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PRESS RELEASE

Battenfeld Injection Molding Technology back on the road to success

ADCURAM announces first positive results

One year after the takeover of the injection molding machine manufacturer Battenfeld, based in Kottlingbrunn/Austria, the purchasers have expressed great satisfaction with the development of their new acquisition. In October 2006, the previous owners, the SMS group, had divested themselves of Battenfeld Injection Molding Technology, a company with a long tradition, because of a continuous series of deficits.

Alexander Müller, who joined Battenfeld Kunststoffmaschinen Gesellschaft m.b.H. as its Managing Director, describes the situation as follows: "When we bought Battenfeld Injection Molding Technology, we knew about the great potential of this company and its excellent reputation on the market. During the first few months, we concentrated on a thorough reorganization of the company. Corrective measures in human resources were necessary to break up some obsolete internal structures, especially in the overhead sector. We have had great support from the company staff, and thanks to this joint effort we have succeeded in setting the right course for the future".

The management estimates that the company will reach break-even point by the end of the fiscal year 2008. For the current fiscal year 2007, an increase of about 10% in sales on the previous year is expected. "Of course we have to thank our customers for this positive result",

says Müller. “They have remained loyal to us even during the difficult transition period following the change of company ownership“.

In any case, Müller emphasizes, these days the identity of stakeholders plays only a secondary part in customer relations. The business situation has improved continuously in the course of this year. For example, the company has received several orders for large machines and won significant market shares in Latin America through a major order from Brazil. A new sales company has been established in Russia, and the activities of the Chinese sales company have been stepped up considerably.

At this year’s K show, Battenfeld is presenting a completely revised product portfolio. The main focus of its product development has been on customer benefit and modularity. In addition to its range of exhibits, the company will have an information center at its booth, where customers can get first-hand experience of Battenfeld’s performance and customer-orientation in service.

Müller looks into the future with optimism: “The turnaround has been achieved within an amazingly short time, thus securing the company’s future”.



Foto 1: Alexander Müller, President and CEO of Battenfeld Kunststoffmaschinen Gesellschaft m.b.H.

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