

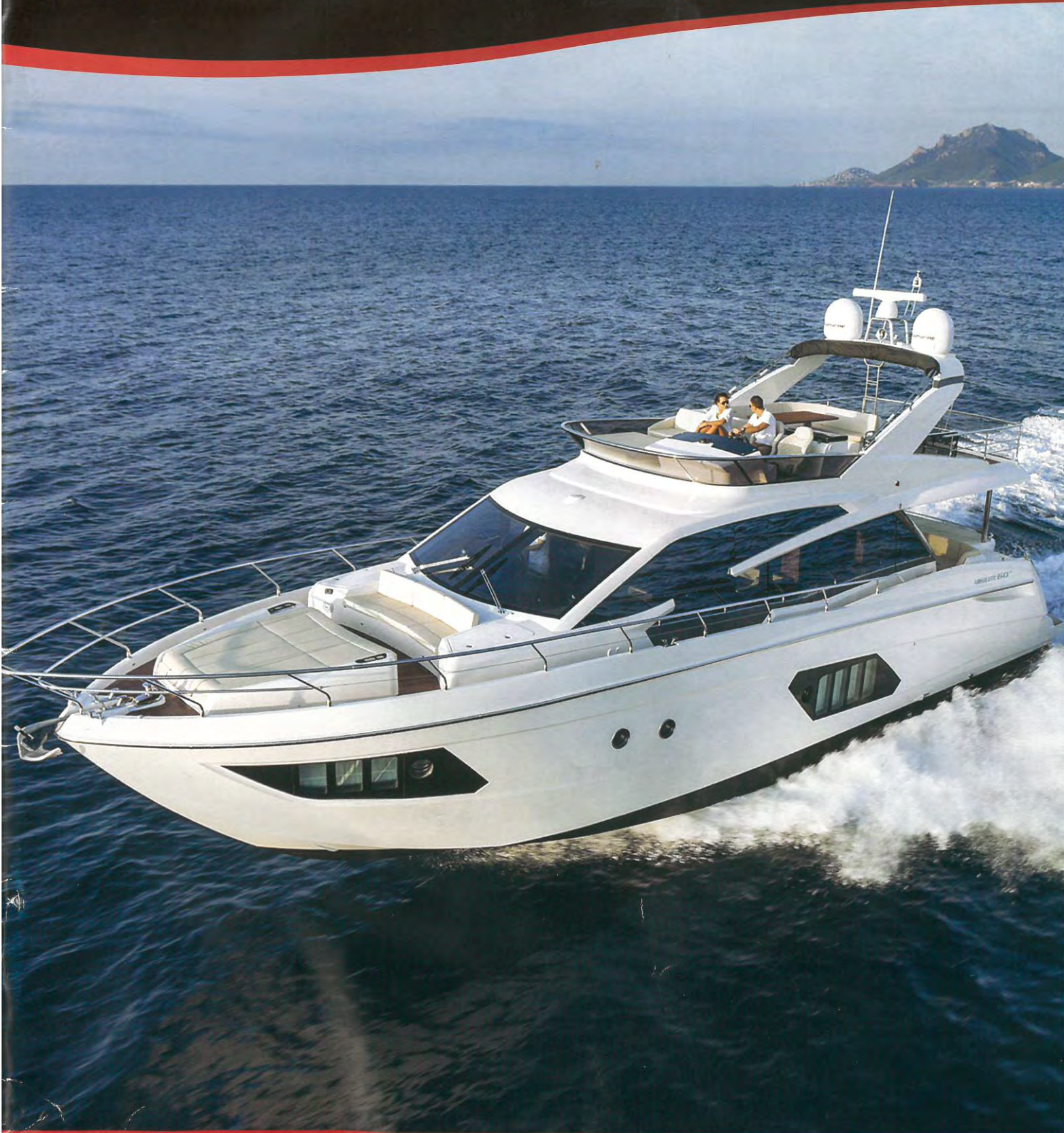
# MAIN SAIL

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# Without knowing... you cannot

Interview with Cesare Mastroianni, Sales Manager of Absolute Yachts, following a brief stopover in shipyard's creative heart in Piacenza, which left me impressed and drawn to learn more about Absolute Company's story.



