



# Manufacturing Journal

magazine



**Rapidly growing PVC pipe manufacturer**

page 28



**Age of victories and achievements**

page 39



**Giant in the tobacco industry**

page 66

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Dear Readers!

**G**EDIA Poland develops and manufactures pressed vehicle body parts and welded assemblies for the automotive industry. The company offers innovative products and is a reliable partner for the leading global producers of vehicles. The company is the leader of the Polish market and a brand recognized worldwide. More on the company, its new investments and position in the market in a Manufacturing Journal interview with the Member of the Board Andrzej Marcinek... Full interview on page 12.

Valplast Industrie is one of the leading manufacturers of pipes and complete PVC systems based in Romania. The company successfully combines advanced technology with superior customer service to create sophisticated and diverse product range. Valplast produces a wide range of solutions including plastic sewers, water well pipes, drain pipes, pressure pipes, pipes for protection of electrical and telecommunication cables and composite manhole covers. Valplast is a well known brand, recognized for the high quality of products... Read full story on page 28.

«Metallurgical plant «Electrostal» JSC, one of the leading metallurgical enterprises specializing in special-purpose steels and alloys production for industries defining the status of Russia as a great maritime, aerospace and power-generating country, celebrated its 100th Anniversary in 2017... Read their success story on page 39.

Imperial Tobacco is part of Imperial Brands international group of companies. The group focuses on the production and sale of tobacco and non-tobacco products: cut tobacco, cigarettes, cigars, pipes, cigarette paper and filters, and is the fourth largest producer in the world. Imperial Brands was founded more than 100 years ago in the UK. Today, the Group is represented in more than 160 countries around the world, with 44 factories and 35,000 employees. Imperial Brands includes Imperial Tobacco, Tabacalera, ITG Brands, Fontem Ventures and Logista... Full report on page 66.

Enjoy the magazine!

Editor:

A handwritten signature in black ink, appearing to read 'Piotr T. Karwowski', located below the 'Editor:' text.



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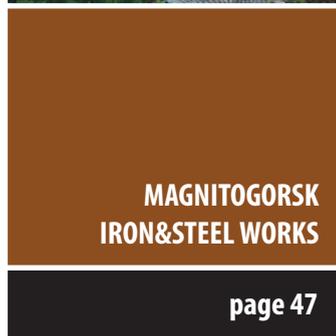
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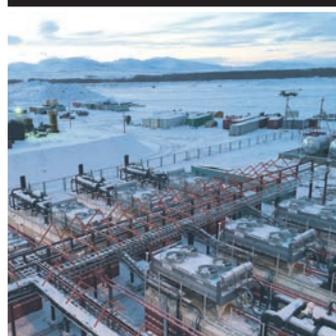
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## New microsite for self-adjusting toggle clamps



German clamping tool specialist BESSEY is providing an extensive range of information on self-adjusting toggle clamps on its new microsite <http://toggleclamp.bessey.de> in 12 languages. Designers, craftsmen and buyers can find technical details and interesting facts about the unique range of accessories as well as exciting excerpts from the history of the range.

BESSEY has launched the microsite <http://toggleclamp.bessey.de> to mark the 5th anniversary of its STC self-adjusting toggle clamp range. The microsite informs visitors about the benefits of these special-purpose toggle clamps, which can adapt automatically and in a continuously self-adjusting manner to workpieces of varying thicknesses. What's more, the microsite provides detailed descriptions of the horizontal, push/pull and vertical toggle clamps, which are equipped with self-adjusting mechanisms, covering all relevant information. These include, for example, images of the toggle clamps in practical use, brief descriptions with references to the base plate versions as well as technical data sheets and downloadable 3D CAD data. The variants that feature a horizontal base plate also include links that take the user straight to matching accessories. In this way, the range of advanced application possibilities involving BESSEY toggle clamps and welding or multifunction tables is clear to everyone.

The new microsite also provides exciting insight into the evolution of BESSEY self-

adjusting toggle clamps. After all, as is the case with all product developments, the aim was to do justice to the motto "Innovate, don't imitate" - and so, the objective of BESSEY's developers was clear. The aim of the refinement process was to eradicate the most significant disadvantages of traditional toggle clamps - time-consuming adjustment of the clamping range and lack of options to vary the clamping force. The developers succeeded by applying the principle of the screw clamp. This led to the invention of toggle clamps, which can adapt automatically to various workpiece dimensions while keeping the clamping force more or less the same. The clamping screw is no longer manually adjusted, allowing the user to work up to 5 times faster. The clamping force can also be increased to 2,500 N by way of an adjusting screw in the joint. After all, not all workpieces require or can handle the same amount of pressure. Due to its extensive clamping range, one size of the BESSEY self-adjusting toggle clamp can replace several sizes of conventional models. In 2014, BESSEY was granted a patent for the mechanism the company developed in-house. BESSEY has gone on to incorporate the mechanism in its horizontal, push/pull and vertical toggle clamps. Yet more proof of BESSEY's innovative strength.

