Press release
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Successful long-term strategy of Sumitomo (SHI) Demag brings market leadership within reach

Increasing worldwide growth with sustainable injection moulding technology

Following the takeover of the Demag Plastics Group by Sumitomo Heavy Industries (SHI) in 2008, market share has grown steadily due to the intensive interaction at the technical and cultural level. As a result of this, and the extended role of Dr. Tetsuya Okamura, Sumitomo (SHI) Demag Plastics Machinery regards itself as occupying the optimum starting point for successfully expanding its market share over the coming years, with the aim of achieving market leadership.

Since April 2012, Dr. Tetsuya Okamura has combined his responsibilities as CEO of the injection moulding machine manufacturer, Sumitomo (SHI) Demag Plastics Machinery GmbH in Schwaig/Germany with the position of Senior Vice President and Executive Board member of Sumitomo Heavy Industries (SHI) Ltd. Japan. He is now responsible for the entire plastics machinery activities of the Japanese parent company, Sumitomo Heavy Industries (SHI), which includes the Plastics Machinery Division in Japan under the leadership of Kazuo Hiroaka. In addition, the role of Shaun Dean, COO of Sumitomo (SHI) Demag, has expanded and he is responsible for all operative business including research & development, sales and quality.

The key task facing Dr. Okamura concerns combining, developing and expanding the global business and is focussed on segments such as automotive, medicine, packaging and electrical systems. As a result, the Japanese parent company, Sumitomo Heavy Industries (SHI), has established a special jumping-off point for expanding its position in the injection moulding machine market and peripheral products over the coming years.

Aiming for global market leadership

The two branches of Sumitomo (SHI) Demag and the Plastics Machinery Division have been combined under the global umbrella of the 'Sumitomo (SHI) Demag' brand, and are working intensively towards the common goal of achieving global market leadership. "The 'Sumitomo (SHI) Demag' brand has already nudged very close to the top spot with its total sales," explains Dr. Okamura. "Over the coming years, Sumitomo (SHI) Demag will be striving to take over the number one position, and intends to secure and build on this achievement with its technological leadership. We can already see that important preliminary steps towards achieving this ambitious goal have been taken. Not just from a technical perspective, but also in terms of its organisation, the 'Sumitomo (SHI) Demag' brand possesses a strong global network that can provide excellent technical support to processing companies drawn from an extremely wide range of backgrounds."

Production efficiency remains a striking key topic

"The intelligent interplay between production output, availability, energy efficiency, durability and production quality determines what level of production efficiency that can be reached. As a result, these five factors were

predestined to be at the heart of all the developments undertaken by Sumitomo (SHI) Demag. We were one of the first machine builders to recognise this principle of action and to put it into effect in our machine concepts," says Bernd Tröger, the Head of Marketing. Sumitomo (SHI) Demag developed the innovative activePlus modules to allow users themselves to play an active role in influencing production efficiency. At Fakuma 2012, the three latest modules will be presented, namely smartDrive, activeRemote and activeColourChange.

smartDrive represents a variable speed pump drive which guarantees optimum levels of efficiency in hydraulic injection moulding machines, and permits energy savings up to 40 percent. smartDrive is available as a retrofit for hydraulic injection moulding machines in the Ergotech series. activeRemote facilitates monitoring even of complex machine concepts through the visual integration of peripheral technology of all kinds into the new NC5 plus controller. This means that robots, systems for process control, production planning systems or peripheral devices, for example, can be integrated and their procedures can be visualised. activeColourChange enables the colours of a product to be changed during ongoing production at a previously unparalleled speed. The highly efficient colour change makes it possible to have a liquid colour system that permits significant cost savings to be achieved compared to masterbatches, while also significantly cutting the amount of wastage.

The successful concept represented by what are at present sixteen modules in the activePlus range is continuously being supplemented by new elements that

provide processing companies with sustainable support in their production. Implementation is promoted by the new NC5 plus controller that has been specifically designed for intuitive operation and which, due to its structure, offers the optimum basis for future expansions.

