Commemorative book
for the 50th anniversary of SANJO (1967-2017)

SANJO
CTRA. N.II, KM 592,60
08740 SANT ANDREU DE LA BARCA
BARCELONA (SPAIN)
Tel. 00 34 93 552 01 20
www.sanjo.es
sanjo@sanjo.es

Research and history of the company
Natalia Piernas

Director of Art / Design and typesetting
Miquel Abellán

Photography
Xavier Pladevallena

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SANJO was, is, and always will be everything for my family. Our lives have always been led in and around this company. We have seen it's birth, we have watched it grow, and reach it's maturity. It is now a 50-year-old company, one that is strong and well known, with exciting projects for the future that make us feel, each and every day, more fortunate and proud to be a part of it and to have reached this point together.

This book is a tribute to all those who have joined us on this long journey and especially to its founder, Santiago Cruz Aguilera, who took the first step on this voyage and was able to convince us to work with him on this fascinating adventure.

He may have left us some years ago, but his courage, prowess, and entrepreneurial spirit are still very much with us.

I would like to remind you of his words at the inaugural speech for our facilities in Sant Andreu de la Barca, on the 19th of October, 2002.

“It was in 1967 that I decided to begin our industrial work. I had arrived several years ago from Andalusia with the dream of striving for a better future than the one offered to us there. I would like to highlight the help we received from Catalonia and the Catalan people, which was essential and necessary so that we can now speak of SANJO as one of the leading companies in the sector.

But we shall not forget our roots in a small workshop with four people and a few old machines. A difficult beginning, but one that was replete with excitement and a desire to work.

Our story is filled with times that are sweet, others more bitter, times when we had to make great efforts and fight. All of them were necessary to make us realise that it was all worth it to get here.

I would like to thank publicly, my workers and employees, not just on a professional level but on a more human level. Without their commitment and support, the exceptional situation in which SANJO finds itself today would not have been possible. They have proven themselves at my side during those difficult times that every company must overcome.

I would also like to take a moment to remember and thank our clients, suppliers, partners, and institutions, for the trust they have placed in us for all these years, which has been a significant part of the engine that has driven us forward.

There is no doubt that a great future lies ahead of us. We will continue to work to strive together day by day to consolidate and improve.”

Nuria Saumell Vivancos
President of SANJO
1967-1988

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of SANJO, a die-making workshop

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The beginnings of Sanjo, as a die-making workshop

Jocs Florals
Riera Fontsanta
1967-1978

The beginnings of Sanjo, as a die-making workshop

Jocs Florals
(Esplugues de Llobregat, 1967-1978)

Santiago Cruz Aguilera (Linares, 1941 - Barcelona, 2008)

He was the youngest of five children from a very poor family in the province of Jaén. Santiago helped his father work in the countryside, looking after livestock, while his older brothers worked in the lead mines of Linares.

The harsh living conditions were sufferable during the post-war period and the need to find a better future led the family to move to Barcelona, following the advice of the eldest sons who had completed military service in Catalonia.

In 1954, Santiago Cruz arrived with his family in Barcelona and settled in Poblenou, where his uncle lived, a traditionally industrial district, which, in the nineteenth century, was already referred to as the Catalan Manchester because of the large number of factories that had been established there.

As his brother, Antonio, explained, “Santiago was the one who had the greatest opportunity to learn a trade because of his age. We started as bricklayers, which was, at that time, the easiest profession in which to find work, but he first worked making cardboard boxes on Calle Espronceda in Pueblo Nuevo, and later on he started in a factory where he was given a job as an apprentice in die making. Thanks to this, he was able to dedicate his whole life to this profession”. He worked during the day and at night he studied at the Clot Technical Professional School.

In 1959, when he was 18 years old, Santiago moved to live with his family in Can Vidalet, a neighbourhood in Esplugues de Llobregat (Barcelona).
1967-1978

Months later, he would meet Nuria Saumell Vivanco (Barcelona, 1945) there, who was working in a high fashion workshop.

When Santiago returned from Military Service in Sant Climent Sescebes (Girona), he found work in a die-making workshop, “Can Costa”, on Calle Pere IV in Poblenou. It was there that he met the person who would later become his business partner, José Navalón Pons.

They were two restless young men who asked each other, “We make dies here, why don’t we make them ourselves, directly?” Santiago “had an eye for business. He could envision the business before it was founded. Everyone who lived through hard times was forced to mature,” his brother, Antonio said.