In addition to the extensive product information and the history of self-adjusting toggle clamps, the microsite also includes additional links to a distributor search and the full range of BESSEY products.

At BESSEY, we have a long tradition of producing such innovative, practical product solutions as this. Since the cold drawn steel plant was founded in Stuttgart in 1889, the Bietigheim-Bissingen based company continues to raise the bar in clamping and cutting technology. Currently offering more than 1,600 products, BESSEY has a specific solution for practically every application. Our focus is on precision and durability, convenience and safety.

**More info:** [www.bessey.de](http://www.bessey.de)

## PulPaper 2018: Wood is the raw material of the future

PulPaper gathers the best forest industry experts from around the world in Helsinki in May. The futuristic theme of the event is "Visit tomorrow today." With the help of new innovations and technologies, the forest industry is developing in a digitizing world with respect for the environment. What is the future of wood as a raw material? PulPaper 2018 will be held at the Helsinki Expo and Convention Centre May 29 to 31.

There is a strong environmental perspective in the PulPaper Conference seminar programme May 30-31. The PulPaper Conference consists of joint key note speeches and several alternative parallel programmes from which one may compose the most interesting thematic whole for oneself. The conference programme includes circular economy, use of biomass, and climate change, as well as the development of bio-refinery.

### Environmental friendliness as competitive advantage

Environmental standards are often seen as a burden on the industrial sector. In PulPaper's seminar sections, the topic is approached through opportunities. Environmental friendliness and new innovations can be a competitive advantage for companies.

**More info:** [www.pulpaper.fi](http://www.pulpaper.fi)





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**“Refueling” of electric vehicles in “no time”.**

Powerswap AB, a Swedish start-up, has revealed news of their radical solution for charging electric vehicles. Instead of connecting the cord and waiting for the car to be charged, the battery is replaced with the help of a robotic device in three minutes. “Our solution is in many ways revolutionary and will change the way we think about EV charging,” says Sten Corfitsen, founder of Powerswap. The technical concept was created with the goal of using the already well-established refuelling infrastructure, petrol stations. “It is better if we do not have to establish a completely new infrastructure just because we want to use EVs instead of fossil fuel cars. By installing robotic swap units at petrol stations and parking lots, we will gain a cost-efficient solution for the transition to a dominant electric transport sector.” Powerswap is very different from earlier battery swap trials, which have been based on building new swap stations and which are expensive and require new land. Another difference is that Powerswap handles the swap of batteries from the side, which is more optimal when it comes to automation. “I am confident we have created something that will lead to faster expansion for EVs. Taxi companies and other transportation fleets are suitable niches for our introduction because their operations have no time available for prolonged charging. We have received a Letter of Intent from Taxi Stockholm, the biggest taxi company in Sweden.” In short, the advantages of automatic battery swap are: No time needed for charging; faster than filling a petrol car, The car is not out of use during “refuelling” (charging). The EV can be sold without the battery, which will make the price of an EV less than that of a fossil fuel car. The battery will be leased and can be renewed when enhanced technology is available. An infrastructure will be built without the need for hundreds of thousands of public charging poles. The stress on the battery is significantly reduced. We give batteries a suitable amount of time for charging, which lowers the peaks in demand and the stress on the grid.

**More info:** [www.powerswap.se](http://www.powerswap.se)



# COUNTRY PROFILE |

## Bosnia and Herzegovina



### Overview

Bosnia and Herzegovina sometimes called Bosnia-Herzegovina, and often known informally as Bosnia, is a country in Southeastern Europe located on the Balkan Peninsula. Sarajevo is the capital and largest city. Bordered by Croatia to the north and west; Serbia to the east; Montenegro to the southeast; and the Adriatic Sea to the south, with a coastline about 20 kilometres (12 miles) long surrounding the town of Neum. In the central and eastern interior of the country the geography is mountainous, in the northwest it is moderately hilly, and the

northeast is predominantly flatland. The inland is a geographically larger region and has a moderate continental climate, with hot summers and cold and snowy winters. The southern tip of the country has a Mediterranean climate and plain topography.

Bosnia and Herzegovina is a region that traces permanent human settlement back to the Neolithic age, during and after which it was populated by several Illyrian and Celtic civilizations. Culturally, politically, and socially, the country has a rich history, having been first settled by

the Slavic peoples that populate the area today from the 6th through to the 9th centuries. In the 12th century the Banate of Bosnia was established, which evolved into the Kingdom of Bosnia in the 14th century, after which it was annexed into the Ottoman Empire, under whose rule it remained from the mid-15th to the late 19th centuries. The Ottomans brought Islam to the region, and altered much of the cultural and social outlook of the country. This was followed by annexation into the Austro-Hungarian Monarchy, which lasted up until World War I. In the interwar period, Bosnia and Herzegovina

Bosnia and Herzegovina's government building in Sarajevo





was part of the Kingdom of Yugoslavia and after World War II, it was granted full republic status in the newly formed Socialist Federal Republic of Yugoslavia. Following the dissolution of Yugoslavia, the republic proclaimed independence in 1992, which was followed by the Bosnian War, lasting until late 1995.