## Background

On arriving at Piacenza together with Kenneth Azzopardi, Director of **Boatcare Ltd**, who are the exclusive agents and dealers for **Absolute Yachts** in Malta, I was prepared to learn and enjoy myself, and not expecting much to wonder about. At its state-of-the-art shipyard in Piacenza, Italy, **Absolute** creates hand-laid solid-fiberglass hulls and adds in the proprietary Integrated Structural System (ISS), a combined construct of parts made of composite sandwich and plywood including interior bulkheads, that is bonded to the inside of the hull to provide additional stiffness and strength as well as reduce sound. The result is a solid platform on which to build an interior. Here I could not help but notice how the sustained efforts, teamwork, attention to detail and customer focus are the keys of the **Absolute Yachts** shipyard's success.

The professional shipyard set-up and operations give a hint about Absolute Yachts attention to detail, comfort and safety. Such are the **Absolute** motoryachts and powerboats undisputed qualities of handiness and sportsmanship, which are hallmarks of Absolute engineering and craftsmanship, which guarantee pleasure of cruising, navigating and respecting the sea, and on-board safety. The engineering on many of them is incredible.

*"We believe in technology and easy management, in 360° control. We believe in luxury, and not in waste: our engines are low consumption and low noise engines. We believe in Design tasting of salt water, having image and also substance. We finally believe that the Ocean shall be respected. That is why we engage in reducing emissions at their minimum level. And this not only to safeguard the protected areas, but also the whole Ocean. The Ocean continent – before being our business – is the salt of the Earth."*

**MBR:** *If I were a customer and I was interested in buying an Absolute boat, how would you explain the main characteristics of an Absolute boat to me, to make me buy the boat?*

**CM:** What you can see is the modern line, you can see a boat where ergonomics is at the highest level. I can demonstrate to you, this is accurate. Should you consider our 60 for instance and the 60 from the competitors, we have less steps all around the boat, as anybody else. In the floors, as well as in the ceilings, we have no sharp edges. We have also best visibility. So, if you have high clients, you have better possibilities from the manoeuvring station toward the inside. You have bigger windows in the category for every boat. The people that stay in the boat, in the fly deck or in the lower deck, have always the best opening view on the water. This is something that you can see and you can verify by yourself.

Every year in July, we have a meeting with our Dealers coming from every part of the world to draw comparisons. We present them a competitive analysis of the novelties. We always demonstrate that the interior design, the features implement better solutions. From the statistics everybody has a different taste, so maybe somebody prefers the American, European or classical style, and this is something we cannot control. But from the functional point of view, our interiors are very comfortable.

The easy handling, easy docking and very practical navigation are evident. The position of the dashboard, the ergonomics of the steering and the visibility from the steering are the best of the category. There is of course a contribution of the IPS, but we also put a lot in this design.

Regarding comfort, you can test in the water and wherever you want we can show you how the boat is totally without vibration and creaks, so the comfort is an absolute priority. When other magazines or journalists come with their sound proofing digital meters, they always record very high preformation types of noise and at low levels. This is something you can see, something you can test. We believe that without listening you cannot say!

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– before being our business – is the soul of the Earth. Without knowing... you cannot make!

This is something that the clients can believe or not but this is reality. Therefore as a consequence, the lifecycle of the boat is long, we have clients that sell the boat to the second generation and third generation, and they are always happy with the boat. Sometimes we have the possibility to see our old boats in the marinas for different reasons, and we are very happy to see how well they are. Everything is like new. All thing you have to do is the regular service, cleaning and polishing.

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## » Cover Story: Superyacht Visits

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**MBR:** Can you define your niche or target market, can you describe it?

