

# a sparkling family

**S**uccessful entrepreneurial ideas are often hit upon while dealing with the most practical sides of business. That is precisely what happened to Eustachio Braia, a car electrician who clicked onto the fact that beyond spark plugs, coils and contact points, ignition leads are the ones which play the leading role in igniting the ever important spark.

Brecav Srl was founded in 1985, specialising, right from the beginning, in ignition leads having the same features as their original equipment counterparts. A true bet, especially considering the logistic difficulties caused by the company's geographical location: Matera, a wonderful city in the South of Italy, with an exceptional old town -the famous "Sassi", declared by Un-

**BRECAV IS A WELL-ESTABLISHED MANUFACTURER WHICH OFFERS TO THE AFTERMARKET A WIDE RANGE OF IGNITION LEADS, PLUS FUSES, STARTER LEADS, BATTERY TERMINALS, BOOTS AND SUPPRESSORS.**

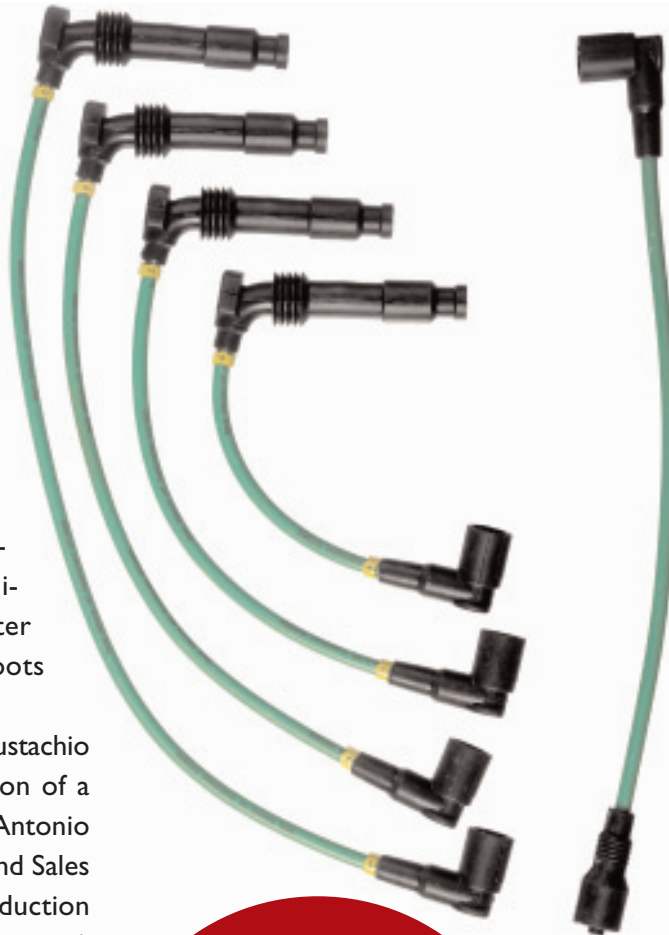


**MR EUSTACHIO BRAIA, BRECAV'S CHAIRMAN AND FOUNDER, SAT AT HIS DESK. BEHIND HIM, FROM LEFT TO RIGHT, MR PAOLO BRAIA, PRODUCTION PLANNING AND CONTROL MANAGER, ANTONIO BRAIA, SALES MANAGER, AND ANGELO RAFFAELE BRAIA, INTERNATIONAL DEPARTMENT MANAGER.**

esco as heritage of humanity- but which is still not served by either the railway or the motorway network.

Today, that bet can be regarded as won: Breca is a well-established manufacturer, whose sales organisation is present in Italy as well as abroad, and which offers to the aftermarket a wide range of ignition leads, plus fuses, starter leads, battery terminals, boots and suppressors.

Breca is still managed by Eustachio Braia, with the co-operation of a team of young managers - Antonio Braia (Managing Director and Sales Manager), Paolo Braia (Production Planning and Control Manager) and Angelo Raffaele Braia (Inter-



**TWO OF BRECAV'S TOP-OF-THE-RANGE IGNITION LEAD LINES: RACING (ABOVE), CREATED TO MEET SPECIFIC HIGH-PERFORMANCE, IMAGE AND TOP-QUALITY REQUIREMENTS, AND GOLDEN (BELOW), DEVELOPED TO SUIT THE SPECIFIC CHARACTERISTICS OF GAS AND METHANE-POWERED ENGINES.**



national Department Manager) - who contribute to the company's activities with equal passion, determination and seriousness.