Finally, in 1967, Santiago and José decided to settle on their own with the name of SANJO (acronym of SANtiago and JOsé).

In January, Santiago Cruz applied to the Esplugues Town Hall for a licence to establish a mechanical workshop in the premises located on Calle Juegos Florales, number 22, rented to the Saumell Vivancos family.
They started from scratch and needed to acquire machines and tools in order to start the business. To do this, he decided to use the savings he and his future wife Nuria had put aside to get married. With that money, they were able to buy second-hand machinery in the “Encantes” of Barcelona: a band saw, a drilling machine, a grinder, and a filing machine. That’s how they started their way into the world of die-casting.

Santiago and Nuria always had the same view of the business. Nuria has been a fundamental pillar throughout the history of SANJO.

Although it was customary in Spanish society at the time for most women to leave their jobs when they were married, Nuria continued sewing at home and, with the income she earned, she contributed to the expenses of SANJO, helping to pay the workers’ wages on a weekly basis.

Four people worked in the workshop: Santiago Cruz and José Navalón, the founders of the business, Manuel Morillas, a die-maker, and Andrés Padilla, an apprentice. They made simple dies using conventional cutting that Cruz himself conveyed to the clients on a motorbike.
Santiago Cruz was a very enterprising person and he had plans to expand SANJO. He wanted to grow the company. All of this entailed a great economic risk, and it was then that his partner, José Navalón, decided not to continue with the project.

It was October 1968 when Santiago Cruz began his business venture alone. Even though he was aware of what that decision implied, but he was fully convinced and very excited to seek a better future for SANJO and his family.

By 1972, the workshop had become cramped and Santiago decided to expand it into the back of the building, onto a piece of land also owned by the Saumell family. This area was accessed by passing through a narrow corridor, through which the presses could barely fit.

With the new space, the number of workers could be increased: Manuel Morillas, who spent his entire working life with SANJO, taught the workers. Daniel Rodríguez and Javier Herrero, among others, joined the company as apprentices, training in the same company and continuing in it until the present day.

“When I started working in the die-making section, [remembered Javier Herrero] we were given a plan of the piece and each die maker had to develop and manufacture their own die. I was solely responsible for my dies from the very beginning until the production stage. It was very different to the way a die is designed and produced today. Nowadays, the dies are designed in CAD programs and then all the parts of the die are manufactured in a way that is highly industrial and automated. In the past, we did it all by hand.”
At SANJO, work was carried out using conventional stamping and progressive dies, all of small dimensions.

The die makers worked long hours that could be extended when orders needed to be fulfilled. This was not easy, because the workshop was located in a space surrounded by houses and the noise of the presses drew complaints from the neighbours.

In 1976, the Esplugues de Llobregat Town Council granted a building permit to build an attic on the premises on Juegos Florales, as they needed to expand the facilities again. The die makers worked in the new attic while the presses, weighing between 40-45 tonnes, remained on the ground floor.

The first great and vital client in SANJO’s history was ARMCO TUPERIN, S.A., a company located in Sant Joan Despí.

Tuperin supplied ancillary equipment to SEAT. They produced stainless steel profiles for them, the trim that was attached to the sides of the cars of that brand.

In the early 1970s, SEAT was the most important company in our country. With the company’s crisis in 1977, Tuperin’s order book was severely affected and, at the same time, SANJO, which had bought more presses to increase production, suffered a severe setback.

Despite the serious economic difficulties that characterised the first decades of the company, Santiago Cruz, who had absolute faith in his business project, did not hesitate to continue. He devoted a huge amount of work and effort to making progress. The support he received in his decisions from his brothers and his wife was fundamental.
At the beginning of 1979, the lack of space in the workshop in Esplugues and complaints from the neighbours led them to decide to move to a larger warehouse located on the Riera Fontsanta Industrial Estate in Sant Joan Despí (Barcelona), a few metres from Tuperin.
The beginnings of SANJO, as a die-making workshop

**Riera Fontsanta**
(Sant Joan Despí, 1979-1988)

In the late 1970s, in a difficult economic and political climate in our country, with strikes and mobilisations being held around more than a hundred companies from the Baix Llobregat region, Santiago Cruz, accompanied by Manuel Morillas, bought second-hand machines from FAPASA, a metallurgical company in Esplugues de Llobregat. Among the machines was SANJO’s **first fineblanking press**.

