

Press release

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Change of personnel in the Marketing department of the injection moulding machine manufacturer

Sumitomo (SHI) Demag appoints Bernd Tröger to head its Marketing department

On 1 August 2011, Dipl.-Ing. (FH) Bernd Tröger (39), head of Product Management at Sumitomo (SHI) Demag, took over the post of head of the Marketing department at the injection moulding machine manufacturer based in Schwaig near Nuremberg, Germany. For the first time, the areas of Product and Cluster Management, Business Development and Communication have been combined together.

As part of its strategy to focus on offering more sector-oriented products, Sumitomo (SHI) Demag has reorganised the contents of its marketing activities, which it has joined together with Product Management and Business Development. Bernd Tröger now bears overall responsibility for these tasks.

Bernd Tröger completed an apprenticeship as an industrial mechanic in the engineering business, and then went on to study at the Nuremberg University of Applied Sciences. He joined Sumitomo (SHI) Demag in 1999, where he has headed Mechanical Development since 2004 and Product Management since 2010.

Sumitomo (SHI) Demag Plastics Machinery GmbH: company profile

Sumitomo (SHI) Demag Plastics Machinery GmbH, Schwaig/Germany, is one of the world's largest manufacturers of injection moulding machines for the processing of plastics. The Japanese-German company was formed in the spring of 2008 by merging the injection moulding activities of Sumitomo Heavy Industries (SHI) and those of Demag Plastics Group.

The global development and production network of Sumitomo Heavy Industries and Sumitomo (SHI) Demag consists of four plants in Japan, Germany and China with more than 3,000 employees. The product portfolio encompasses all-electric, hydraulic and hybrid injection moulding machines with clamping forces of between 180 and 20,000 kN. With almost 100,000 machines installed, Sumitomo (SHI) Demag is present in all important markets throughout the world.

With more than 4,200 machines sold each year, Sumitomo Heavy Industries counts as Japan's largest manufacturer of injection moulding machines. The main Sumitomo plant in Chiba produces machines with low and medium clamping forces. Around 95 % of all machines supplied by Sumitomo Heavy Industries have an all-electric drive.

The main Demag facility in Schwaig/Germany focuses on the hydraulic Systec and the hybrid high performance, high-speed EI Exis machines. Recognising the increasing importance of electric drive technology for injection moulding machines, Sumitomo (SHI) Demag has expanded the former Demag factory

in Wiehe/Germany into an international centre of competence for electric machines. Thanks to the new production capacities, Wiehe now supplies all electric injection moulding machines for the European and American market with its IntElect and SE series and also the hydraulic Systec series with clamping forces of up to 1,200 kN.

Sumitomo (SHI) Demag continues to operate the former Demag plant in Ningbo/China which has been active since 1999. Since 2007 the subsidiary located there, Demag Plastics Machinery (Ningbo) Co., Ltd, had its own, newly built plant and after reaching full capacity, moved to a larger factory with a production area of 11,000 sqm. Injection moulding machines from the Dragon and Systec C product lines with clamping forces of between 500 and 8,000 kN are produced here for Asian markets.

In addition to injection moulding machines, Sumitomo (SHI) Demag offers customised and standardised systems for the automated handling of moulded parts, technical solutions for special applications in process engineering, tailor-made service concepts and various forms of financing for investments in injection moulding machines.

With its seamless sales and service network of subsidiaries and representations, Sumitomo (SHI) Demag is present in all major industrial markets.

www.sumitomo-shi-demag.eu

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*Dipl.-Ing. (FH) Bernd Tröger, the new head of Marketing at Sumitomo (SHI) Demag
Photo: Sumitomo (SHI) Demag*