**High-quality ignition leads**

Breca manufactures electrical spare parts exclusively for the electrical, mechanical and injection automotive aftermarket. The quality of the products is en-

sured by thorough inspection tests, the use of high-quality materials (ISO 3808 standard) and an efficient production line which employs automatic and semi-automatic machines. Each individual production phase is regularly tested and inspected by the company's technicians.

The company's production facilities in Matera manufacture high-voltage lead sets, starter leads, boots and suppressors. Car ignition leads represent 92% of the company's turnover (approximately 250,000 series/year),

starter leads account for 2%, fuses and small parts for 4 %, and custom-made products for the remaining 2%.

The company's ignition lead range is very wide and, most of all, provides high quality products for European, Japanese and Korean vehicles. In recent times, the greater role played by electronics, the increasingly high under-bonnet temperatures and the reduced engine space have brought about the need for a more in-depth research in leads (certified to ISO 3808/1 -/2) and specific boots which are "equivalent to their original counterparts", in order to meet the requirements of each and every car manufacturer. Breca uses the same materials employed by original equipment manufacturers: the Mercedes Kit, for example, includes 7mm tinned-copper leads; the Ford Kit features an 8mm lead with car-



**IDENTITY CARD**

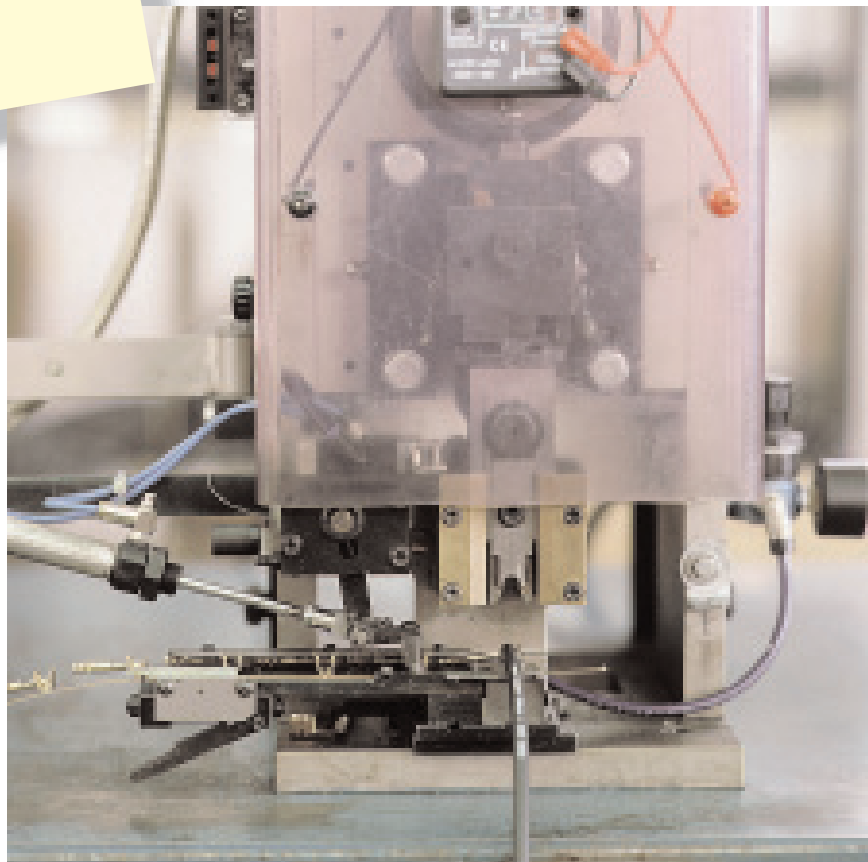
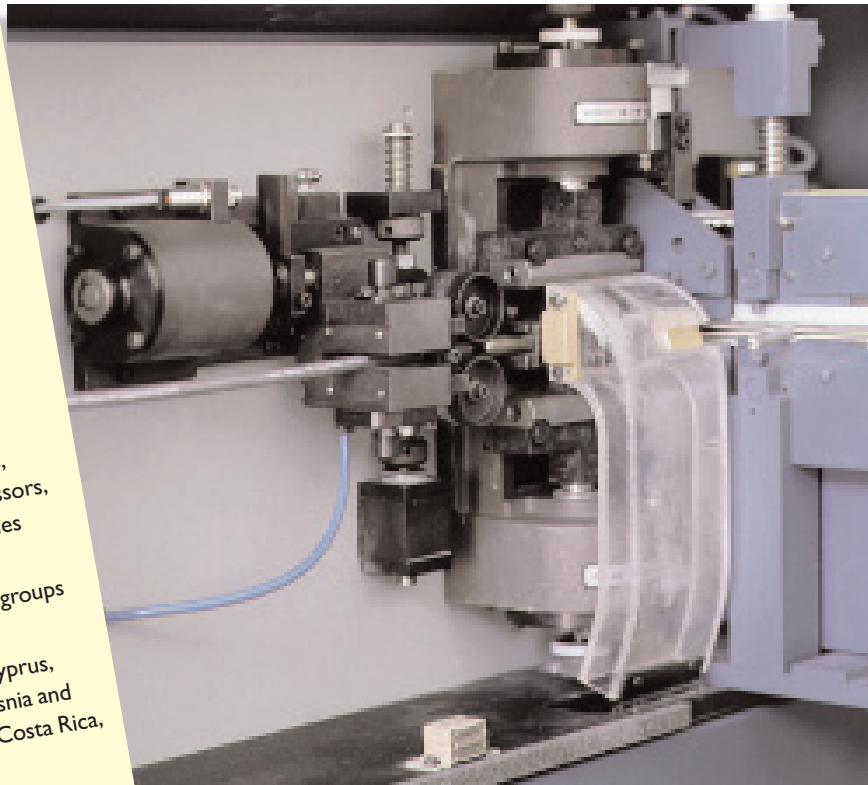
**Company** Brecav Srl  
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 75100 Matera - Italy  
**Phone** +39 0835 381589  
**Fax** +39 0835 263519  
**E-mail** info@brecav.it  
**Web site** www.brecav.com  
**Quality System Certification**  
 ISO 9001:2000