The machines were installed in the premises of Riera Fontsanta (Sant Joan Despí) and they soon realised that the **Hydrel 100** they had purchased had nothing to do with the conventional cutting presses they had previously used. Eduardo García, who was in charge of the presses, tried, without success, to start it up on several occasions.
After some time had passed with the machine standing idle and without the expertise to make it work, Santiago Cruz decided to contact the Swiss company, Hydrel, in order to learn how it was operated. Thanks to the good will and partnership of Hydrel, the commercial relationship began to grow from that moment on.

With the first fineblanking machine, some parts were made for FEMSA, such as the disk wheel and a small star for Olivetti. Two or three years later, the machine was taken to SCRAG, the assembly plant, and a die was made there for Flamagás, a small part for lighters.

In the 80s, two significant steps forward were taken in the process of growing the company. Firstly, it was changed from an individual company to a limited company. On the 27th of April, 1981, SOCIEDAD ANÓNIMA N.J.O DE ESTAMPACIONES was set up in Barcelona, with registered address at Pasaje Fontsanta, s/n de Sant Joan Despí.

The director of the company was Santiago Cruz Aguilera. As stated in the company’s articles of association, the corporate purpose was “metal stamping and dies in general, as well as their marketing, import and export, on its own account or for third parties”.

Secondly, on the 13th of October, 1982, SCRAG MONTAJES INDUSTRIALES S.A. was set up in Barcelona, dedicated to the assembly and installation of components and parts belonging to the small mechanical industry and the general activities of an auxiliary industry in this sector.

SCRAG was located in Calle Jacinto Verdaguer, s/n on the Fontsanta Industrial Estate, a short distance from SANJO, the name of the company also corresponded to the initials of Santiago Cruz Aguilera.
Santiago Cruz, with his great gift for people, oversaw the commercial management and sought new clients. After the harsh experience with ARMCO Tuperin when buying the presses, he was determined not to depend on one single client.

**SANJO** was a small family business with a workforce of 25 workers, distributed among offices, die making, and stamping.

At the headquarters in Riera Fontsanta, they fulfilled orders for FEMSA, FICHET, Corberó, FAESA, EXIN, IMSA, and other companies.
1979-1988

Workers in the presses area (1984).

Manuel Morillas, working on the lathe and Daniel Rodríguez, on the milling machine (1984).


Nuria Saumell, who had joined the company, worked in the offices in the warehouse in Riera Fontsanta alongside Ana Gaitán, who moved from SCRAG to work at SANJO and who continues to work there today as an administrator. They worked with Benito Pereira in production and purchasing, Francisco Segovia in staff matters, Antonio Garrido in technical issues, Antonio Andrés in accounting, and Mr. Rodríguez, who drew up the plans for the dies.

The creation of SCRAG, in order to carry out industrial assemblies, supplemented the manufacturing of dies and the stamping performed at SANJO. SCRAG was used for windscreen wiper assemblies for FAESA, and also fitted complete camping gas kitchens for Corberó. The majority of the workers were women, who worked along the various assembly stations.
In 1983, the opportunity arose to work for FAESA Valeo in France, working on the assembly of wiper blades for windscreen wipers. And so a new company was created for this purpose alone, SAIDIN, engaged solely in this business for more than a year in a warehouse in Cornellá, hiring 90 people, mostly women, to carry out the assembly work. Once the project had finished, some of the workers became part of SCRAG, such as María Gracia Morenilla, who continues to work in the company’s assembly department.
The trip taken to Switzerland by Santiago Cruz in 1982, accompanied by some workers, was a watershed moment in the company’s story.

The training received at Hydrel enabled them to discover what fineblanking technology was and how the presses worked. Furthermore, a professional and personal relationship was begun with Dr. Helmut Weiss, the head of Hydrel’s fineblanking division, who would become a fundamental part of the company’s business relations with German clients and a friend of the Cruz Saumell family.

As Antonio Andrés, who worked alongside Santiago Cruz at that time, remembered: “Because Santiago was a man with such a bright future ahead of him and a vision that nobody else could touch, the obvious thing to do was to follow him”.

After analysing the differences between conventional and precision die-cutting, carrying out a market study, and considering the possible repercussions for the company of adopting new working methods, Santiago Cruz, with true intuition for the future, decided to dedicate himself to fineblanking technology.
In October of 1985, the order of a new press from Hydrel was formalised, a new machine that was fully electronic.

