

Press release

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Year of anniversaries at Sumitomo (SHI) Demag

Representations of Sumitomo (SHI) Demag - many years of partnerships at the highest level

This year, Sumitomo (SHI) Demag can celebrate six partnership anniversaries with its overseas representatives. The Rumanian company CHORUS ENGINEERING and the Danish company Normann & Kock celebrate in 2013 the tenth year of their business relationship with the Japanese-German injection moulding machine manufacturer. The partnerships with the Swiss company MAPAG, the Swedish company Forvema and the Turkish company Barlo Plastik have also each lasted twenty years. And the relationship with the Mexican company Avance Industrial has been established for over 50 years.

Continuity is decisive for a successful partnership - that applies above all to the connection with manufacturing companies and their regional representations. Only on the basis of a long-term, mutually trusting collaboration can processes be sufficiently optimised and reliable decisions made. The customer profits from the stability, knowing that he will be supported by competent contact partners with many years of experience in the background.

For Sumitomo (SHI) Demag, continuity in the collaboration with its own Sales and Service Network has highest priority. This was already demonstrated by the large number of anniversaries in the framework of partnerships, which alone have taken place during this and the previous years.

The internationally renowned manufacturer of injection moulding machines maintains its longest and most sustainable connection to its overseas representations with the Mexican company **Avance Industrial S.A. de C.V.** Founded in 1963, Avance Industrial celebrated its fiftieth birthday this year, and in doing so it is not only the oldest branch of Sumitomo (SHI) Demag, but is also one of the pioneers in the establishment of the plastics industry in Central America. At the headquarters in Mexico City, the products of Japanese-German company are handled exclusively by around 30 employees, almost half of which are technicians. With

this manpower, Avance Industrial is able to support customers on site during production set-up, to offer technical advice and train their personnel.

The Turkish company **Barlo Plastik A.Ş.** was founded in 1992 as a member of the Barlo Group of Companies and thus has been connected with the company for over 20 years, as the Turkish representation right from the start.

The Swedish company **Forvema AB** is also celebrating the partnership with Sumitomo (SHI) Demag, now in its twentieth year. Like Barlo Plastik, Forvema established itself as representation with products and services covering all the aspects of modern and efficient injection moulding. In this function, it has been servicing its Swedish market for over thirty years from its headquarters in Kinna (around 70 kilometres from Gothenburg).

Also the Swiss company **MAPAG Maschinen AG**, founded 1968, offers its customers a broad spectrum of service and maintenance services in addition to the - very successful - sales activities. Six of the in total twenty employees of the sales agency in Bern have been handling the products and services of the plastics machinery manufacturers in Switzerland and the Principality of Liechtenstein since 1993.

Normann & Kock, Ltd, founded in 2002 by Sören Kock, assumed the representation of Sumitomo (SHI) Demag for Denmark in the same year, and in doing so established the longest current continuity of the business relationship with Sumitomo (SHI) Demag. Already in 1994, Kock was responsible for the sales of Demag injection moulding machines in Denmark.

CHORUS ENGINEERING srl is celebrating its ten-year anniversary as a business partner this year, representing Sumitomo (SHI) Demag in Rumania since 2003. CHORUS ENGINEERING, with its seat in the capital city of Bucharest, has also nationally developed an outstanding reputation as a service provider and offers the entire spectrum of activities in the area of sales and services for the Japanese-German company.

Sumitomo (SHI) Demag Plastics Machinery GmbH

Sumitomo (SHI) Demag has consistently 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 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 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.

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Sumitomo (SHI) Demag and Avance Industrial are pleased about the 50 years of successful collaboration



From the left: Dr. Tetsuya Okamura (CEO), Christian Renners (CSO), Alexander Kramer, Director Avance Industrial, Rolf Zimmermann (Strategic Sales and Marketing), Frank Schuster (General Sales Manager)

Photo: Sumitomo (SHI) Demag