

Press release  
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Continual expansion of sales and service network

## **Now with Asaf Industries Ltd in Israel**

**Since the merger between the injection moulding machine activities of Sumitomo Heavy Industries (SHI) and those of the Demag Plastics Group in the spring of 2008 the Japanese-German machine builder domiciled in Schwaig has continually expanded its sales and service activities and aims to build up a strong presence in all major industrial countries. A reputable partner has now been found in ASAF Industries Ltd for the continuing expansion of sales and service activities in Israel.**

Sumitomo (SHI) Demag needed to find a competent partner for its increasing activities in Israel, a partner with expertise in after sales service on the one hand and who has market acceptance and experience of the industry on the other, especially as Israel has many enterprises that are active in the field of medical technology. The packaging and toy market are also of interest. ASAF is a commercial agency that is well established in Israel's plastics industry. Formed in 1986, the company sells products such as hot runner systems, standard components for making moulds and many different kinds of peripheral devices. The Service unit has a task force team with six engineers who have extensive experience and skills.

Israel's economy has made a marked recovery since 2009 and the country has emerged from the crisis

relatively unharmed. It is true, however, that the industry's investments in machinery and equipment suffered a significant decline in 2009, falling in real terms by 36.9%. This caused the investments in machinery and equipment accounted for by the industry to fall from 49.6 to just 30.4%. "But," says Christian Renners, General Manager of the Sales & After Sales business unit at Sumitomo (SHI) Demag, "this means that there is a need to catch up which will gradually be satisfied". The business community's capital expenditure on imported machinery and equipment fell by 23.3% in 2009, whereas this decrease was only 3.9% in the case of domestic products. Consequently, the proportion of foreign goods making up the business community's investments in machinery and equipment declined from the record level of 72.4% reached in the previous year to 67.8%. According to Renners, however, there will be no change in the dominance of foreign machinery in Israel in the near future.

### **Sumitomo (SHI) Demag Plastics Machinery GmbH**

From the very outset Sumitomo (SHI) Demag has had a major influence on developments in the plastics sector. As a specialist for injection moulding machines for the processing of plastics, Sumitomo (SHI) Demag and its Japanese parent count among the sector's leading companies worldwide.

With more than 3,000 employees working at 4 production locations in Germany, Japan and China, the company develops and produces a range of fully electric, hybrid and hydraulic injection moulding machines with clamping force categories from 180 kN to 20,000 kN. With a tightly knit sales and service

network, Sumitomo (SHI) Demag is competently represented in all of the world's industrial regions. In addition to injection moulding machines, Sumitomo (SHI) Demag offers its customers competent solutions worldwide for their specific tasks. Starting from financing through to technology and process development, including complete automation systems, this goes as far as tailor-made service concepts.

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