Today, the country maintains high literacy, life expectancy and education levels and is one of the most frequently visited countries in the region, projected to have the third highest tourism growth rate in the world between 1995 and 2020. Bosnia and Herzegovina is known for its natural environment and cultural heritage inherited from six historical civilizations, its cuisine, winter sports, its eclectic and unique music, architecture and its festivals, some of which are the largest and most prominent of their kind in Southeastern Europe. The country is home to three main ethnic groups or, officially, constituent peoples, as specified in the constitution. Bosniaks are the largest group of the three, with Serbs second and Croats third. A native of Bosnia and Herzegovina, regardless of ethnicity, is identified in English as a Bosnian. The terms Herzegovinian and Bosnian are maintained as a regional rather than ethnic distinction, and the region of Herzegovina has no precisely defined borders of its own. Moreover, the country was simply called „Bosnia“ until the Austro-Hungarian occupation at the end of the 19th century.

Bosnia and Herzegovina has a bicameral legislature and a three-member Presidency composed of a member of each major ethnic group. However, the central government's power is highly limited, as the country is largely decentralized and comprises two autonomous entities: the Federation of Bosnia and Herzegovina and Republika Srpska, with a third region, the Brčko District, governed under local government. The Federation of Bosnia and Herzegovina is itself complex and consists of 10 cantons. The country is a potential candidate for membership to the European Union and has been a candidate for North Atlantic Treaty Organisation membership since April 2010, when it received a Membership Action Plan at a summit in Tallinn. Additionally, the coun-



Mostar's Stari Most

try has been a member of the Council of Europe since April 2002 and a founding member of the Mediterranean Union upon its establishment in July 2008.

### Economy

Bosnia faces the dual-problem of rebuilding a war-torn country and introducing transitional liberal market reforms to its formerly mixed economy. One legacy of the previous era is a strong industry; under former republic president Džemal Bijedić and SFRY President Josip Broz Tito, metal industries were promoted in the republic, resulting in the development of a large share of Yugoslavia's plants; S.R. Bosnia and Herzegovina had a very strong industrial export oriented economy in the 1970s and 1980s, with large scale exports worth millions of US\$.

For most of Bosnia's history, agriculture has been conducted on privately owned farms; Fresh food has traditionally been exported from the republic.

The war in the 1990s, caused a dramatic change in the Bosnian economy. GDP fell by 60% and the destruction of physical infrastructure devastated the economy. With much of the production capacity unrestored, the Bosnian economy still faces considerable difficulties. Figures show GDP and per capita income incre-

ased 10% from 2003 to 2004; this and Bosnia's shrinking national debt being negative trends, and high unemployment 38.7% and a large trade deficit remain cause for concern.

The national currency is the (Euro-pegged) Convertible Mark (KM), controlled by the currency board. Annual inflation is the lowest relative to other countries in the region at 1.9% in 2004. The international debt was \$5.1 billion (as on 31 December 2014). Real GDP growth rate was 5% for 2004 according to the Bosnian Central Bank of BiH and Statistical Office of Bosnia and Herzegovina.

Bosnia and Herzegovina has displayed positive progress in the previous years, which decisively moved its place from the lowest income equality rank of income equality rankings fourteen out of 193 nations. According to Eurostat data, Bosnia and Herzegovina's PPS GDP per capita stood at 29 per cent of the EU average in 2010.

The International Monetary Fund (IMF) announced a loan to Bosnia worth US\$500 million to be delivered by Stand-By Arrangement. This was scheduled to be approved in September 2012



General Director of CLAAS factory in Krasnodar  
Ralf Bendisch

**Please, tell us about the most important moments of the company's development in Russia?**

If we talk about important events as certain milestones, the development stages of CLAAS in Russia, there were several of them. The story began in 1992, when the first imported combine harvester from Germany was sold. This was a stage when we and the Russian market seemed to be looking at each other, finding out what could be of interest to each other. Already in 2003 it was decided to launch our own production in Russia and we began construction of a plant in Krasnodar. In parallel with the construction of workshops in the leased areas, the first CLAAS mod-

els were produced in the format of a wellhead semi knocked down assembly. The plant was opened in 2005. Ten years passed and in 2015, probably the most important event in the history of CLAAS in Russia took place. It was the launch of the second stage of the Krasnodar plant with a full cycle of combine production. The event was very important for several reasons. Firstly, in the history of CLAAS in the world, and not only in Russia, investments in new workshops have become the largest single-time investments (about 120 million EUR). Secondly, production capacities were increased more than two-fold - up to 2000-2500 units of equipment per year, i.e. about a third of the current capacity of the Russian market of combines of all classes and categories. Finally, the launch of new production lines and processes allowed us to reach such a level of localization that, in accordance with the special investment contract signed with the Russian Government, we received the title of "Russian manufacturer". This, in turn, is extremely important for Russian farmers, because they got the opportunity to purchase our equipment under preferential terms under the program 1432 and under agreements with Rosagroleasing.

