognised today.

We will continue to expand our product portfolio with innovative machines, and we expect particularly strong development in the field of hybrid power solutions.

Q. Can you share future development plans for the UK and the Bruno group overall?

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For the BGG Group, the future will be focused on consolidating our position across the different market sectors in which we operate, while further strengthening our technological positioning.

We have always aimed to be a leader in product innovation, and I believe we have succeeded. Today, we have a business area that we define as Power Quality, from which we expect significant growth. Our most recent mergers and acquisitions have also been focused on strengthening this area.
In addition, we intend to increase our presence in Central European markets. From this perspective, the recent acquisition of Europower in Belgium will make an important contribution to the Group's future development.

Q. Summing up can you tell us how the 20 year story of BGG UK has impacted on the group as a whole?

The most important impact has been the development of a mindset focused on customer satisfaction.

We decided to establish a presence in the UK market at a time when many of our competitors were investing their resources in China. We were not looking for low-cost manufacturing locations. Instead, we were looking for an economic environment in which quality, reliability and the long-term value of products were genuinely appreciated.

No market represented these values better than the UK.

This strategic choice had a positive impact on the entire Group because it helped shape our mentality and corporate spirit. We would never have entered the American or Australian markets so successfully without first gaining the experience and expertise developed in the UK.

BGG UK

When I was a customer and he was a supplier, we became very close friends and I realized that we had exactly the same ideas about how to run the business and how to approach customers. I really appreciated his style and his way of working.

BGG UK was established in 2005 but due to contractual obligations did not start to market on the UK market until July 2006. At this time the company was being run from Chris's home office basically from the dining room table. Bruno had a long-standing UK customer in Westac Power who purchased canopies from them for their own build sets. Westac was a well-established manufacturer of specialist project generators including highly sophisticated sets for the military and the British Antarctic Survey team.

A deal was quickly agreed for BGG to rent office space and technical back up from Westac and the Bruno brand was now back on the UK market but this time as a direct OEM. During this period of 2006 Chris added a star player into the team of one by recruiting Nick Marks as technical and service support manager. From this point the upward trajectory of BGG and Bruno Group began. In the first year BGG UK turnover was £4 million while Westac was £1 million. The then owner of Westac asked Renato one day "I don't know how you guys sell so many sets onto the UK market. I am here and I can`t do it." Renato did not elaborate on our key advantage **(Back up) Chris says Sales sell the first unit but attention to detail and customer support sell the next one hundred. When our competitors are faced with a specific request from a customer, they tend to refer to the immortal words of Henry Ford "yes you can have a Ford model T in any colour you want as long as it's black". Bruno on the other hand, have always been attentive to the market from the customers point of view, not from the production team managers point of view.**

In 2007 BGG moved to a modest 300 SQ M warehouse in Aldershot Hampshire. This facility was soon outgrown and a further move in 2007 saw the company relocate to Chatham Kent before moving to it`s current location near Colchester Essex following the purchase of the controlling interest in DDSL in 2012. DDSL (previously traded as Delta Design Systems Ltd) was highly involved in sophisticated project work including large data centres and power stations. BGG joined DDSL in the Essex location in 2014. The combination of the Bruno manufacturing ability and the highly technical DDSL team has taken the customer care offering of BGG to a new level of excellence in the industry. The first thing a new employee is schooled in is the company motto "NEVER ASSUME CHECK".

Flexibility and fast decision-making

Flexibility and fast decision-making are other keys to success, as Chris notes:

The decision-making process that has led us to the launch of an innovation is very fast: one of my engineers proposed an innovation to me, I talked about it with Renato, who in turn talked about it with the technicians in production. And an innovation was immediately implemented! Another aspect that customers have always appreciated is our flexibility. Speaking to one of our well known competitors, he told me that if he had to change the colour of a unit, he had to talk to several managers, participate in many video calls, and wait months without being sure that the colour would be changed.

Renato recalls the logic behind the choice to open a branch in the UK and the advantages that came from it:

I realised that we lacked the right mentality to be successful in business, which is the Anglo-Saxon one. From the UK, Bruno learned to shape the relationship with the customer differently: we Italians are very good at making products, but we are also very good at delivering problems to customers.

We are used to fixing a product after we have already delivered ten of them, and so, when the model has been perfected, there are already 100 around that have destroyed its image. According to the Anglo-Saxon mentality, however, you have to test everything before going to market. By going to the UK, we have staked everything on the Anglo-Saxon entrepreneurial culture. It was a winning choice and now the numbers reassure us.

All that we had to do was to make the sets as robust, compact and service friendly as possible because in RENTAL, *it's a numbers game*. A simple principle that is very far from simple where customer feedback and rapid communication and implementation of a given product improvement are vital.

More to the point transport cost savings due to the extremely compact nature of the Bruno and Tecnogen brand designs give our partners a distinct commercial advantage when quoting for a given rental.