During the Barcelona Trade Fair in June 1986, the Swiss company exhibited the Hydrel 160 that SANJO had purchased. After the event had drawn to a close, the new fineblanking press was moved to SCRAG’s premises.
SANJO specialised in the production of small and medium precision parts made with ferrous and non-ferrous materials for companies operating in the automotive and electronics sectors, household appliances, toy industry, locks, etc.

In the mid-1980s, as part of the company’s commercial strategy, the first advertising campaign was carried out to raise awareness about the fineblanking expertise.
The company was on the front page of some of the most important industrial magazines and began to participate in trade fairs such as those in Barcelona, Bilbao, and Hannover.

In 1985, Nuria Cruz Saumell, a member of the second generation of the family, began her career in SANJO. Santiago Cruz had always expressed his desire to have his three children in the three key departments, Purchasing, Sales, and Finance. Nuria began her career in the Administrative department where she acquired the knowledge and experience to later become part of the Purchasing department.
1989–2001

The great change: from workshop to industry. SANJO, specialising in fineblanking

Tambor del Bruc
1989-2001

The great change from workshop to industry, SANJO, specialising in fineblanking

Tambor del Bruc
(Sant Joan Despí, 1989-2001)

The space limitations of the SANJO and SCRAG facilities in the Fontsanta Industrial Estate made it difficult to expand the company. In 1989, Santiago Cruz and Nuria Saumell bought a warehouse from Difusora Internacional S.A. Empresa Editorial on calle Tambor del Bruc, number 10, in Sant Joan Despí (Barcelona) in order to move SANJO and SCRAG to a larger space where it would be possible to work on stamping, die-making, and assembly in a joined-up way.

The new facilities on Tambor del Bruc, with 5,000 m² of surface area, allowed the entire production process to be brought together. Stamping, trimming, and production took place on the ground floor; die-making and assembly on the first floor; storage on the second floor; and offices on the third floor.
A crucial stage in the company’s history began, during which the foundations of a new company culture were laid. The great change began with the transformation from a die-cutting workshop to an industry. SANJO established itself as a company specialising in fineblanking technology.

The first step that was taken was to computerise the company. The initial steps had already been taken in the accounting department during the period in Riera Fontsanta. The first computers were deployed on the premises at Tambor del Bruc to help manage supplies of raw materials.

The **milestone event** at this stage in SANJO’s story was its break out into the **foreign market**. Santiago Cruz, with a clear vision for the future, had noticed the need to engage in international markets and had made it one of the company’s major goals for years to come.

**The first exports went to Germany**, with the production of fineblanked parts for **Witte**, a company operating in the automotive sector.

In addition, the first carburetors were assembled that used fineblanked stamping work for the firm Magneti Marelli Ibérica, in Guadalajara.

The company, with difficulty and great effort, had managed to come through its first 25 years, then suffered a serious crisis between 1992 and 1993, when a significant part of the management staff left. This event was a turning point for the company. Santiago Cruz, who was gripped by deep depression, did not hesitate to meet the challenge and gathered around him people he could rely on. The workers from that time were a vital component in the company’s recovery. With their work, commitment, and support, they managed to regain the levels reached prior to the internal crisis in a short period of time. SANJO once again earned the trust of its clients and suppliers who had mistakenly thought that all was not well at the company.
1989-2001

Joan Saumell, Nuria Saumell’s brother, worked with the company’s management that year, proving himself to be a trustworthy family member giving moral support. For his part, Agustín Delgado, the purchasing director at FEMSA and later at Robert Bosch, lent great personal and professional aid to Santiago Cruz. Delgado, well acquainted with SANJO’s history, would provide the company with a renewed impetus, awarding it new assembly projects. SANJO emerged stronger from the internal crisis.

In 1994, SANJO’s main clients included Rockwell BCS; Magneti Marelli Ibérica; B S. Electrodomésticos; Robert Bosch, S. A.; HUF España S. A.; Industrias Esteban, S.A.; ARDASA, and Witte.

Continuing with the company’s computerisation process, it was during this period that the practice of designing the dies on paper was abandoned and the CAD-CAM system, Computer-Aided Design and Manufacturing, was adopted.

The first automotive seating parts for ARDASA (Burgos), were also made using fineblanking methods. To date, 48\% of SANJO’s turnover is earmarked for this type of part.