**Employees** 15  
**Turnover** approximately 2,250,000 Euros  
**Products** car and motorbike ignition leads,  
 starter leads, boots and suppressors,  
 fuses, battery terminals, cable ties

**Foreign distribution channels**  
 agents, wholesalers, purchase groups

**Countries or Areas reached**  
 European Union, Norway, Cyprus,  
 Slovenia, Croatia, Serbia, Bosnia and  
 Herzegovina, Montenegro, Costa Rica,  
 Ecuador

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bon conductor; the Toyota Kit comprises a 5mm ISO 3808-compliant lead. The company's range is completed by *Racing*, a line dedicated to high-performance enthusiasts, and *Golden*, a series created to provide for the specific requirements of gas and methane-powered engines.

Brecav supplies also large-consumption items, including fuses, starter leads (made exclusively with TÜV-certified components), battery terminals, cable ties, boots and suppressors for ignition leads, which are made with certified materials (silicon, Bakelite, aluminium, nylon) and have the same quality and design features as their original equipment counterparts.

**TWO PRODUCTION STAGES. THE MATERA FACILITIES EMPLOY AUTOMATIC AND SEMI-AUTOMATIC MACHINES TO MANUFACTURE HIGH-VOLTAGE LEAD SETS, STARTER LEADS, BOOTS AND SUPPRESSORS. THE QUALITY OF THE FINISHED PRODUCTS IS ENSURED BY NUMEROUS INSPECTION TESTS.**



**The value of reliability**

Brecav's sales network has grown remarkably over the years and has contributed to the company's success, ensuring reliability, efficient service, continuous updating and technical support. Today, it has a capillary national coverage and is present in numerous European Union and non-European Union countries. In reliance on the quality of its products and its ability to satisfy a growing number of customers, the company is now aiming at strengthening its exports.

Brecav places great care in its catalogue, which is updated every two years. Clear and user-friendly, the car and motorbike ignition lead catalogue contains a list of applications, a guide for the types of leads available with explanatory drawings,

as well as many illustrations to help the fitter in finding the products required. The catalogue is also available on CD ROM, both in Italian and in English.

Another communication tool employed by the company is the internet site ([www.brecav.it](http://www.brecav.it)), which contains an up-to-date interactive catalogue and allows for on-line orders.

**Certified quality**

Product quality and efficient customer service have always been one of the main priorities of Brecav's sales policy, a mix of inter-related elements aimed at achieving customer satisfaction. For this reason, in 1999 Brecav decided to apply for the certification of its quality system by Sincert-accredited

RINA, which, after a strict audit, acknowledged Brecav's ability to supply constant-quality products (i.e.: compliant with pre-set specifications), as well as the company's managerial and technical skills (organisation, human resources), necessary to manage all the stages of the production process, from the customer's offer request to the delivery of the finished product and customer service. The company became then certified to UNI EN ISO 9002 for the manufacturing and customer servicing of car and motorbike ignition leads, spark plug insulating materials, coils, starter leads.

In 2002, Brecav obtained the certification to ISO 9001, which includes also the design and development stage.