

DESMA announces, Bold, yet Modest initiatives as demand collapses

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Fridingen, Germany -- Facing an unprecedented collapse in the market for injection moulding machines, DESMA has announced three initiatives under the Bold & Modest tag. "We want to approach our customers, and join them - independent of operative business - in identifying useful products and services for a forwardlooking chance management," explains managing director Martin Schuermann.

The first element is the first virtual fair presence in the World of Elastomers. The site is designed as an interactive 3D presentation, allowing users at any time to access specific and up to date information about application technology innovations in elastomer and silicone processing, easily and inexpensively without leaving their desk.

The second element is a dialogue with customers about ways of moving beyond the crisis to create a new industry once the immediate crisis has passed.

DESMA's third announcement is a new plant in India.

DESMA said, "The future will lead us into a totally changed market situation, and force us to face up to new and complex tasks." Thus, the company is attempting to understand what its customers really want and need in today's market, not based on any pre-conceptions which may have held true six months ago.

The company added, "Simply waiting is not enough. It is our opinion that everyone is a potential phoenix. And the trick is to be ready in the front line tomorrow, and to be better, faster and fitter for the future than our competitors."

Since 3 March 2009 DESMA has been producing in India near Ahmedabad in a new factory meeting all state-of-the-art standards. When in 2007 the former production site with an annual production of more than 100 machines to be produced for the Indian market was bursting at the seams, DESMA management decided to build a new 5,200-square-meter manufacturing and production plant on a land area of 11,000 square meters.

With this new building DESMA now also provides in India, besides mechanical engineering, a mould shop with adjacent engineering center for mould testing and optimization as well as a comprehensive training center for customer and DESMA staff qualification.