

Press Release
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Sumitomo (SHI) Demag Plastics Machinery to expand its distribution and service networks

With Showrann towards the Near and Middle East

Sumitomo (SHI) Demag Plastics Machinery GmbH of Schwaig, Germany, is about to even further expand its distribution and service networks. Since the merger of the two companies of Sumitomo Heavy Industries and Sumitomo (SHI) Demag, the marketing organizations in Asia, Europe, North America and South America have been brought ever closer together. The intention is to establish comprehensive distribution and service networks composed of subsidiaries or agencies with a view to being on the spot in all major industrial markets.

As now also the markets in the Near and Middle East, and more specifically on the Arabian Peninsula, have recovered and as business gains momentum, especially in the fields of medical engineering and packaging, the Japanese / German mechanical engineering company will cooperate with Showrann Trading & Co. of Riyadh, Saudi Arabia, an internationally active player. Showrann and Sumitomo (SHI) Demag will mainly offer turnkey production systems, i. e. injection moulding machines including related peripheral and automation components, specifically for the production of plastic packaging. Christian Renners, General Manager Business Unit Sales & After Sales at Sumitomo (SHI) Demag, points out: "In Showrann, we have found a partner with global activities who is very well established in the ever more

prospering Near and Middle East, and more specifically on the Arabian Peninsula, and who has been involved in the field of polymer processing for more than ten years". Here, first projects with Arabian customers have already been successfully started.

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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