**CLAAS is the largest producer of agricultural machinery. In your opinion, due to what advantages did you manage to achieve such success and become one of**

**the leaders in the market?**

For clarity of the answer to this question, I should refer to the history of our company, which was not always "large" and started as a family producer of one single "detail" – the knotter. But it was the best knotter in the market, in terms of key parameters: quality, reliability, performance and price. Actually, since that time only the assortment and complexity of the products, the production volumes and the geography of the company's presence have changed, and everything else: quality, reliability and the best combination of the level of performance and price on the market have remained the same. By the way, despite the changed scale, CLAAS remains a "family" business. Speaking of how manage to achieve high efficiency and reliability of CLAAS technology, the recipe is very "simple" - constant and large-scale investments in scientific development and expert examination. Every tenth employee of CLAAS is related to R&D. Last year the volume of investments in research and development reached a record level of 213 million EUR, increasing up to 5%. The foundation of the new Research Center for Electronic Development was laid in Dissen (Germany). It will unite the scientific and expert forces scattered throughout the various production sites.

**Please, tell us more about the products you offer in the Russian market**

The entire CLAAS product line is represented on the Russian market. It is quite wide, in addition to the well-known grain and forage harvesters and tractors, it is also the whole range of equipment for harvesting fodder - large packers and round balers, mowers, tedders, sweepers, vans, telescopic and front loaders. Especially in CLAAS product line it is worth noting high-tech electronic assistants, which every year are becoming more and more popular in agriculture - the EASY product package. They facilitate the work of farmers and increase its effectiveness. In addition, our company offers customers not only new, but also used equipment. We have a global electronic service for the purchase and sale of used CLAAS





equipment. A farmer who acquires our machinery can be sure that he buys not only a highly efficient means of production, but also carries out liquid investment.

**Today, companies strive to maximize the robotics process of the production. How are such technologies used in the enterprise? With which suppliers of equipment you cooperate today and why were they chosen?**

As we are machine engineers, this trend, of course, has not bypassed us. I want to recall that our plant was recognized the most modern in Europe, among other things, for the introduction of robotics. We tried to automate all processes occurring at the enterprise. In the metal working shop we have an automatic laser cutting complex. This unique equipment allows a small area of 24 square meters to store 105 tons of metal of different thicknesses in a warehouse, from where steel is automatically fed into the cutting area. In two laser cutting machines with an accuracy of 0.1 mm, the metal is cut based on the parameters of the production plan. In the next step, the details must be given a three-dimensional shape, and they enter the bending section of the metal, represented by semi-automatic and robotic sheet bending equipment. Large-sized parts and details of complex configuration are bent in the robotic complex. The role of the operator is performed by a robot manipulator capable of easily handling parts with a weight of more than 100 kg. Moreover, the system of movement of components for the shops is automated at the enterprise. The details are

moved along the "air metro" -unique system of ceiling conveyors. The length of the conveyor is more than 2 km. Due to this, the space is saved and the safety of the parts movement is ensured. Our suppliers are the leading companies in this field.

**Do you currently cooperate with foreign companies? How do you expect to expand the geography of sales and product line?**

The main partner we cooperate with is the "foreign" head factory in Harzevinkel, where we deliver components produced in Krasnodar. Last year, we exported more than 50,000 parts and components, including large ones. If we talk about finished products, the TUCANO harvesters produced in our plant are already supplied to Kazakhstan, and negotiations are also being conducted with potential buyers in other countries. But our work does not



end with the fact that we are selling combines or tractors, it, in fact, is just beginning on this, because we still provide reliable and uninterrupted operation of our equipment through a wide dealer network in all regions.

**The dynamic development strategy of the company brings financial results. Please tell us about the company's profits.**

It is still too early to speak about any financial indicators for the current year, but I think that in 2017 the trend that was noted in the work of the entire CLAAS Group last year will continue. The company's profit was largely driven by sales growth in the markets of Eastern Europe, including Russia amid the global downturn in the agricultural machinery market. On the other hand, it is necessary to take into account that we are now continuing to implement the investment program related to the fulfillment of obligations under the SPIC. It is about launching new technological processes and investing in production of more than 750 million rubles until 2019.

**Do you currently cooperate with foreign suppliers?**

Among our suppliers, in addition to Russian companies, there are also the foreign ones. Unfortunately, not everything can be bought or produced in Russia. For 10 years we have analyzed a huge number of Russian companies for compliance with their technical capabilities to the requirements of the CLAAS concern. We went to their production, got acquainted with their pro-

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cesses. However, we concluded agreements on cooperation with only some of them. And this is due to the fact that many domestic manufacturers do not yet fully understand the requirements for quality and stability in batch production. We can enjoy the quality of first samples they provide, but in the long-term process for many Russian manufacturers it could be difficult to achieve the stable quality. Our companies need to develop in this segment. In addition, the price of Russian products can be much higher than the foreign ones. Today, we are still buying engines (German Mercedes, American Perkins) and some rubber products from foreign suppliers. The rest is made in Russia.

