

Sumitomo (SHI) Demag unveils industry-focused sales structure

Schwaig, October 7, 2020 – Plastic processing injection moulding machine specialist Sumitomo (SHI) Demag is restructuring its centralised group sales organisation. By focusing on five Business Developments dedicated to the specific industry-related market challenges, the group has organised its sales structure to further improve efficiencies and advance the company's industry response.

The initiative, steered by Siegfried Köhler, who was appointed Director of Worldwide Corporate Sales at the Schwaig headquarters on 1 October 2019, fully integrates Sumitomo (SHI) Demag's prevailing and new Business Developments into the overarching global sales management structure. *"Through this realignment, we are creating a fast and direct link between customer requirements and future product development. This enables us to use the existing industry competence and expertise in a much more targeted and efficient manner for the benefit of our customers,"* explains Köhler.

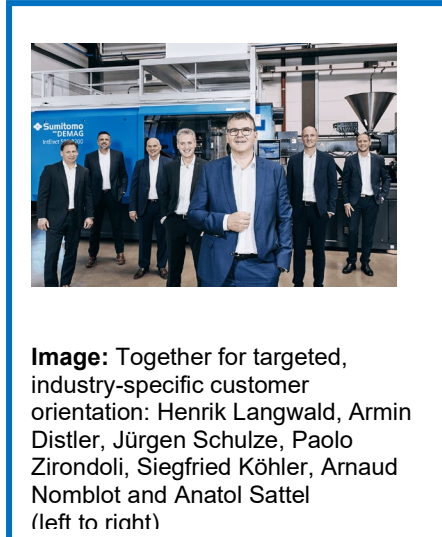
With immediate effect, Anatol Sattel will independently manage **Business Development Medical**. Newly added to the industry-orientated structure is **Business Development Consumer**, headed up by Paolo Zirondoli.

Jürgen Schulze will continue to manage **Business Development Automation**, focusing on the three core areas of Robotics, Components and Systems Technology. This unit will drive forward the integration of a wide range of technologies and support sales in automated solution concepts.

Henrik Langwald and Arnaud Nombrot will continue to manage **Automotive and Electronics Business Development** and **Packaging Business Development** respectively. Additionally, key account managers with specialist industry expertise will continue to contribute their industry knowledge into the individual Business Developments.

On-site field service teams will also be able to draw upon the expertise of the Business Developments. *"We are convinced that the constant sector-focused exchange with customers will significantly increase our quality of consulting. This will enable us to react even faster to market changes and offer our customers a sector-specific service tailored to their needs,"* says Armin Distler, Sales Manager for Germany and Austria.

Image



Notes to the editor

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Sumitomo (SHI) Demag Plastics Machinery GmbH

Sumitomo (SHI) Demag has had a strong influence on the development of the plastics industry from its very beginnings. As specialists in injection moulding machines for plastics processes, Sumitomo (SHI) Demag, together with its Japanese parent company, Sumitomo Heavy Industries, is one of the world's leading companies in the industry.

The global development and production network of Sumitomo Heavy Industries and Sumitomo (SHI) Demag consists of four facilities in Japan, Germany and China with more than 3,000 employees. The product portfolio includes all-electric, hydraulic and hybrid-driven injection moulding machines with clamping forces of between 180 and 15.000 kN. With over 145,000 installed machines, Sumitomo (SHI) Demag is present in important markets worldwide and is one of the largest manufacturers of injection moulding machines.

The parent company plant in Chiba, Japan, manufactures machines with small and medium clamping forces. Approximately 95 % of all delivered machines have an all-electric drive concept. The German Sumitomo (SHI) Demag's locations in Schwaig and Wiehe use hybrid drive concepts to manufacture the Systec Servo series, as well as the high-performance and high-speed El-Exis SP and Systec SP machines. The IntElect series with all-electric drive technology is also manufactured in Germany for the international market.

Sumitomo (SHI) Demag has had a production facility in Ningbo, China, since 1998. The Systec C series with clamping forces of 500 to 10,000 kN has been manufactured for Asian markets in a new factory (13,000 m² floor space) of this subsidiary, Demag Plastics Machinery (Ningbo) Co., Ltd., since mid-2015.

In addition to injection moulding machines, Sumitomo (SHI) Demag provides standard and customised systems for parts handling automation, process engineering and solutions for special applications, and customised services, as well as machine financing options.

With its seamless sales and service network of subsidiaries and agencies, Sumitomo (SHI) Demag supports all major industrial markets.