

Press release

19<sup>th</sup> June 2013

From process engineering information to production cells 'in action'

## **One click for information - Sumitomo (SHI) Demag's new Internet site**

**Sumitomo (SHI) Demag Plastics Machinery GmbH has completely updated its website to provide clearer structures for users. At [www.sumitomo-shi-demag.eu](http://www.sumitomo-shi-demag.eu) the injection moulding machine producer now offers a home page with quick access for popular subjects, direct contact partners for various sectors and video clips on highly varying applications.**

The complete line of machines from this injection moulding machine producer is listed at the existing domain [www.sumitomo-shi-demag.eu](http://www.sumitomo-shi-demag.eu) together with the range of retrofit possibilities and production techniques. For many subjects the contact data for direct contact partners has been supplemented and a call-back service established to save users additional time.

The website is clearly organised using various tabs for Engineering, Advantages, Applications, etc. Events can be entered beginning immediately in the private Outlook calendar using an appointment reminder function.

"The new website is innovative, customer-oriented and self-assured", in the words of Bernd Tröger, Marketing Manager at Sumitomo (SHI) Demag.

A comprehensive pool of video clips as well as an expanded picture gallery on various applications and processes supplement the new Internet site. The new website is optimised for mobile terminal equipment.

### **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 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.

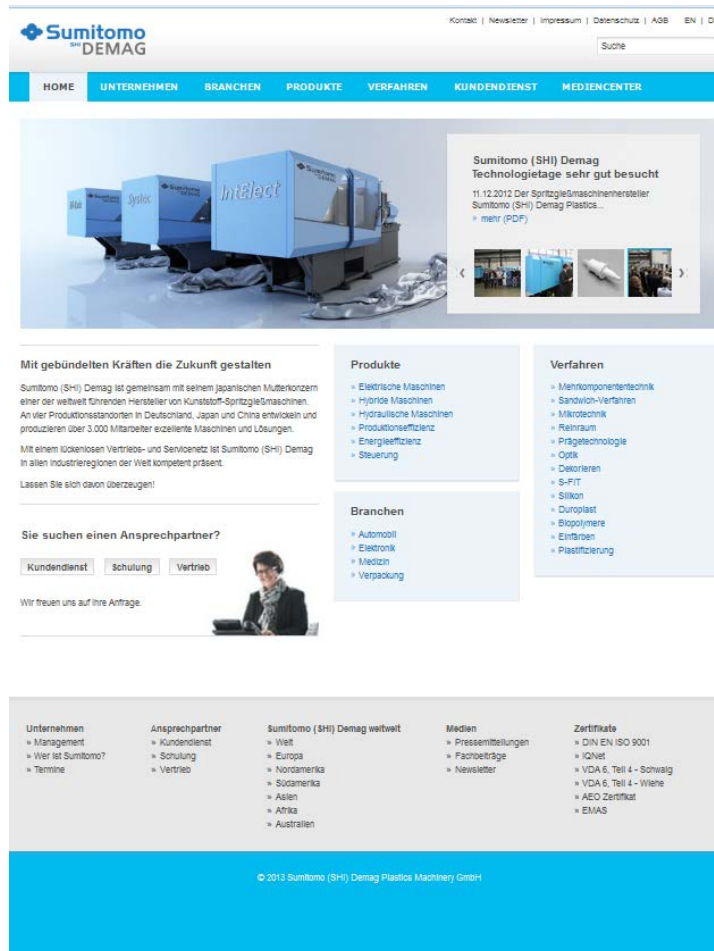
[www.sumitomo-shi-demag.eu](http://www.sumitomo-shi-demag.eu)

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### **Contact**

Stefanie Lauterbach, Marketing  
Sumitomo (SHI) Demag Plastics Machinery GmbH  
Tel. +49 911 5061-2915  
Fax +49 911 5061-750  
Email: [Stefanie.Lauterbach@dpg.com](mailto:Stefanie.Lauterbach@dpg.com)

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The screenshot shows the website's navigation bar with links for HOME, UNTERNEHMEN, BRANCHEN, PRODUKTE, VERFAHREN, KUNDENDIENST, and MEDIENCENTER. A search bar is located in the top right. The main content area features a large image of industrial machinery (Sylix and Intelect) and a news article titled 'Sumitomo (SHI) Demag Technologietage sehr gut besucht'. Below this, there are three columns: 'Mit gebündelten Kräften die Zukunft gestalten', 'Produkte' (listing Electric, Hybrid, Hydraulic machines, Efficiency, and Control), and 'Verfahren' (listing Multi-component, Sandwich, Micro, Retraction, Preform, Diecasting, S-FIT, Silicon, Duroplastic, Biopolymers, Extrusion, and Plating). A 'Branchen' section lists Automotive, Electronics, Medicine, and Packaging. A 'Sie suchen einen Ansprechpartner?' section includes buttons for 'Kundendienst', 'Schulung', and 'Vertrieb', and a small photo of a woman. The footer contains a grid of links for 'Unternehmen', 'Ansprechpartner', 'Sumitomo (SHI) Demag weltweit', 'Medien', and 'Zertifikate', followed by a copyright notice for 2013.

Sumitomo (SHI) Demag's new home page at [www.sumitomo-shi-demag.eu](http://www.sumitomo-shi-demag.eu) provides many quick-access features for high speed navigation to the right contact partner within the company.

Photo: Sumitomo (SHI) Demag