**To which countries do you export the products?**

We are still going to sell combines in the same market, where we have been working for the past 25 years: inside Russia and on the near abroad. 90% of finished goods from the CLAAS plant go to Kazakhstan. The remaining 10% to other countries of the former CIS. We had experience in exporting machinery even to China, but these were unit deliveries. The Russian market is very big. The Ministry of Agriculture estimates the actual saturation capacity of up to 12,000 harvesters per year. This is necessary for a healthy development and replacement of outdated equipment. Therefore, first of all, we want to fill the



domestic market of Russia. Especially the potential here is huge.

**What awards and certificates are you proud of the most?**

The CLAAS products have been included in Russia's 100 best products. Also, the company itself is among the 100 best employers of Russia. In 2016, our project to expand the plant for the production of CLAAS agricultural machinery in Krasnodar was among the five gold medalists of the 33rd International Project Management Forum "German Project Excellence Award". Within six months, the experts and the jury of the German Project Management Company (GPM) evaluated the projects of the applicant companies and, as a result, the construction of the second stage of the CLAAS plant was named the winning project.

**FACT BOX**



**FULL NAME:**  
CLAAS KGaA mbH

**SUPERVISORY BOARD:**  
Cathrina Claas-Mühlhäuser

**OPERATIONS:**  
Production of agricultural machinery

**ESTABLISHED:**  
1913

**EMPLOYEES:**  
11 300

**TURNOVER:**  
€3.6 thousand million

**www.claas.ru**



## Reliable partner for the automotive industry



Managing Director, Member of the Board  
Mr. Andrzej Marcinek

**G**EDIA Poland develops and manufactures pressed vehicle body parts and welded assemblies for the automotive industry. The company offers innovative products and is a reliable partner for the leading global producers of vehicles. The company is the leader of the Polish market and a brand recognized worldwide. More on the company, its new investments and position in the market in a Manufacturing Journal interview with the Member of the Board Andrzej Marcinek.

### Important structural changes

In the recent years GEDIA Poland has undergone some significant structural changes. In the past the company consisted of two different entities GEDIA Poland and GEDIA Poland Assembly. In order to make the company more agile and eliminate a number of issues related to paperwork the two companies merged in December 2014. The headquarters of GEDIA Group are located in Germany. In the recent years GEDIA Group established new offices and production facilities in Mexico, the USA, and India. Poland is one of the major production sites of the group in Europe and is responsible for the large part of production of the whole group. In 2016 the

turnover of GEDIA Poland reached 1 bln PLN. This year's turnover is expected to reach up to 1,3 bln PLN.

### Innovative technologies and new products

As a Group, GEDIA manufactures a wide range of products for the automotive industry. The product portfolio includes over 1000 diverse vehicle components. The product portfolio of GEDIA Group includes floor assembly and structural elements as well crash and chassis components. Currently GEDIA Poland manufactures a variety of products including crash components and chassis components. In the recent years production capacities of GEDIA Poland changed

### FACT BOX



#### FULL NAME:

GEDIA Poland Sp. z o.o.

#### MEMBERS OF THE BOARD:

Andrzej Marcinek, Ryszard Gongor

#### INDUSTRY:

Automotive

#### ESTABLISHED:

1998

#### EMPLOYEES:

1426

[www.GEDIA.com](http://www.GEDIA.com)