The attention to detail, listening and acting on customer feedback, has been key to building a trusted brand in the market. Rental generators are often worked extremely hard, in some cases up to 95 percent of maximum capacity. We have therefore developed a system of 100% pre-delivery testing and inspection of our products at our Italian factories and then added a full pre-delivery inspection at BGG UK before dispatch to our customers. To date, this is still not the norm in the industry.



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STAGE V

FQ900C-V

- Engine: QK19 ***STAGE V***
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- Standby Power: 880kVA
- Alternator: LSA 49.3 M8
- Fuel Consumption (70% load): 116L/H
- Fuel: 1700L
- AdBlue: 150L
- Weight: 12,000kg
- Dimensions (LxWxH): 585 x 228 x 240cm

FQ900C-V-C20

- Engine: QK19 ***STAGE V***
- Prime Power: 800kVA
- Standby Power: 880kVA
- Alternator: LSA 49.3 M8
- Fuel Consumption (70% load): 116L/H
- Fuel: 1430L
- AdBlue: 150L
- Weight: 12,100kg
- Dimensions: 20' ISO Container

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BGG providing power around the world









Bruno Generators Group is a leading European manufacturer of premium power solutions, known for its engineering excellence, product reliability, and strong commitment to technical innovation. The company offers one of the most comprehensive ranges of mobile and stationary power equipment on the market, designed to meet the needs of rental companies, construction firms, events, telecoms, civil protection, and industrial operations worldwide.

The company's FUSTEQ ultra-silent generators, ranging from 20 to 1250 kVA, are recognised globally for their exceptional noise-reduction technology.

Built with advanced genset soundproofing materials and innovative airflow systems, they deliver outstanding acoustic performance without compromising power output - perfect for urban areas, night work, and noise-sensitive environments.

Its Stage V GX rental range of diesel generators spans from 5 kVA to 1320 kVA, providing clean, fuel-efficient, and compliant power for the most demanding applications. These units are engineered for durability, low emissions, and easy service access, making them ideal for rental fleets that require both performance and long-term value.

Bruno Generators Group also designs and manufactures its own Battery Energy Storage Systems (BESS) in-house, ensuring complete control over quality, integration, and sustainability.

These BESS units help reduce fuel consumption, noise, and emissions while enabling hybrid power solutions that support greener project sites.

Complementing its generator lines, Bruno Generators Group also supplies SMC lighting towers and OMC trailers, offering complete mobile power and lighting solutions from one single trusted manufacturer. Together, these products demonstrate the group's dedication to providing reliable, efficient, and fully integrated power systems for customers around the world.

"Bruno Generators Group also designs and manufactures its own Battery Energy Storage Systems (BESS) in-house, ensuring complete control over quality, integration, and sustainability. These BESS units help reduce fuel consumption, noise, and emissions while enabling hybrid power solutions that support greener project sites.

Zoned Gensets for South Atlantic Wellhead platform supplied by Milantractor

Milantractor, a BRUNO Group company which is a specialist in zoned oil /gas generators and fire pumps, has delivered a complete mixed diesel/gas generator package to Total Austral SA *[pic: right]*.

The units will be mounted onto an offshore Wellhead platform in part of the Fenix Gas field in South America. The specification was for a 250kVA zone II BT3 class gas-powered generator along with a single marine IMO Tier III diesel 400kVA generator set for a secure zoned application. Both sets are mounted in bespoke DNV pressurized containers which are manufactured within the Bruno group. They are A60 fire rated and complete with an ATEX fire and gas system.

The 400kVA Marine diesel set (IMO TIER III) is powered by a Volvo D13MG engine coupled to a STAMFORD S5L1MD41 alternator rated at 500kVA.

The rig safe accessories kit includes air shut off valve, spark arrestor muffler and shielded wiring system. The engine benefits from a dual starting system (hydraulic/Electric). The set is controlled by a ComAp InteliVision 5 display fitted with an Inteligen NT card. The 250kVA ATEX gas set (Zone IIB T3) is fitted with a PSI NG 10LT gas engine which is close coupled to a Leroy Somer 250kVA 4 pole alternator. In order to comply with the exacting specification of the ATEX zone requirement, the set is fitted with an air intake flame trap along with an air shutdown valve and spark arrestor muffler.

The starter motor and governor are Exd rated and the unit benefits from shielded wiring. The set has a dry type of manifold turbine which has cover T3 special treatment.

The generator is fitted with gas and heat detector sensors packaged within a pressurised DNV container which is also fitted with a purge system.

The custom-built BRUNO container is treated to C5-M painting specification designed for hostile offshore environments.

Control of the system has been achieved using a ComAp InteliVision 5 display fitted with Inteligen NT card with the gas pressure controller by a gas train pressure reduction system.

