

Press Release

January 13, 2010

When it comes to small machines, Playmobil backs on hydraulic machines made by Sumitomo (SHI) Demag

Playmobil to place purchase order for 30 machines made by Sumitomo (SHI) Demag for their Dietenhofen facility

As recently announced by the Japanese / German mechanical engineering company, Sumitomo (SHI) Demag Plastics Machinery of Schwaig / Germany has received a large-scale order from geobra Brandstätter GmbH & Co. KG headquartered in Zirndorf near Nuremberg in Franconia, Germany, for the supply and delivery of 30 hydraulic injection moulding machines of the Systemec 25-120 model for their Dietenhofen production facility at the K trade show.

The Dietenhofen facility is the largest and most productive production and shipping facility for toys in Germany. This is where the world-famous manufacturer of Playmobil outputs some 60 percent of its Playmobil volume. Here, among others, more than 400 injection moulding machines produce approximately seven million injection moulded parts every day. And where some 45 million packages were shipped to consignees all over the world in 2009.

Over these past ten years, geobra Brandstätter has invested approximately half a billion Euros in Germany.

In the appreciative opinion of the toy industry, the fact that there is no short-time work or wave of redundancies at Franconia-based Brandstätter is certainly owed to reasonable and far-sighted management, among others. According to Robert Benker, Technical Manager for Playmobil, at the K trade show, the five-shift system introduced in the paint shop and the printing shop in 2007 has stood the test and makes a decisive contribution to securing the location. Not least because the existing manufacturing capacities are utilized in an extremely efficient manner that way.

Also from a production engineering point of view, geobra Brandstätter is a player in the premium segment of European injection moulding companies. Playmobil makes permanent and consistent investments in the build-up and expansion of its high-tech machine park at its production facilities. That is why Robert Benker came to see latest mechanical engineering technology at the booth of Sumitomo (SHI) Demag at the K trade show, well aware that since the merger of the injection moulding machine activities of Sumitomo Heavy Industries (SHI) and Demag Plastics Group in the spring of 2008 the Japanese / German mechanical engineering company as a competent full liner had the complete range of hydraulic, all-electric and hybrid machines on offer. In the end, Benker decided in favour of the Systec 25-120 model, viz. a hydraulic injection moulding machine made by Sumitomo (SHI) Demag, for the first time as he was convinced by several technological benefits offered by this concept such as the very stable linear slides minimizing mould wear on the clamping side. According to Benker, another increase in efficiency would be expected from the oil

change intervals of 40,000 hours through the integrated intelligent oil management feature, also known as "activeCool&Clean".

At the K trade show, Sumitomo (SHI) Demag presented the Systemec with a whole range of systematic improvements on the drives and the valves of the hydraulic system that now facilitate parallel movements of the machine, thus providing enhanced dynamics.

geobra Brandstätter GmbH & Co. KG

geobra Brandstätter GmbH & Co. KG with its headquarters in Zirndorf near Nuremberg in Franconia, Germany, is the producer of PLAYMOBIL and thus Germany's largest toy manufacturer. The PLAYMOBIL tokens with a size of 7.5 cm are in the focus of this creative, multiple award-winning theme toy. This imaginative live action role play featuring historical and modern theme worlds intrigues and is appreciated by children, parents and educationalists alike. More than 2.3 billion PLAYMOBIL tokens were produced since 1974. More than 30 themes are sold in more than 80 countries all over the world. Brandstätter Gruppe group of companies with production facilities in Germany, Malta, Spain and the Czech Republic generated total sales in the amount of 518 million Euros in 2009 and has a workforce of approximately 3,000 globally. This pioneering company stands for premium toys "Made in Europe".

Sumitomo (SHI) Demag Plastics Machinery GmbH

Sumitomo (SHI) Demag has lastingly shaped the plastics industry from the very beginning. Being 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.

More than 3,000 employees develop, design and produce a comprehensive range of all-electric, hybrid or hydraulic injection moulding machines with clamping forces ranging from 180 kN through 20,000 kN at four manufacturing bases in Germany, Japan and China. Sumitomo (SHI) Demag is proficiently represented in all the industrial regions of the world with a comprehensive sales and after-sales network. And, Sumitomo (SHI) Demag offer its international customers more than just injection moulding machines, viz. customized solutions for their very specific performance requirements. Here, offers range from financing, via technology or process development including complete automation systems and to customized servicing concepts.

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The Systec hydraulic injection moulding machine made by Sumitomo (SHI) Demag Plastics Machinery GmbH is available in models with clamping forces ranging from 250 kN through 13,000 kN.

Photograph: Sumitomo (SHI) Demag