A. Saenczykowski

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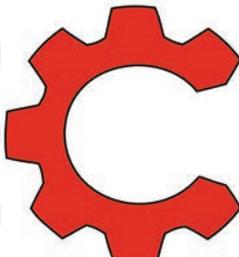
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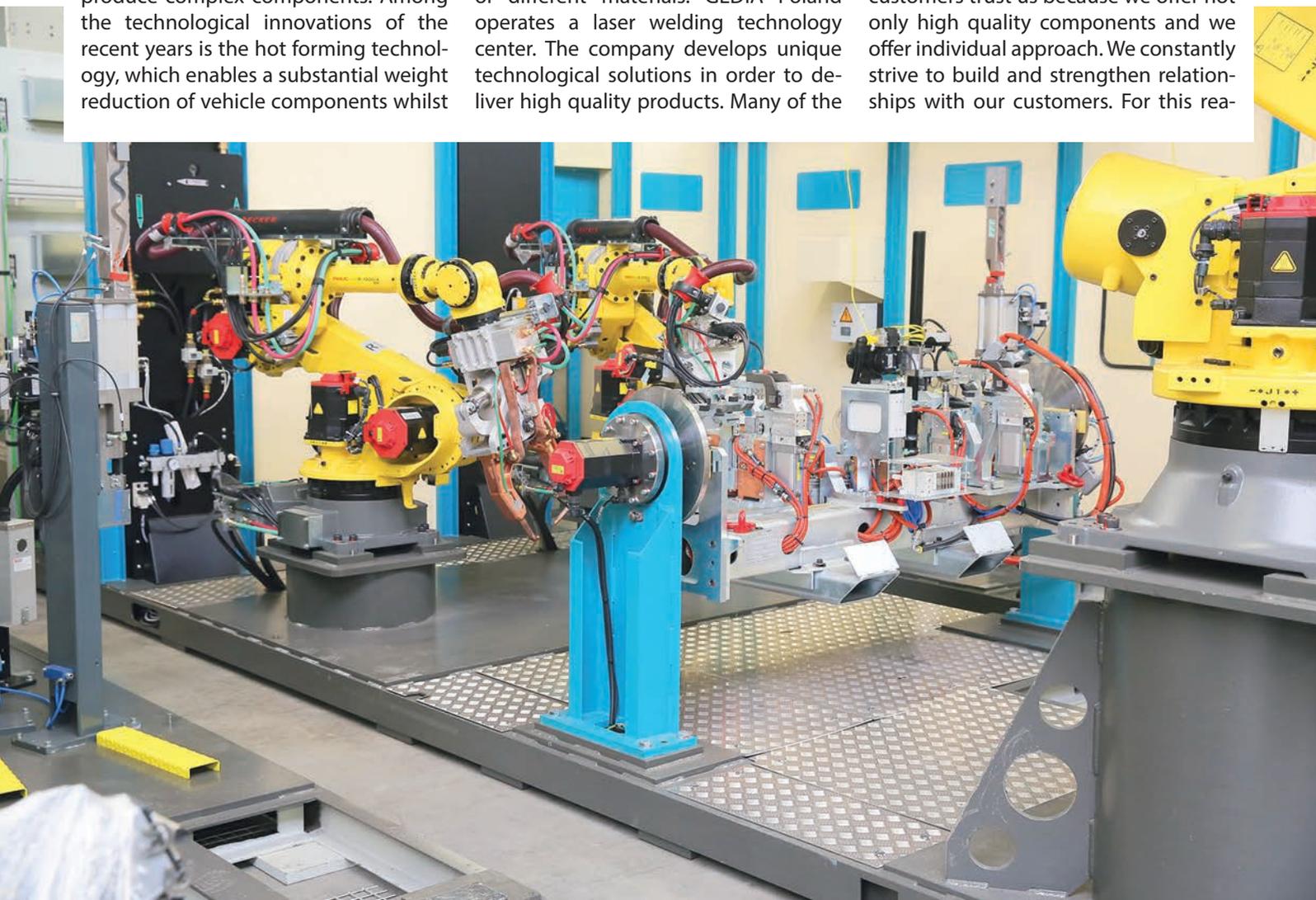
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dramatically. In November 2016 the company opened a next production facility equipped with the newest technologies for cold and hot forming. In the past GEDIA Poland manufactured chiefly simple car body components. This has changed in the past several years and today the company uses over 15 different technological solutions, which enable GEDIA to produce complex components. Among the technological innovations of the recent years is the hot forming technology, which enables a substantial weight reduction of vehicle components whilst

maximising the component strength. Seeing that the demand for lightweight technologies began to grow rapidly, GEDIA expanded its capabilities to include hot forming. Today GEDIA Poland operates 3 hot forming lines. The company makes use of more and more advanced technological solutions and a wide variety of methods for joining and curing of different materials. GEDIA Poland operates a laser welding technology center. The company develops unique technological solutions in order to deliver high quality products. Many of the

technologies used by GEDIA are patented. The company expanded its product portfolio with crash management components and bumper components. Another new product segment that has been added to the company's portfolio are parts for suspension arms. All products manufactured by GEDIA undergo strict quality control. The company has received ISO TS 16949 certification. "It wasn't a part of GEDIA classic portfolio, but because of our know how and constant introduction of new technologies we are able to produce these elements successfully," explains Mr Marcinek. All products manufactured by GEDIA are delivered straight to the customers. GEDIA supports major automotive producers such as Audi, BMW, Chevrolet, Daimler, Fiat, Ford, GM, Mini, Opel, Porsche, Scania, Seat, Skoda, Suzuki, Vauxhall, Volvo, Valmet, VW. The company uses only high quality raw materials, which have been thoroughly tested and comply with international standards. All suppliers are global suppliers that are able to deliver raw materials for the entire GEDIA Group. "We are proud to be a reliable partner for our customers. Our customers trust us because we offer not only high quality components and we offer individual approach. We constantly strive to build and strengthen relationships with our customers. For this rea-



son GEDIA is not just another supplier but a true partner for their business. The partner they can rely on," says Andrzej Marcinek.

### Strategic potential

Technologies and skills form the core strategic potential of GEDIA Poland. In terms of technology the company has very little competition not only in Poland but also in Europe. Hot forming technologies used by GEDIA have no analogue. The company has developed a new cold forming machine, which is unique. "Our greatest potential is qualified and motivated staff. Our team consists both of employees with many years of experience and young employees who are able to quickly learn from the more experienced colleagues. Currently we employ 1426 people," says Mr. Marcinek. Being a successful and profitable enterprise GEDIA Poland provides job security and creates favourable conditions for employees by offering development opportunities. Rapid development of the company makes it an attractive employer that offers many interesting job opportunities. As one of the biggest employers in the region the company has a well structured HR strategy. Every year 50-70 employees gets promoted or moves to another department of their choice, which is an additional incentive for employees. GEDIA is a holder of OHSAS 18001 certificate which guarantees high occupational and safety standards for the employees.