More information: please visit:
www.bgguk.com



Tecnogen – Italy

Before its acquisition by Bruno, Tecnogen was a small company based in the Piacenza area, founded or consolidated in the early 1990s and specialized in assembling compact yet technologically advanced generator sets. It was a small business, with only twelve employees, but it already had valuable technical expertise and a clear identity. Operating in a niche sector, with manual and automatic products designed for different power requirements, Tecnogen represented an important opportunity for Bruno to expand its range of generators and motor pumps.



Original building

When Renato Bruno entered Tecnogen, however, the company was going through a far from easy period. The potential was there, but the internal climate was weighed down by strained relationships and a highly centralized style of management. The previous owner closely followed many aspects of daily operations, but this left little room for people's autonomy. A conflict with an employee helped accelerate his exit from the company and, after the change in ownership, the former owner even tried to start a competing business, convinced that Tecnogen would not last long.

Things turned out very differently. In 2001, Bruno acquired 60 percent of Tecnogen S.p.A., based in Pontenure, in the province of Piacenza. The stake later rose to 95 percent in 2003 and reached 100 percent in 2008. Yet the real change was not only corporate. With the arrival of Renato Bruno, what changed above all was the way people experienced the company. Employees began to feel more involved, more responsible and less constrained in their everyday work. It was no longer a matter of controlling every single step, but of setting clear goals, giving trust and allowing people the freedom to achieve them.

Renato brought to Tecnogen the model that had already taken shape at Bruno's Grottaminarda plant: a way of working based on responsibility, collaboration and a sense of belonging. And he did so through very concrete gestures, simple but effective. Shortly after the acquisition, he organized a trip for all twelve Tecnogen employees to visit the Grottaminarda plant. It was not just a company visit, but a way of showing that Tecnogen was no longer an isolated business: it was becoming part of a group, of a larger story, of a team.

After the acquisition, Renato Bruno also gave a very strong sign of the confidence he had in Tecnogen's future. He decided to invest in the construction of a new production plant, ten times larger than the previous one, with work beginning in 2003. It was an important step, because it turned the idea of growth into something concrete and visible. The



New production facility part of our ongoing development

project generated enthusiasm among employees, who were involved in defining the spaces, the layout and the production lines. This too helped strengthen their sense of participation: they were not simply building a facility but opening a new chapter in the company's and their own and their families lives.

The experience Bruno had gained in the original Grottaminarda plant became a valuable point of reference for planning Tecnogens development and production model by replicating the tried and trusted "vertical integration" production system. This coupled with the investment in state-of-the-art manufacturing techniques including fully automated profiling and bending equipment, Lazer cutting machines and an advanced powder coating facility. Today Tecnogen are responsible for the production of both Bruno(white) and Tecnogen (red)branded generators to 150 kVA and along with the SMC lighting tower range and the Bruno group Battery energy Storage System(BESS) offering and with 130 employees contributes in excess of €53.6 million to group turnover.

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Powerlite – Australia

The year 2023 was Australia's turn. Through its subsidiary Bruno Power Limited, BGG acquired 100 percent of Powerlite Australia, a company located near Sydney, which has been operating for more than fifty years in the production of light towers and the distribution and maintenance of electricity generators on the Australian market. The stated objective is to make it a logistics base from which to achieve a turnover of at least €10 million in the country and also sell to small local rental companies, thanks to geographical proximity. Renato himself explains the logic behind this acquisition:

The Australian market is part of the English-speaking world and trends in product acceptability are highly influenced by European specifications with a huge emphasis on the highly developed UK rental model.

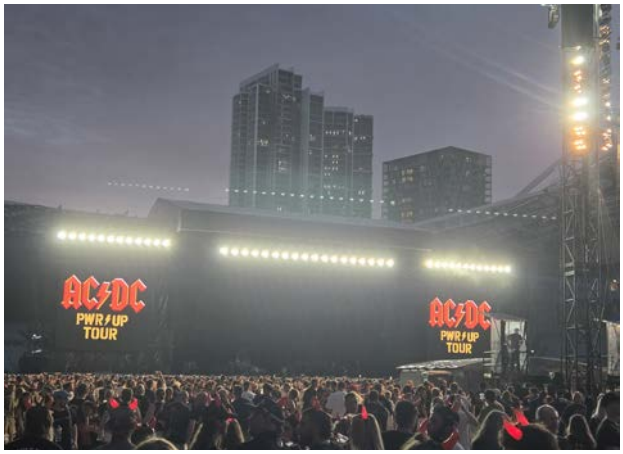
BGG being highly experienced, and in fact one of the market leaders in the European and UK rental sector has given Powerlite via the BGG and Tecnogen brands a huge advantage in meeting the demanding Australian requirement for dependable and robust power. This is coupled with the experience gained in the Middle east over many years in the development of sets capable of operating in extreme temperatures up to 50 degrees ambient temperature without derate.

