



ENGEL at K 2010 – Inject the Future

Extending market leadership worldwide

Schwertberg/Austria – May 2010. In line with our slogan of "Inject the Future" ENGEL will once again exhibit to an international audience at this year's K trade fair in Düsseldorf, Germany. Dependable, efficient and innovative. These are the attributes that helped ENGEL to weather the economic crisis and meant that ENGEL was able to extend its market leadership once again, despite the difficult framework conditions last year.

The ENGEL Group 2009/10

Although the crisis seems to have passed, the effects of the recent months are still very noticeable. With turnover dropping to 358 million Euros, ENGEL closed the fiscal year 2009/10 with a noticeable minus compared to the years before. In contrast to this, and thanks to innovative concepts for our customers, unrestricted market proximity and the related requirements, the ENGEL group's market share remained stable at a high level. Consistent working of the market, the introduction of new products, such as the ENGEL victory spex, ENGEL duo pico or the new ENGEL viper linear robot series kept the market share in Europe unchanged at around 27.2 percent. And in both Asia and America we were actually able to substantially increase our market share. Whereas the new sales concept, which involved expanding the Brazilian and Mexican markets, was decisive for pushing the market share up to 15 percent in America, the driving forces that pushed market share in Asia up to 5 percent were, in particular, investments in China and the huge success in the corresponding large-scale machine market. Worldwide, this means a stable and successful 13 percent (compared with 10 percent in 2005).



ENGEL were also forced to reduce staff levels to around 3,000 last year due to the crisis. Nearly one third of the 800 redundancies are attributable to closing the works in Canada. Furthermore the ENGEL organisation was tightened and the capacities were temporarily adjusted with the help of educational leaves. Due to the excellent market situation at the current time, ENGEL will be focusing on recalling those employees and raising staff levels in the next few months to be able to guarantee the usual standards of stability and continuity in development, products, sales and service within the ENGEL group.

Why you should choose now to rely on ENGEL

ENGEL is a family business. Stable, reliable and financially rock solid. Including - and above all - in difficult economic times. On top of this, ENGEL is independent of external investors. This gives customers more assurance, and makes the company a long-term, stable and dependable partner. In addition to this, stable management with decades of loyalty to the company ensure continuity in customer communication and entrepreneurial activity.

With our clear commitment to proximity to our international customers, ENGEL guarantees competent, local expertise. Our eight production works on three continents help us to achieve the fastest delivery times and to adapt our products and services in a targeted and market-aware way. 27 sales and service facilities on the major markets and 60 representatives on the smaller markets guarantee 100 percent customer proximity and the assurance that a global partner offers.

ENGEL has developed a number of trailblazing innovations in machine and process technology in recent years. Effective, targeted and with competent, brand name partners, but always independent and autonomous. This keeps us independent from third party supplies for matters of central strategic importance, thus empowering us to act in a stable and efficient way.



ENGEL investments

Contrary to the general trend ENGEL has extended and modernised its production floor space, infrastructures and sales structures despite the economic crisis. This has helped us create the conditions that enable us to face the new challenges in the best possible way, particularly now in times of economic growth. For example, the new works in Kaplice with a production floor space of 17,000 m² went operational last year. The work on extending the large-scale machine works at St. Valentin to 68,000 m², and the building of the technology centre in Schwertberg was completed without any delays. From an international point of view, we opened our new Technical Centre in Corona/California in March 2009. The new Technology Centre for ENGEL Mexico in Queretaro will be ready in June 2010.

On top of this, new sales structures and staff changes in our subsidiaries will guarantee even better support for our customers locally. The new managers, Alberto Meade/Mexico, Felix Hühmair/Switzerland, Mark Sankovitch/North America and Piotr Nachilo/Poland are experienced industry experts who we were excited to win over to ENGEL. Neofyton (Serbia & Croatia), Sahar (Iran) and DEC (Pakistan) represent a successful step towards intensifying our presence on these markets and restructuring with the aid of these new partners.

Long-term stability and success

"All told, Engel can look back on a difficult, but successful year. Reinforcing our market share and the support demonstrated by our customers once again show that ENGEL is and always has been a long-term, stable partner. Customer proximity in particular, expertise in the specific market requirements of the individual branches and the stability are the key to our success. Even in times of crisis", says Dr. Peter Neumann, CEO ENGEL HOLDING GmbH.



ENGEL AUSTRIA GmbH

The ENGEL brand denotes the world's biggest manufacturer of injection moulding machines and, at the same time, one of the world's leading plastics processing machine manufacturers. Today, the ENGEL Group offers a full range of technology modules for plastics processing as a single source supplier: Injection moulding machines for thermoplastics and elastomers, and automation, with the assurance that individual components are also competitive and successful in the world markets. With eight production plants in Europe, North America and Asia (China, Korea), subsidiaries and representatives in over 85 countries, ENGEL offers its customers the optimal global support they need to compete and succeed with new technologies and leading-edge production systems.

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