### Environmental safety

GEDIA Poland is a responsible manufacturer which cares for the environmental safety. The company received ISO 14001 eco certificate. GEDIA undertakes relevant sustainable management measures and conducts relevant trainings among employees. All the production waste is carefully segregated. All air that is contaminated during the production processes is filtered in order to avoid contamination of the environment. All the chemical substances that might be harmful are processed with extreme caution and recycled. Currently, the company is in the process of introducing new energy and water saving solutions as well as a heat recovery program, that will allow to use the heat created during the production process to heat production facilities.

### New investments and future development

GEDIA's production facilities are constantly renovated and regular investments in new machinery are made. Currently the company focuses on optimization of its innovative production technologies in order to deliver a new generation of products to its customers. Existing laser welding and laser cutting technologies will be used to produce larger components. GEDIA group is in the process of patenting of some very exciting new technological solutions in hot and cold forming. In 2017 the company plans to launch a new logistics center and a new warehouse, which will free up space in the production facilities. This space will be used for a new generation of production machines. GEDIA is prepared to launch the fourth line for hot forming production. GEDIA's success has been shaped by its constant drive for innovation, high reliability and exclusive problem-solving experience. The company heavily invests in improving production performance, quality management and manufacturing processes. Constantly evolving technologies and complex engineering projects are key factors, which drive GEDIA's market reputation and business growth. ■

Written by Helena Rożko





## Leading producer of steel fibers from Romania



President  
Vladimir Mitroi

**R**omfracht Srl is a freight forwarding company established in 1996 in Romania. The company has expanded its services in the field of international transport as well as on the national market of logistic services, inland distribution and customs formalities. The production of steel and polypropylene fibers for concrete reinforcement has an important place in the company. Romfracht Srl added to its portfolio various types of industrial-type platforms, airstrips, factories and supermarkets.

### History of success

Romfracht is a family business that was set up in 1996 by Vladimir Mitroi, currently the president of the company. The main activity of the company was International Road Transport. Starting with a small capital and limited resources, the company only coordinated small transports to a few destinations, among which were France, Germany and Italy. Due to the effective management and the consumer-oriented services, Romfracht has an exponential growth and it diversifies its services and products line. Thus, Romfracht expanded its field of business in the area of import-export and, only a few years later, in 2007, it entered the fibers for concrete reinforcement market. Given the good results showed by this new activity, in 2011

Romfracht inaugurated its first own production line. Currently, Romfracht is the leading producer of steel fibers in Romania, with a capacity of 2.800 tons per month. In 2012, RomFribremix was launched in Romania as a revolutionary compound, comprising steel fibers and polypropylene fibers. It is an easy-to-use alternative to concrete reinforcement. Situated in an accessible industrial area, the headquarters of Romfracht span on a 24.000m<sup>2</sup> area; 8.300 of these consists of buildings. The main office building is 1600m<sup>2</sup> and the warehouses, secondary offices and factories occupy almost 7000m<sup>2</sup>. This space is used for the customers' benefit, for which the company provides international transportation services, logistics, distribution and products of the highest quality. The ware-

### FACT BOX



#### FULL NAME:

ROMFRACHT SRL

#### GENERAL DIRECTOR:

Vladimir Mitroi

#### INDUSTRY:

Transport; production of steel fiber

#### ESTABLISHED:

1996

#### EMPLOYEES:

123

#### TURNOVER:

32 MIL EURO

[www.romfracht.com](http://www.romfracht.com)





houses are equipped with ramps and shelves for vertical palletized goods storage. Currently, Romfracht's team consists of more than 100 people, which of 55 are working in the transports department.

### Mission, Vision & Values

The company is focused on such values as professionalism, that is why the dedicated team of specialists is always customer-oriented; Safety, as its exclusively

collaborate with specialists in cargo safety and the suppliers are chosen for their promptness and high standards; Quality, which means the company manage to offer partners the best customer care, products and services by using the latest technologies in the branch and Durability, due to company's standards, it's manage to build long-lasting relationships with all customers. The company mission was to offer to its customers high quality tailored transport services. Due to the

expertise of our logistic team, we have offered the best solutions for our client and also, we oversaw the implementation of those projects, – says company's President Vladimir Mitroi. When it comes to Integrated Management System ISO 9001:2008 Certificate covers full product portfolio of RomFracht Spedition. Also, the company has ISO 14001:2004 and ISO 18001:2007 system, that insures a permanent concern for a cleaner world, a better management of resources and the care for people safety. Latest addition is ISO 27001:2013 wich completes company's Integrated Management System. Our main attribute is that when the Customer is asking for us we are always present, – says Vladimir Mitroi. – Our clients are at the center of everything we do. We are constantly learning, from both success and failure, and embrace new ideas and innovative solution.