The company letters from 1994 showed that the company was consolidating its position in the domestic market and that its objective was to significantly increase its presence in the foreign market over the next few years.
The company made unceasing efforts with regard to quality control. Revenue was increased with respect to the previous financial year by 22.6%. This upward trend would continue in the following years, leading to the purchase of new machines.

It was during this stage that Santiago Cruz Saumell and Jaume Farré joined the company. Santiago Cruz Saumell, a member of the second generation of the family, had had his first contact with SANJO when the company was in the Riera Fontsanta Industrial Estate. He was trained on the premises at Tambor del Bruc, spending time in various departments and working alongside Farré in commercial management.

Jaume Farré had met Santiago Cruz during the time in Riera Fontsanta, when the former worked at SUMAUTO and needed to contact suppliers of fineblanking parts. Farré knew that Santiago had bought a fineblanking press and so he ordered a part from him, becoming one of SANJO’s first fineblanking clients.

Farré would hold several different positions in the company. He was the promoter of the first application to fully control production. The improvements in the company’s production development during this period would translate into an increase in the number of clients and increased revenue, entering the French market with CESA (Bertrand Faure).

In 1996, after studying Business Administration, Elena Cruz Saumell joined the company to work with Angel Almagro, the financial director, in the finance department. With Nuria, Santiago, and Elena working in SANJO, the continuity of the family business was assured.
In 1997, in its facilities on Tambor del Bruc, SANJO employed a workforce of 96 workers machine pool held 10 presses, from 40 to 400 tonnes, allowing die-cutting of parts up to 10 mm thick.
Various images of the premises on Tambor del Bruc (AFES Group catalogue, 1996).

1989-2001

The image on the left shows workers from the assembly section at the premises on Tambor del Bruc. To the right are three of the assemblies made (AFES Group catalogue, 1996).
1989-2001

It was in these years that SANJO began to carve out its niche in the fineblanking sector, with the technical evolution towards increasingly complex parts.

Ismael Santolaria in the technical office on Tambar del Bruc.

Two noteworthy parts from this stage: Flasque and Crochet (1997).
1989-2001

“Our strategy was clear with regard to what we had to do and how far we wanted to go but that did not mean it was easy. Not only did we have to make important cultural changes throughout the organisation to start working as an industry, but many of them involved very high economic investments that were impossible to bear in the short term” says Santiago Cruz Saumell.

Flasque and Crochet represented the company’s technical evolution. They were the first complex pieces for seats made by SANJO for CESA.

In order to cope with the company’s growth, Santiago Cruz and his son made several trips to expand the machine pool. Between 1997 and 1998, four second-hand mechanical fineblanking presses were purchased, due to the fact that the company did not have the economic resources to invest in new machinery. The volume of orders was on the rise and the second-hand machines were not sufficient to absorb production. The company had to make a financial effort to acquire a new press almost every two years.

In 1998, by participating in one of the trade fairs in Hannover, SANJO contacted Andreas Stihl, a company specialising in chainsaws. It was the beginning of the production of the first saw parts and Stihl would become, years later, one of the key clients in SANJO’s expansion project into the USA.
1989-2001

The result of all the initiatives put in place during the time at the premises on Tambor del Bruc resulted in sustained growth in sales. Most of this growth was due to the policy of entering international markets. In just two years, between 1997 and 1999, turnover from exports rose from 26% to 40% of the company’s total. SANJO’s main clients in the foreign market were in Germany, France, Italy, and Portugal.

From this point on, the company would continue to consolidate its position as a leading company in the sector. To this end, the processes of adapting to the latest technologies continued, as did the measures put in place to meet international standards.
Significant investments were made, the ongoing training of staff continued to be pursued, and the area dedicated to manufacturing was increased by building an annex to the main building, measuring 540 square metres.

When the building on Tambor del Bruc was purchased, the three-storey warehouse satisfied the company’s growth objectives but, after a decade, the space was once again insufficient to incorporate new machinery in view of the company’s continued development.

In 2000, Santiago Cruz visited an industrial building in ruins that had previously been the location of Mármoles Sancho in Sant Andreu de la Barca (Barcelona). As on previous occasions, Santiago was able to see beyond the mere space laid out in front of him to see the possibilities offered by the 12,000 square metre site as the new headquarters of SANJO.
1989-2001

He bought the warehouse and a year was spent fully redeveloping the site. Santiago Cruz was fully involved in the project, helped by Santiago Cruz Saumell in the monitoring of the progress of the work and the planning of the locations of the machinery, and by Nuria Cruz Saumell in the design of the interior office spaces. In addition, he always relied on the technical support and help of the entire SANJO team.