The patented VSI technology Fusteq range which uses a remote fan system is exceptionally well placed to cope with the harshest environments. The Fusteq by virtue of its remote fan system benefits from the fact that only 15% of the cooling air passes through the engine and alternator part of the canopy, which is a fundamental feature in protecting these key components from dust and water ingress. When you add this concept to the Bruno Group (BGG) ethos of unprecedented levels of customer aftercare and attention to detail gained over many years in the highly competitive European and UK markets. Powerlite have a prime opportunity to make the customers feel that we are there for them and able to give very high levels of vital back up, If as I expect we will succeed, we will benefit from huge loyalty which will develop rapidly into a two way successful long term partnership.

Through the company acquired in Australia we are able to sell directly to small rental and construction companies who historically given the distances could not conduct a negotiation directly with the us and could not tolerate the extended lead times of up to four months from order to delivery. Powerlite are now able to stock for direct supply, also the dealer portion of the cost can be passed to the end user thus reducing cost.







FTG Equipment Solutions – USA

FTG Equipment Solutions founder, Scott Wistar had a vision for becoming a world class distributor for a variety of products with origins in Europe. As an experienced equipment rental store owner, Scott had an eye for quality products and knew what the market needed. It needed a portable diesel-powered generator that was different and more dependable. More so, he needed to partner with a manufacturer with the flexibility and desire to design and manufacture new and different generators to adapt to a developing and changing North American generator market.

Renato Bruno and the Bruno family understood Scott's vision. They embraced it, listened to what was needed and the changes necessary to become a serious player in the North American market. You have two no nonsense business leaders that thought alike with both hyper focused on producing results.

New products entered the market, and changes were made to the existing product to make it more market friendly or end user friendly. Bruno saw the sales increase and understood the scope and size of the North American market. With Bruno's understanding and the strong roots in the form of experienced people, an established sales and service force, facilities, and the desire to impact and create change within the North American Market, FTG Equipment Solutions became part of the Bruno Generator Group.

The timing of acquisition was vital for FTG Equipment Solutions to be recognized as an extension of the manufacturer and the North American Headquarters versus just a respected business partner. BGG has now constant feedback on the US market trends, this coupled with the long-standing Bruno "short communication philosophy "for customer led innovation mean that specific customer requirements can be met in a hither to unprecedented time frame. The other Bruno motto is in full play here. **"THE ANSWER IS YES SO WHATS THE QUESTION".**

The BGG flag has been well and truly planted in the North American market with FTG Equipment now selling as an OEM the wholly Bruno owned Tecnogen range of generators lighting towers and Battery Energy Storage Systems (Bess).





Now also with the incredible links to the parent company through Renato and Antonio Bruno, FTG now have access to the wealth of expertise from the expanded group such as Milantractor ,bringing world class products for the oil and gas industry such as zoned generators and high capacity fire pumps ,with BGG UK bringing over 30 years of experience in design and construction of multiple set diesel gas and HFO (heavy fuel oil) power stations.



Electric? "The future is hybrid. And BRUNO is playing its part"

For Renato Bruno, Europe has fallen behind, ceding ground to China. But our manufacturing sector can make its voice heard in industrial and agricultural electrification, thanks to its wealth of expertise in the field.

In the public debate on the electrification of mobility, Italy is often portrayed as a country destined to play catch-up: too small to compete on volumes, too slow in strategic decision-making, too dependent on technologies developed elsewhere. Renato Bruno, entrepreneur and a leading expert in the electric traction technology supply chain, offers a different and more nuanced interpretation.

This is a view that also stems from direct experience. In Soliera, in the Modena area, the group – through its company Reinova – has built one of the most advanced centres for testing electric traction systems, where work is carried out on technologies that will reach the market in the years ahead, and where tests are conducted for major international clients.

In the public debate, electric vehicles are often presented as a game already dominated by China and large international groups. Does Italy still have a real space?

Yes, it does – but only on the condition that we don't tell ourselves fairy tales. If we think we can challenge China on cost or volume, the game is lost before it starts. You don't need an Oxford degree to understand that we can't compare the cost of an hour of Italian labour with that of an hour of Chinese labour. But it would be a mistake to conclude from this that we have nothing left to say. Italy can remain in this supply chain if it plays its own game – one based on technology, quality, and the ability to design and produce components and systems with a high knowledge and development content.

And yet conventional wisdom says the electric motor is now "a Chinese thing."

China is today the largest producer – that is indisputable. But be careful: let's not confuse the current snapshot with the deeper industrial history. The real "China of electric motors," if we want to use a comparison, was the Vicenza area in the 1960s and 70s. Between Verona and Vicenza, there was barely a small business where electric winding wasn't taking place. That is where many of the competencies come from that still form part of Italy's industrial fabric today.

The point, therefore, is not that we don't know how to do these things. In some cases we simply stopped competing – which is even more serious. China has certainly built a competitive advantage, but not because fate favoured it in some irresistible way. It did so because it chose a direction and pursued it all the way, while we in Europe spent years debating whether it was the right thing to do. If one team takes to the field while the other stays in the locker room arguing about the rules of the game, the first team scores ten goals. That is what happened.

