

Press Release
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New and enhanced machine technology in the focus of interested customers

Sumitomo (SHI) Demag highly satisfied with the course of affairs at the K 2010

For Sumitomo (SHI) Demag Plastics Machinery GmbH of Schwaig, Germany, the K 2010 trade show has been a very successful event. The machines, technologies or services on display at the Show enjoyed outstanding popularity on the part of customers and trade visitors from all over the globe alike. Positive response was also received by the producer of injection moulding machines for its product platform implemented so far, including new or modified production series on display for international trade visitors at the Düsseldorf based Show for the first time.

Since the merger of the injection moulding machine activities of Sumitomo Heavy Industries (SHI) with Demag Plastics Group in the spring of 2008, the Japanese / German engineering company had analyzed the products of both companies, and developed a new platform strategy for its machines. The hydraulic and hybrid driven plastic injection moulding machines of the Systec or EI-Exis SP series are still being designed and built on the Demag platform. For all electric machines of the IntElect or SE models, Sumitomo (SHI) Demag is going to provide a

common platform on the long run through further development of the existing Japanese platform. Both product platforms are characterized by high levels of production efficiency, which is reflected in a variety of engineering, control or drive improvements and increased dynamics, precision or energy efficiency in the most varied fields of use.

Six exhibits at the company's own stand and three more on display at the stands of partner companies impressively demonstrated the objective of Sumitomo (SHI) Demag at the K Show. Accordingly, positive response was received from international customers and trade visitors alike. "Our incoming orders at this Show have even surpassed the orders received at the K 2007 show by twenty percent", comments Christian Renners, General Manager Business Unit Sales & After Sales, "the numerous orders received clearly show a trend towards all-electric machines. More than forty percent of the orders received at the Show were placed for all-electric machines." Even though European customers would still buy fewer electric machines as opposed to hydraulic or hybrid machines when compared to American or Asian customers, also Sumitomo (SHI) Demag is confident to have noted that clear trend towards electric machines.

"More than forty percent of the visitors to our stand were not as yet customers of Sumitomo (SHI) Demag", Christian Renners is glad to add, "this is out of the ordinary for an international trade show indeed." Analyzing the trade show reports, it seems that visitors showed much interest in practically the full range of products of the German / Japanese engineering company. The electric machines of the IntElect Smart

series developed after the merger and the hybrid high-speed EI-Exis SP series enjoyed as much popularity among the audience as the long-established hydraulic all-purpose machines of the Systec series, including models with clamping forces of more than 10,000 kN.

Also latest process engineering or technological innovations by Sumitomo (SHI) Demag met with much response. Here, the focus was on systems such as activeLock (a lockable non-return valve) designed to significantly enhance precision and position repeatability in the production of engineering components through its patented mechanism. Since the K Show, there has been a jump in the demand for systems designed for energy conservation, specifically in the field of retrofits.

The array of products offered by Sumitomo (SHI) Demag in the field of automation has been impressive in so far as many peripheral devices such as a three-axis removal device are available in the standard programme. Here again, there seems to be much demand for retrofits. According to Renners, this positive response is specifically due to the fact that processing contractors seem to see Sumitomo (SHI) Demag as a partner who is stable on the long run, and who can make a positive contribution to boosting productivity through its products.

In the light of incoming orders more than doubling as compared to 2009, the company's CEO, Dr. Tetsuya Okamura, feels vindicated as regards the strategy chosen by his company: "After the signals received at the K Show, we look ahead very confidently. We are

well prepared and all set up for the years 2011 and 2012."

Sumitomo (SHI) Demag Plastics Machinery GmbH

Sumitomo (SHI) Demag has markedly shaped the development of the plastics industry from the very beginning. Being a specialist for injection moulding machines for plastics processing, Sumitomo (SHI) Demag and its Japanese parent group are among the leading players in this sector globally.

At four production facilities in Germany, Japan and China respectively, more than 3,000 employees produce a comprehensive product range of all-electric, hybrid or hydraulic injection moulding machines with clamping forces from 180 kN through 20,000 kN. With its complete sales and service network, Sumitomo (SHI) Demag is well presented in all the industrial regions of the world. In addition to injection moulding machines, Sumitomo (SHI) Demag offers its customers throughout the world competent solutions for their specific performance requirements, starting from funding via technology or process development including comprehensive automation systems up to customized servicing concepts.

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At the K Show, Sumitomo (SHI) Demag made a convincing appearance both with the new EI-Exis SP series and with further developments in the fields of mechanical, drive or process engineering.

Photograph: Sumitomo (SHI) Demag