Relocation to the new facilities took place towards the end of 2001. The relocation went perfectly - work was continuing in Tambor del Bruc at the same time that machinery was being moved to Sant Andreu de la Barca without ever affecting production.
By looking at the covers of the sector’s magazines and catalogues published during the 1990s, it is possible to observe the evolution of SANJO parts.


2002-2017

Consolidation and international expansion:
SANJO, precision technologies

Sant Andreu de la Barca
In January 2002, SANJO opened its corporate headquarters in Sant Andreu de la Barca (Barcelona).

The new facilities, equipped with an industrial warehouse measuring 7,000 square metres, were located at kilometre 592.6 on Carretera Nacional N-II. A staff of 130 people moved in, between offices and the production floor, a machinery pool including 12 presses, from 100 to 500 tonnes for manufacture high-precision parts.
The official inauguration of the new facilities took place on the 19th of October, 2002 in the presence of the president of the Government of Catalonia, Jordi Pujol, the mayor of Sant Andreu de la Barca, Enric Llorca, the vice-president of PIMEC-SEFES, Mr. Enric Querol, municipal representatives, company employees, and associates. This was an extremely emotional and special day for the Cruz Saumell family, representing the culmination of 35 years of business history.
The reason behind the creation of the new company was to ensure heat treatments for SANJO products, and avoid being forced to depend on a single supplier, and optimising delivery times. With RUBISAN, located in Rubí (Barcelona), SANJO was able to offer its clients a one-stop service, from the planning of the project to the delivery of the final product.

One year later, in 2003, RUBISAN came into being, the result of a partnership between SANJO and Rubitremp (a company specialising in the treatment and coating of metals).
At this stage, the company strengthened communication with its clients in order to make them aware of the new facilities. The use of the most advanced technology, the provision of a one-stop service, and the quality of the products, backed up by international certifications, consolidated the company as a leader in its sector.

After four decades of entrepreneurial work, public recognition for Santiago Cruz Aguilera arrived on the 27th of June, 2006, in the form of the Medalla de Reconocimiento Empresarial, awarded by the employer’s organisation PIMEC (Pequeña y Mediana Empresa de Catalunya [Small and Medium Business in Catalonia]).

SANJO was held up by PIMEC as a model company in Catalonia and Santiago Cruz received the medal “for his entrepreneurial spirit and his magnificent business history”. Likewise, the honour underlined “his work to support the development of small and medium companies in our country”.

Calidad
On the 28th of February, 2008, after a long illness, Santiago Cruz Aguilera passed away. He was founder and president of the company. It was a hard blow for the family and all those who knew him. Following the struggles in the beginning and having managed to lead SANJO to recognition and growth, Santiago was barely able to enjoy the successes he achieved and those that were to come.

His presence is still very much felt in the company and nobody can forget that the leadership of the company today owes much to a man of strong character, braveness, and a fighter who was very aware of where he came from. His humble origins gave him the strength to face adversity and the ambition to accomplish new aims. Even in the worst moments of the company’s history, he refused to consider the possibility of winding down the company due to the great responsibility he felt for the families working at SANJO.
The second generation of the Cruz Saumell family, with the presence and constant support of Nuria Saumell, were equipped to take over the management of the company and continue the business track record that had been consolidated in previous years.

On the 30th of May, 2011, SANJO received the **PIMEC Award for most competitive SME** in the medium business category in recognition of the work carried out during 2010. The award ceremony took place during the 24th edition of the Pimes Awards gala, with the award itself being presented by the President of the Government of Catalonia, Artur Mas, accompanied by Josep González, President of PIMEC.

"Looking back, it is surprising to think that everything began more than 40 years ago in a small workshop in Esplugues, where a few people began to work hard and make sacrifices in order to create, unknowing, what SANJO is today. The beginnings were not easy, my husband and I had to spend the money we had set aside to get married in order to be able to buy machines and tools, but when things are done with enthusiasm and affection, it is always worth the effort.

I would like to dedicate this Award to Santiago Cruz Aguileña, the founder and soul of this Company. Thanks to his entrepreneurial spirit and courage, he made his dream come true.

As he used to say: "Life belongs to those who are brave enough to dream and take risks to make their dreams come true".