So China's advantage is not mainly due to raw materials?

No, at least not in the simplistic way it is often presented. On electric motors, it is even less true, because a motor is not made of lithium – it is made of magnetic laminations, copper, materials that can be found and sourced all over the world. On batteries the argument is more complex, because China has built an extremely strong position in cells. But even there the advantage does not come from divine right: it comes from an industrial strategy, from investments, from decisions made ahead of others.

If simply owning certain raw materials were enough, then Ferrari should have been born in Saudi Arabia, simply because that's where the oil is. But it doesn't work that way. The real advantage is created by those who develop the technology, who organise the supply chain, who invest consistently. And we, in Europe, arrived late and often without conviction.

You argue, however, that Italy can still play an important role. In which segments, concretely?

First of all, in components. That is our industrial calling. Actuators, controls, electronics, connectors, power converters, management systems – in these areas we have widespread competencies and a fabric of small and medium-sized enterprises that often moves faster than the public debate imagines. I have seen Italian companies begin producing components for the electric supply chain with a speed that genuinely surprised me.

In the public narrative, however, everything is almost always reduced to the car. Is that truly the centre of the electric transition?

No, and in my view this is one of the greatest errors of perspective. If we look only at the car, we don't really understand what is happening. Electric traction is a different philosophy for the use of motive force. It changes the way energy is made available, distributed, and used within a system. And this has enormous implications across a vast range of fields: agricultural machinery, cranes, handling equipment, industrial machines, special vehicles, working watercraft, airport vehicles.

In a traditional vehicle, power starts from a central engine and reaches where it is needed through a series of mechanical transmissions. In the electric world, that power can be delivered directly to the points where it is needed. This opens up entirely new design possibilities. And this brings us back to Italy: because we are strong precisely in specialist machinery, in particular applications, in systems where design intelligence matters more than pure scale.



You often cite the example of tractors. Why?

Because it is a perfect example of how the public discussion has remained too narrowly tied to the car. In agriculture there are two worlds: on one side the large tractors for open fields, and on the other an enormous variety of light machines – satellite vehicles, vineyard tractors, orchard tractors, spraying, harvesting, precision cultivation machinery. And it is precisely in this second world that Italy has historically been extremely strong.

Moreover, the electric tractor must not be conceived by mentally copying the diesel tractor.

That is the mistake. If I keep reasoning with the logic of the old engine, I will never see the potential of the new system. In an electric machine we can distribute the power, we can make the attached implement contribute to traction, we can rethink the overall architecture of the vehicle. But to do that, one must stop looking at the new through the eyes of the old.

And yet, despite this potential, the market for technical electric vehicles is moving slowly.

Yes, because industrial innovation is never purely a technical matter. Habit plays an enormous role. Massimo d'Azeglio said that habit is half mistress of the world, and it is absolutely true. Anyone who



runs a business knows that every organisational or technological change always meets the same objection: "we have always done it this way." As long as the user does not see an immediate economic advantage, or as long as there is no external constraint pushing them to change, they tend to stay where they are. It happened with diesel engines too: today diesel engines pollute enormously less than those of fifteen years ago, but that improvement would never have come on its own without external regulations that forced the industry to innovate. The same applies to many electric applications: where there are clear conditions of use, functional advantages, and sometimes also regulatory obligations, change arrives.

You are a firm believer in electric. But if you produced combustion engines, would you think the same way?

Absolutely yes – and I'll go further. If I found a good combustion engine company, I would buy it. Because I do not at all think the combustion engine will disappear. I think it will instead enter a different system – smarter, more hybrid, more integrated with electric. And I would do it because the real mistake is to imagine electric and internal combustion as two worlds at war, with one destined to wipe out the other. That is not how it is. The more electric there is, the more there will be a need for localised energy production. The decisive issue is not ideologically choosing one engine over the other: it is understanding how to efficiently organise the production, storage, and use of energy.

Let me give a simple example: a large crane today mounts an internal combustion engine sized to cover the maximum peak power, which might only be needed for ten minutes when lifting the maximum load. For the rest of the time, the machine moves, travels, and works at much lower loads. With an electrified and storage-enabled system, I can use a much smaller combustion engine, produce energy, store it, and then have peak power when I truly need it. This way I am not running an enormous engine at 20% load for eight hours.

Bruno Generators Group designs, develops, builds and tests advanced battery energy storage systems entirely in house. Every stage of the process is managed by the group's specialist engineering teams to ensure consistent quality, reliability and performance. The complete systems include battery modules, battery management systems, controllers, inverters and associated power electronics, all manufactured by Bruno Group companies.. Each system undergoes rigorous functional, safety and performance testing before delivery to confirm compliance with industry standards and customer requirements. The result is a dependable, high quality energy storage solution engineered for efficient operation, long service life and reliable performance across a wide range of applications.

