

Press Release
October 28, 2010

Japanese/German manufacturer of injection moulding machines to put on display numerous novelties

"Ready for the future":

Sumitomo (SHI) Demag at the K 2010

Being one of the world's leading manufacturer, Sumitomo (SHI) Demag Plastics Machinery GmbH of Schwaig/Germany will present a complete cross-section of its range of injection moulding machines at the world's leading trade show K 2010. Under the slogan of "Ahead of future", the Japanese/German company will have six machines on display at its own exhibition stand plus three more machines integrated at partner stands to show the dynamics and efficiency of its machines. Further enhanced machine technology, drive technology and process technology as well as completely newly designed series such as the EI-Exis SP high-speed machine offer many benefits to customers and users.

With the merger of the activities of Sumitomo Heavy Industries in the line of injection moulding machines and the Demag Plastics Group in the spring of 2008, one of the largest manufacturers of injection moulding machines for the processing of plastics and polymers has been established. The global development and production network of Sumitomo Heavy Industries and Sumitomo (SHI) Demag is composed of four production facilities in Japan, Germany and China with a workforce of more than 3,000. The product portfolio includes all-electric, hydraulic and hybrid injection moulding machines with clamping forces ranging from 180 kN to 20,000 kN.

Just under 100,000 machines sold on the global market prove that Sumitomo Heavy Industries and Sumitomo (SHI) Demag rank among the major players in the field of plastic moulding machines. This Japanese/German company is equally represented in all the major markets of the world. Today, more than 25,000 machines are installed in Japan, and more than 20,000 each in Europe, America and China, plus several thousands in the rest of the world.

It is the main objective of Sumitomo Heavy Industries and Sumitomo (SHI) Demag, being a leading manufacturer of injection moulding machines in terms of technology, to further build up on its strength in the field of electric machine concepts and to significantly increase its market share for electric injection moulding machines on a global basis. Today, more than eighty percent (80%) of the machines made in Japan come with an electric drive concept. Sumitomo Heavy Industries, the parent company of Sumitomo (SHI) Demag, ranks among the leading Japanese manufacturers of electric drives, and is a supplier of special high-torque motors for use in injection moulding machines, among others. On the back of this competitive edge, Sumitomo (SHI) Demag anticipates a fast increase in market shares for electric machines, specifically in Europe and America.

Sumitomo - strong in Asia and North America – Demag traditionally strong in Europe

With more than 4,200 machines sold in a year, Sumitomo Heavy Industries is believed to be the largest manufacturer of injection moulding machines in Japan. The Sumitomo parent plant in Chiba produces machines with small to medium clamping forces in the range from 180 kN to 5,500 kN. Approximately ninety-five percent (95%) of all machines supplied and delivered by Sumitomo Heavy Industries come with an all-electric drive concept. For specific applications, Sumitomo Heavy Industries offers special-purpose machines for optical storage media or PET preforms, machines with a vertical clamping unit for insert moulding or for injection blow-moulding or multi-component technology respectively. The development and production of injection moulding machines is merely one out of a whole number of activities of Sumitomo Heavy Industries, ranging from power-transmission drives or cryopumps via machine tools, plastic machines or construction machinery and equipment to ships or vessels and industrial plant.

The Demag brand of injection moulding machines looks back on a history of just under 60 years. During this time, the Anker and Stübbe brands as well as VEB Plastmaschinenwerk Wiehe were integrated into Demag. Together with the production facility established in China, this has resulted in the formation of an international production network.

The Demag parent plant in Schwaig/Germany focuses on hydraulic and hybrid machines with clamping forces from 1,300 kN to 20,000 kN. Taking into account the increasing significance of the electric drive technology for injection moulding machines, Sumitomo (SHI) Demag has turned the former Demag works in Wiehe/Germany into a global centre of

excellence for electric machines in the course of 2009. Owing to the production capacities thus created, the Wiehe facility supplies and delivers all electric injection moulding machines for the European and American markets today.

In Ningbo/China, Sumitomo (SHI) Demag continues to operate the former Demag works that had been active since 1999. Since 2007, this subsidiary company had its own newly established works that moved to a larger premises with a production floor space of 11,000 sq. m. when its capacity was fully utilized. Currently, the range of injection moulding machines for the Chinese market is being converted from the Dragon with clamping forces ranging from 500 kN to 3,500 kN to the Systec C model with clamping forces ranging from 500 kN to 8,000 kN.

The Indian subcontinent continues to be the source of supply for the global production network of Sumitomo Heavy Industries and Sumitomo (SHI) Demag, and the company continues to intensively support its customers with new structures. In Chennai, Sumitomo (SHI) Demag had backed out from the joint venture of the former Demag Plastics Group in 2009.

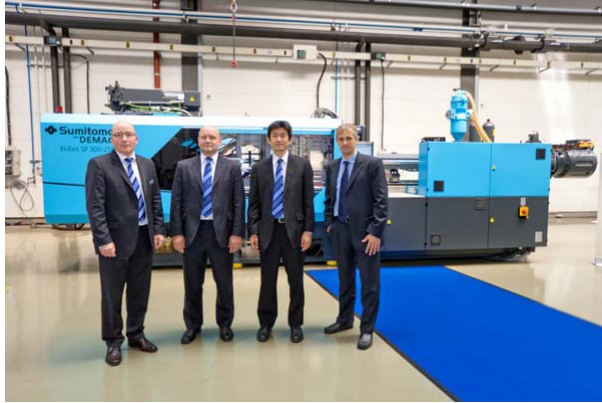
In addition to injection moulding machines, Sumitomo (SHI) Demag offers customized or standardized systems for the automation of moulded part handling, process technological solutions for special applications, customized services or servicing concepts as well as offers to finance customer investments in injection moulding machines.

Powerful structure of distribution under international management

Since the merger of the two predecessor companies, Sumitomo (SHI) Demag has pooled its marketing organizations in Asia, Europe, North and South America together with Sumitomo Heavy Industries. With a complete sales and after-sales service network of subsidiary companies or agencies, Sumitomo (SHI) Demag is well represented in all the major industrial markets.

The internationally experienced corporate management with CEO Dr. Tetsuya Okamura, COO Shaun Dean, head of development Andreas Schramm and sales manager Christian Renners manages the company from the German location of Schwaig near Nuremberg.

<Dean_Okamura_Schramm_Renners>



The corporate management of Sumitomo (SHI) Demag Plastics Machinery GmbH (from left): development manager Andreas Schramm, COO Shaun Dean, CEO Dr. Tetsuya Okamura and General Manager Business Unit Sales After Sales Christian Renners

Photograph: Sumitomo (SHI) Demag

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