A living company tradition: Blue Competence

"Sumitomo (SHI) Demag's commitment to the Blue Competence sustainability initiative promoted by the VDMA is a no-brainer for the Japanese-German engineering company," emphasises Bernd Tröger, Head of Marketing. "For many years now, we have been developing machines that are developed, designed and built on the basis of sustainable husbanding of resources." By the year 2020, the initiative expects to achieve a general reduction in the current energy consumption of specific machines by about 20 percent. Thanks to the company's philosophy being traditionally oriented towards sustainability, Sumitomo (SHI) Demag had already been implementing the key objective of Blue Competence for some time, supplying processing companies with injection moulding machines that offer the highest levels of production efficiency and optimum exploitation of resources. "With intelligent activePlus modules, ingenious technologies and efficiently operating injection moulding machines, Sumitomo (SHI) Demag will continue to support plastics processing companies with progressive means of production in the future as well," emphasises Tröger.

Sumitomo (SHI) Demag additionally places great value on itself producing according to the guidelines of the greatest possible sustainability: "Regular internal audits optimise production sequences at all our sites and take account of numerous aspects such as waste manage-

ment, emissions or energy efficiency," says Bernd Tröger. "Throughout the entire group, we are putting sustainability into practice and a professional approach to environmental topics has developed into a calling card of the Sumitomo Group."

Sumitomo (SHI) Demag Plastics Machinery GmbH

Sumitomo (SHI) Demag has continually shaped the plastics industry from its inception. As a specialist for injection moulding machines for polymer processing, Sumitomo (SHI) Demag and its Japanese parent company are among the leading companies in this sector globally. 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 over 100,000 machines installed, Sumitomo (SHI) Demag is present in all important markets throughout the world.

With more than 5,000 machines sold each year, the Plastics Machinery Business of Sumitomo Heavy Industries counts as one of the largest Global 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 Japan have an all-electric drive.

The main Demag facility in Schwaig/Germany focuses on the hydraulic Systec and the hybrid high performance, high-speed El-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 worldwide with its IntElect series with clamping forces up to 4,500 kN 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 1998. 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 Systec C product line with clamping forces of between 500 and 10,000 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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<Dr_Tetsuya_Okamura>

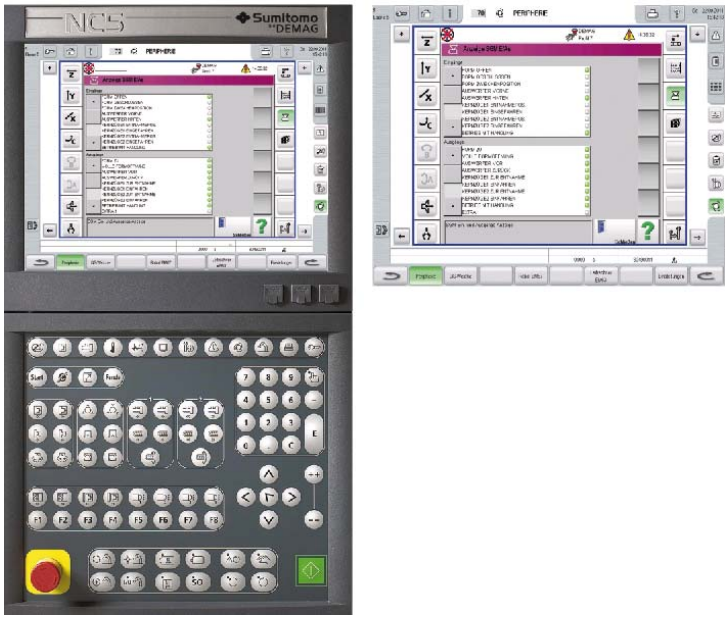
In addition to his role as CEO of the injection moulding machine manufacturer Sumitomo (SHI) Demag Plastics Machinery GmbH based in Schwaig/Germany, Dr. Tetsuya Okamura also bears overall responsibility for the plastics machine branch of the Japanese parent, Sumitomo Heavy Industries (SHI).

Photo: Sumitomo (SHI) Demag

<smartDrive_en>

By using a variable-speed pump drive, it is possible to reduce the energy consumption of hydraulic injection moulding machines considerably; the measure, under the heading of smartDrive, can even be retrofitted to older machines
Photo: Sumitomo (SHI) Demag

<activeRemote_en>



activeRemote facilitates monitoring even of complex machine concepts through the visual integration of peripheral technology of all kinds into the new NC5 plus controller.
Photo: Sumitomo (SHI) Demag

<activeColourChange>

The highly efficient activeColourChange dyeing concept achieved a rapid colour change, in this example differently coloured pen tubes with Fibasol liquid dyes

Photo: Sumitomo (SHI) Demag