So what is, ultimately, the real challenge for Italy and by extension BGG?

The real challenge is to stop debating the future as if it were a matter of opinion, and instead start securing our position in the parts of the supply chain where we can genuinely count. We don't need to beat the big global players on their own ground. We need to be inside the economic system that is taking shape, bringing innovation, quality, components, engineering, testing capabilities, and specialist applications.

I have no doubt that in the real Italy and Europe – inside businesses – this movement has already begun more than people realise. What is missing, if anything, is greater collective awareness. But the game is still open. And Italy, if it decides to play it seriously, has every possibility of carving out a leading role for itself.

"We can excel in components and specialist applications, thanks to innovative SMEs capable of grasping market needs where design intelligence makes the difference – as in tractors and cranes."

"The combustion engine will not disappear, but will evolve, integrating with electric to reduce consumption. I believe in electrification – but if companies are for sale, I'm putting myself forward to buy them."

– Renato Bruno, CEO of Bruno Generators Group

For Bruno Generators Group, everything began in 1977, when Antonio Bruno opened a small spare parts shop for agricultural machinery in Grottaminarda, in the Irpinia region. From that artisanal activity – progressing through the production of motor pumps and then power generators – Bruno Srl was born in 1987, marking the leap to an industrial scale. Today BGG is an international holding company specialised in the design, production, and rental of premium-range generator sets and lighting towers, with four production facilities in Italy – Grottaminarda, Bari, Pontenure (Piacenza), and Tribiano (Milan) – and a commercial presence in over 70 countries.

The group's growth has been driven by a series of strategic acquisitions: from TecnoGen to Powertronix, specialised in UPS and storage systems, through to Dynamico in the battery storage systems sector. Among the most significant operations is the 2024 entry of Reinova, a centre of excellence for the development and validation of components for electric and hybrid powertrains. Based in Soliera, in the heart of the Modenese Motor Valley, Reinova has a 10,000-square-metre test facility where tests are conducted on battery modules and packs for the most prestigious automotive brands. A fundamental piece in the group's energy transition strategy. At the helm is the second generation, with CEO Renato Bruno.

BGG Germany – energy where it matters

Over the years, **BGG Germany** has firmly established itself as a leading presence in the market, particularly within the areas of critical infrastructure, public safety (BOS), and defence.

A reliable power supply is one of the key foundations of modern society. Whether in telecommunications, energy networks, public safety, or defence infrastructure, uninterrupted energy is essential to maintain operations under all conditions. Over the past years, BGG Deutschland GmbH has established itself as a strong and reliable partner in this field, backed by a broad portfolio of successfully executed reference projects. A major driver behind this development is the continuous advancement of proprietary technologies. One key example is the patented EPS (Emergency Power Supply) series. This solution features a unique cascading containment tank system, available exclusively through BRUNO in Germany, enabling plug-and-play solutions, rather than complicated installation works. The system was developed in close collaboration between BGG Italy and BGG Germany. EPS systems are deployed both as compact canopy units and as containerized energy solutions, forming the backbone of many critical infrastructure projects today.

BGG Germany has built strong expertise in the BOS (public safety) sector. Projects include the delivery of mobile emergency power units for disaster protection authorities in Brandenburg, designed for fully autonomous operation in emergency scenarios.

Another notable reference includes the provision of advanced lighting mast systems for the German Federal Police. These units are engineered for rapid deployment and reliable illumination in diverse operational environments, supporting both emergency response and routine field activities. Their robust design ensures dependable performance in critical situations.

Further projects include nationwide delivery of mobile generator trailer systems for the Federal Agency for Technical Relief (THW), covering development, testing, and series production phases. Additional deployments for fire departments and municipalities across Germany demonstrate the robustness and operational readiness of these systems.

BGG systems also prove their performance in continuous industrial operation. A particularly strong reference is Zeppelin Rental Germany. To date, approximately 650 units have been delivered, including lighting towers, hybrid lighting towers, and mobile generator systems. These units operate under demanding real-life conditions in construction, industrial, and event environments. This demonstrates not only durability but also ease of maintenance and operational reliability in rental applications.



Source: EPS System before delivery at BGG Germany Site in Kleinostheim, Germany



Source: Lightsystem for the Germany Federal Police at TecnoGen Site before delivery



Source: THW mobile units at THW Site in Germany



Source: Worms Firefighters - Delivery of 3 mobile power generator units with ropeoperated hydraulic light mast (9 m) and fire service equipment, each rated at 100 kVA, mounted on a 3.5 t chassis.



Source: Zeppelin Rental Units at TecnoGen Site before Delivery

In addition, BGG Germany delivers solutions for telecommunications and energy infrastructure. Projects include backup power systems for grid control and communication centers as well as installations at digital radio sites, ensuring operation continuity even under critical conditions.