Nuria Saumell, speech of thanks for the PIMEC Award for most competitive company 2010.

The SANJO staff celebrating the award for most competitive SME, 2010. Pimes Awards Gala, 2011, Barcelona (30/05/2011).

Appreciation party and celebration of the award, organized for the SANJO staff. Hotel Miramar. Barcelona (16/07/2011).
A new award was added to those already earned, when the Sant Andreu de la Barca Town Council bestowed the Medalla al Mérito Empresarial 2012 on the company in recognition of the achievements earned, underlining the fact that the company “has been acknowledged by the major firms in the metallurgical sector as one of the five best companies in Europe in its area of specialisation”.

In 2011, it managed to exceed turnover of 30 million euros, double that earned during the ten previous years. The constant growth obliged the company once again to expand its facilities, renting an adjacent building to where die-making was moved first, followed later by the assembly section during a subsequent phase. The technical engineering department would also move to the new location in 2015.
In 2014, the first commercial office was opened in Germany, which would be followed by another in China, consolidating the company’s international expansion.

If there was ever a great change during the time on the premises at Tambor del Bruc, transforming from a workshop to a company structure, laying the foundations for the future of SANJO, it was during this time that the company's consolidation and international expansion took place.
International expansion was an option that had emerged previously in SANJO’s history, but the company was not ready to meet the challenge.

The consolidated financial situation of the company since 2008, as well as its role as a leader in the fineblanking sector, enabled it to tackle international expansion with assurance of success.

The main future project being executed at this time is the opening of a production plant in Virginia (United States) towards the end of 2017.

The project was formally started in 2012, when the first talks with Stihl, a German manufacturer of chainsaws and forestry, gardening, and agricultural machinery, which had been a client of SANJO since 1998, were held.

Virginia Beach, on the east coast of the United States, was chosen to be the site of the new plant because of its location close to Stihl’s facilities and its pleasant working environment.

With the construction of the new plant, containing an initial surface area of 2,500 m², it will be possible to meet the needs of SANJO’s European clients who have plants in the United States and, at the same time, to break into the North American market, which holds huge potential for fineblanking.
SANJO is today a company that specialises in stamping precision parts, employs a staff of 200 in Sant Andreu de la Barca, and holds commercial offices in Stuttgart and Shanghai. Its machine pool includes 12 fineblanking presses from 160 t to 1,100 t, able to manufacture pieces up to 16 mm thick.

In 2016, the machining section was put into operation, 89.5 million precision parts were produced, 78% of production is intended for export to more than 27 countries, with 22% going to the national market.
View of the die-making section of SANJO.
Fernando Florido and Bruno García working with a die (2017).

SANJO machine pool.
The image on the left shows a die with Out of Strip technology. The image on the right shows the SANJO machine pool.
Detail of the die for manufacturing seat parts.

Javier Gil giving technical explanations to the next generations.
Among its portfolio of clients are leading companies in the automotive sector, such as Robert Bosch, Faurecia, Adient, Brose, ZF, and precision mechanics companies such as Stihl and Schneider.

As of the 26th of May, 2016, the company changed its name to Sanjo Fineblanking Barcelona S.A.U.

The company’s board of directors is made up of the four members of the Cruz Saumell family, chaired by Nuria Saumell Vivancos.

The Board of Directors relies on the support of executives in the company itself as well as external directors when making decisions in various areas: Finance, Investments, and Industrial Strategy.

After 50 years of business history, of evolving from a small workshop to a large company, SANJO still preserves the spirit of a family business, which has successfully passed the torch on to the second generation.
SEGUIMOS CRECIENDO JUNTOS!
Throughout 2017, various events are being held to celebrate SANJO’s 50th anniversary.

The celebrations are our way of sharing and giving thanks for the trust and support of so many people who have, over the last 50 years, been by our side and whose hard work and commitment have contributed to immense challenges being overcome.
Family photo in Parc Nou, El Prat de Llobregat (8th of April, 2017).
The images on both pages show the Open Day held on the occasion of the 50th anniversary of SANJO, Sant Andreu de la Barca (17th of June, 2017).
Blowing out the candles on the 50th anniversary celebration cake (17th of June, 2017).
We would also like to give **particular thanks** to the workers, associates, clients, suppliers, and institutions that, in one way or another, have been linked to and been part of this company at some point in our history. **Thank you all for helping us make SANJO what it is today.**