**CM:** Starting from 2014, we have introduced a new range of boats, called "Navetta", which represents a meeting between tradition and technology. This new range has filled a "market gap", meeting the needs of many international customers, which have appreciated this range since the beginning, thanks to its characteristic shape and its comfort. In fact, we are proud to announce that in 2017 we will introduce a new model in this range...

**MBR:** Can you tell us something about the significance of the Absolute boats? How will this provided by the boats, especially not just in Malta but perhaps in other countries. Do you have a visage that this will be increasing not just the Absolute image in Malta but also the activities in the Mediterranean region?

**CM:** First of all, Absolute is pushing what we call the Absolute global project. It is a long road to walk, but we are walking. We have included Malta in these tasks. We have one step, very convenient and important for that reason. Malta has a strategic place on the map for both the local clients, and the foreigners coming to Malta. Malta could be a point of attraction. What we expect from the dealers of every country is the same; the image and their presentation of Absolute locally, as well as be our eyes and ears in the market. Why? The communication with the dealers is always direct, no faults. The direction from us to them is the proposal of new products. We are always in advance on the market; we propose something new.

EVERY CHOICE IS ALWAYS THE RESULT OF  
A MIX OF DIFFERENT INGREDIENTS

**MBR:** Why do you think that Boatcare is the perfect partner for Absolute?

**CM:** Well you know every choice is always the result of a mix of different ingredients, because the right person should come in the right time, otherwise it's not working. What we know about the dealers is what they have done before and this is the main matter. Boatcare fulfils all of our expectations, and so is our perfect partner.



Sig. Cesare Mastroianni during Dealer Meeting at Cannes

**MBR:** What vision do you have for Absolute in Malta or beyond, are there any projects under development? Coming to Malta do you think of creating something new or have something in mind, not just only in the Maltese market.

**CM:** Our process are structured for the next 3 years. We have been designing now two models between 60 and 80 feet. I cannot tell you more about that because it is still top secret. These two models will be our flagships in 2017 and 2018. In the meantime, we are proud to announce that we are launching our novelty for this season, the Absolute 50 fly: the official European premiere will take place during the Yachting Festival Cannes, in September 2016.

Together with this investments, the floor area used for Absolute manufacturing is going up from the current 17.000 m<sup>2</sup> to 24.200 m<sup>2</sup>, representing an increase of 7.200 m<sup>2</sup>.

It is not just about increasing the available area and extending the staff. The project of the new development also includes an optimization of the internal flows and a different integration between various stages of processing. All this will be backed up also by some expected technological novelties.

**MBR:** Which is the most important and essential element of the Absolute company? Sales marketing, production or human resources? Which is the key element of the shipyard success?

**CM:** I think people are very important in this company. Managers and technicians of renowned competence and experience lead the shipyard, providing the

guidelines to a young and enterprising team, made up by an harmonic structure of seven Departments: Technical, Sales, Administration, Purchasing, IT, Warehouse, Manufacturing.

This group of people works every day very hard, in order to achieve the great results shown.

There is no pyramid of responsibilities, where at the end of the day nobody cares, but everyone is responsible. We have just two level approach, so when a problem arrives the solution is immediate. This is very important and we are 160 people, so if you have not such an approach you can imagine only a slow response result. This is one of the main keys of success.

**MBR:** When you supply at the end of your day and you look back and reflect, do you think about what do you have achieved? What is the most important factor you think about when you look back?

**CM:** Of course, the financial economic result of the company is essential because otherwise it is like in a body, when you do not eat and you die. Economic results are very important. That's why when somebody is passionate in his work, the most important thing in the work is smooth running. Everybody should feel to be in the right place, ready at the right moment. This is what we are happy to see, not only inside of the company, but also with the dealers. We felt wrong when something is not at the same tune or in sync. There are separate opinions, so we meet, we discuss to find the same wavelength and a shared solution.

**MBR:** If you have to describe Absolute's operation into three words

**CM:** For sure, passion of the people, engagement, I mean to be in the matter fully and to be serious, to be honest. One word one action. **MS**



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