Containerized energy solutions are another core capability. BGG Germany provides complete systems including engineering, manufacturing, and commissioning for applications such as data centers, industrial plants, and energy suppliers. Examples include container generator systems for data center applications and large-scale deployments along hydropower infrastructure.

BGG Germany is also active in the defence and military sector. One reference is the Schwarzenberg Barracks, one of the largest military facilities of the Austrian Armed Forces. As part of a major infrastructure upgrade, full energy autonomy was implemented.

Backup generators and transformer stations were installed across the site to ensure independent operation from the public grid.

These projects underline the strategic relevance of modern power supply systems for mission-critical and defence environments.

In summary, BGG Germany combines technological innovation, such as the EPS series, with strong project execution capabilities across multiple sectors: public safety, telecommunications, energy infrastructure, industrial applications, rental operations, and defence.

Bruno Generators Group announces the acquisition of the activities of Europower Generators BV - Belgium

- Bruno Generators Group is one of the leading international players in the design, production, distribution of premium power generators, lighting towers and battery energy storage systems.
- **Europower Generators has a strong heritage, a well-established customer base, and a strategic presence in one of the most important industrial regions of Western Europe.**
- The objective of BGG's investment is to support the relaunch of Europower Generators' strong heritage and leverage its strategic presence in Benelux to create a stronger platform for growth, customer service, and long-term value creation.

With a strong heritage, a well-established customer base, and a strategic presence in one of the most important industrial regions of Western Europe, Europower Generators has built a reputation for quality, expertise, and long-term customer relationships over many years of operation. The transaction, undertaken through an asset deal, ensures the continuity of part of these valuable assets while creating a solid foundation for future growth and development.

"This acquisition represents a highly strategic investment for our Group," said Renato Bruno, CEO of BGG. "Europower Generators has a strong market position, an experienced team, and an excellent reputation in its core markets. By combining these strengths with our resources, industrial capabilities, and long-term vision, we are creating a platform for sustainable growth and enhanced customer value across the region."

The acquisition is fully aligned with BGG's strategy of strengthening its presence in key European markets and expanding its capabilities in the power generator market where the Group already enjoys a strong position. The addition of Europower's activities will further enhance the Group's geographic reach, customer relationships, and operational footprint throughout Benelux and Western Europe.

BGG is committed to preserving the legacy of Europower while accelerating investment, innovation, and commercial development. Customers, suppliers, and business partners can expect continuity, stability, and an ongoing commitment to the high standards that have characterized the company throughout its history.

The transaction underscores BGG's confidence in the long-term potential of the market and its determination to continue building a stronger and more diversified group in the power generators market.

Through a combination of organic growth and strategic acquisitions, BGG continues to strengthen its market position and create long-term value for customers, employees, and stakeholders.

About BGG

Today, Bruno Generators Group, is one of the world's leading operators in the power generation sector, and its generating sets are considered the gold standard for applications requiring superior technical and quality specifications. In fact, the Group is focused on the engineering and production of premium generation systems, with high customization and industry-leading performance in terms of energy efficiency, emissions containment, soundproofing, and resistance to extreme environmental conditions. These product features, deriving from proprietary research and development, are protected by patents, and are particularly appreciated by the rental market.

Milantractor – Italy

From a small shop in Milan selling agricultural and industrial spare parts to a leading player in the power generation sector: Milantractor's "second youth."

Milantractor's story is one of successful transformation. Founded in the 1970s, the Tribiano-based company proved able to anticipate market trends, pioneering the rental business as early as the 1980s.

It all began in 1972, in a small spare-parts shop in Milan. "We have always operated within the world of diesel engines," says current CEO Andrea Leoni, retracing a journey that began with the first air-cooled generator sets of the 1970s and has led Milantractor to the development of today's complex, high-tech systems.

The real revolution came in the 1990s, when the company placed its bet on rental – a vision that, at the time, was almost unheard of "south of the Alps."

What began as a challenge managed by just a handful of technicians has today become an impressive industrial enterprise: a range spanning from small generators of just a few kWh to fully equipped, technologically advanced power stations producing several MWh.

Since the beginning of the new millennium, Milantractor has also strengthened its position in the construction of highly customized special machines.

Milantractor's strength lies in its uniqueness. "Every generator set we build is different from the next," explains CEO Andrea Leoni, highlighting the company's tailor-made approach in the Oil & Gas and Services sectors.

This approach gained fresh momentum in 2016 with the change of ownership to the Bruno family. The synergy with BGG and the vision of Renato and Pino Bruno provided the company with the resources needed for strong expansion, driving turnover to around €40 million today.









Reliable Standby Power for Pharmaceutical Manufacturing Excellence

Milantractor Delivers Critical Backup Power Solution for Patheon Italy

Milantractor, part of the Bruno Generators Group (BGG), successfully supplied and commissioned a containerized standby power generation system for Patheon Italy, one of the leading pharmaceutical manufacturing companies operating in Italy.

In the pharmaceutical industry, uninterrupted electrical power is essential to protect production processes, laboratory activities, quality control systems, HVAC installations, and temperature-controlled storage facilities. Any unexpected power interruption can potentially impact production continuity and product integrity.

To ensure the highest level of reliability, Milantractor engineered and delivered a complete containerized FG Wilson power generation solution powered by a Perkins diesel engine. The system was specifically designed to provide dependable emergency power while meeting stringent requirements for acoustic performance, maintainability, operational safety and rapid deployment.

Scope of Supply

The project included:

• Containerized acoustic power station • Perkins high-performance diesel engine • FG Wilson generating set package • Integrated control and monitoring system • Factory acceptance testing (FAT) • Installation support and commissioning activities • Technical documentation and operator training

Engineered for Reliability

The containerized design provided a compact and robust solution capable of operating in demanding industrial environments while ensuring easy access for maintenance personnel. Particular attention was given to ventilation, service accessibility and long-term operational reliability.

The project demonstrates Milantractor's capability to support mission-critical applications where power continuity is fundamental to business operations. Pharmaceutical manufacturing facilities require the same level of reliability expected in hospitals, data centres and other critical infrastructures, making standby power generation a strategic asset rather than simply a backup system.

Supporting Critical Industries

This successful installation further strengthens Milantractor's experience in supplying engineered power generation solutions for industrial, pharmaceutical, healthcare and infrastructure sectors throughout Italy and international markets.

By combining FG Wilson generating sets, Perkins engines and the engineering expertise of the Bruno Generators Group, Milantractor continues to provide reliable and efficient power solutions tailored to customers' operational requirements.

Reliable Power When Reliability Matters Most

Milantractor S.p.A. Part of Bruno Generators Group





Protecting Critical Refinery Operations with NFPA20 Fire Pump Solutions

Milantractor Supports One of Italy's Largest Refining Complexes

Fire protection is one of the most critical safety systems within any refinery. When reliability is non-negotiable, every component must be engineered to operate immediately and continuously under the most demanding conditions.

Milantractor was selected to support the revamping of an NFPA20 diesel-driven fire pump package installed at the ISAB Refinery in Priolo Gargallo, one of the largest refining and petrochemical sites in Italy.

The project involved the replacement and modernization of an existing seawater firefighting pump system, ensuring full compliance with international fire protection standards and guaranteeing operational continuity for the refinery's emergency response infrastructure.

Engineered for Mission-Critical Service

The package includes:

- Vertical turbine fire pump.
- Diesel engine driver.
- NFPA20 compliant configuration.
- Automatic emergency start capability.
- Marine-corrosion-resistant design suitable for coastal refinery environments.
- Acoustic treatment and industrial-grade protection systems.
- Integrated control and monitoring equipment.

The installation operates using seawater as firefighting medium and is designed to remain available even during loss of external power supply, providing a fully independent emergency response system.

Operating in a Harsh Industrial Environment

The refinery location presents particularly challenging conditions:

- Coastal marine atmosphere.
- High humidity.
- Corrosive saline environment.
- Continuous industrial operation.
- Safety-critical application.

For this reason, particular attention was dedicated to material selection, protective coatings, reliability of auxiliaries and long-term maintainability.

Milantractor Added Value

Beyond equipment supply, Milantractor provided:

- Technical coordination of the complete package.
- Integration between diesel engine and vertical pump.
- Compliance with NFPA20 requirements.
- Engineering support.
- Factory testing and quality verification.
- Documentation and project management.

The result is a robust and reliable firefighting solution capable of protecting strategic refinery assets while meeting the highest industrial safety standards.

Supporting Energy Infrastructure

Projects such as ISAB demonstrate Milantractor's capability to deliver customized diesel-driven packages for critical infrastructure applications including:

Refineries

Petrochemical plants

Oil & Gas facilities

Tank farms

Power plants

Industrial complexes

With decades of experience in diesel power systems, Milantractor continues to support customers where reliability, safety and operational continuity are essential.







BRUNO GENERATORS

BRUNO POWER (BGG) – WITH YOU EVERY STEP OF THE WAY

YOU NEED IT – WE DESIGN IT
WE BUILD IT – YOU INSTALL IT
TOGETHER WE COMMISSION IT

- BATTERY ENERGY STORAGE SYSTEMS
- HYBRID SYSTEMS
- DIESEL / GAS / HFO UNITS / HYDROGEN
- RIG SAFE – ATEX GENERATORS
- COGENERATION PLANT
- FIRE FIGHTING PUMPS
- PROCESS AND INJECTION PUMPS



We offer flexible power solutions including Diesel, Gas, HFO, and Hydrogen generation units, as well as advanced Battery Energy Storage Systems (BESS) and fully integrated Hybrid Systems.

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