### International cooperation

The team of 123 people is working daily to assure the company's succes. For transport activity, Romfracht was active on international market since the beginning of the company. The contacts it developed over the years with the partners in the member countries of the European Community and the well-de-



veloped distribution network in the territory allows the company to offer an ir-reproachable transport service from / to the EEC. Romfracht started the sales of concrete fiber on the Romanian market, but today almost 50% of the production is going to export. As Romanian market is still not very strong in constructions, the international market remains more attractive for the company. Romfracht attend several international fairs and exhibition around the world in order to promote its products and to expend clients' portfolio. Romanian market is a very complicated one. The economic policy of our country is not very strong and stable. That is the main reason our company has chosen to work most with the foreign market than the domestic one, – says Vladimir Mitroi.

### Achievements and further development

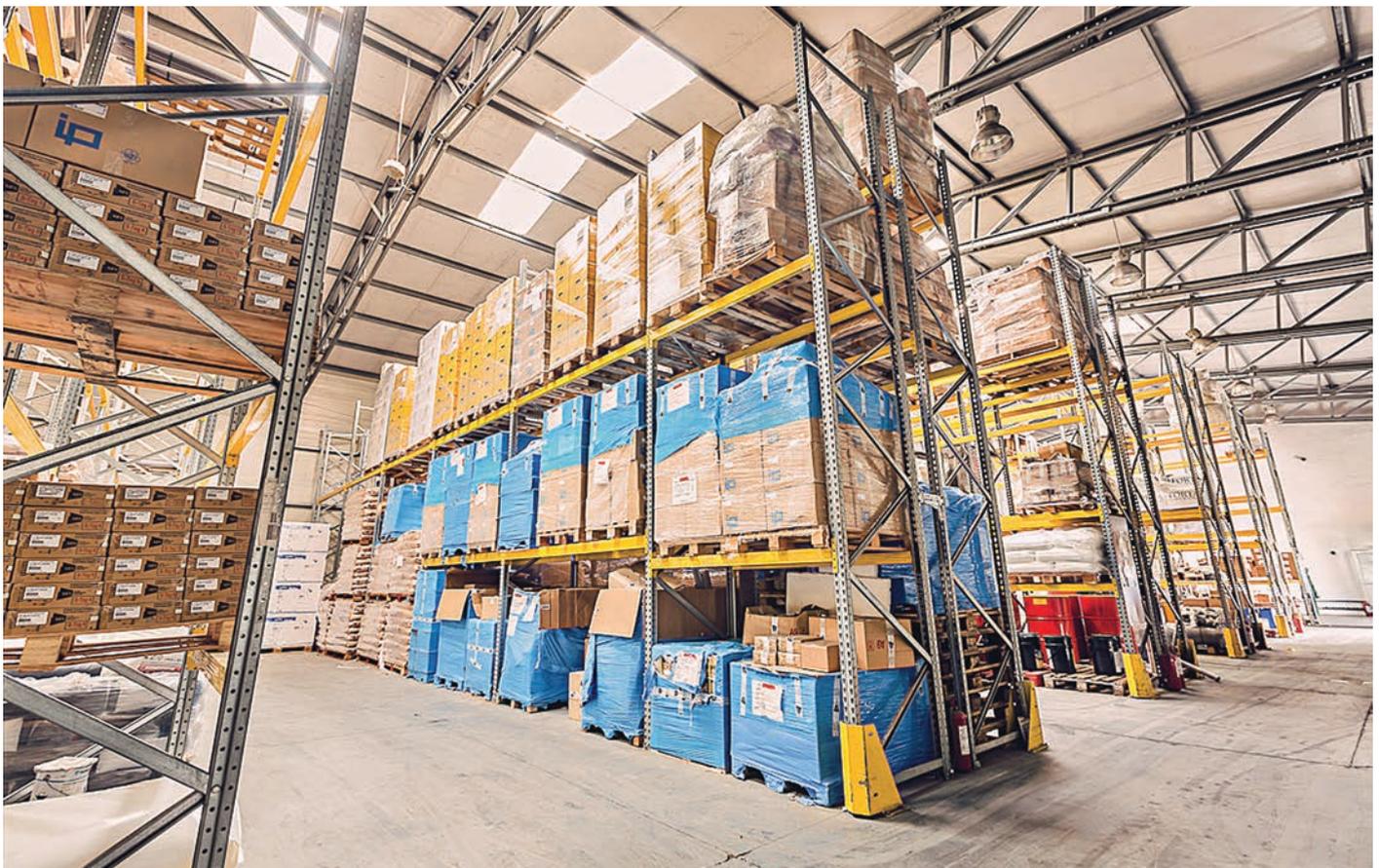
Romfracht is planning several investments in the future. First of all, to expand its fiber factory. Therefore, the company needs new machines and modern technology. Secondly, Romfracht has to expend the offices, as more space is needed to hire new people and to grow the team. The company stands firm in protecting the environment. It has introduced the environment policy years ago, but in the last years Romfracht also



took 14000:2005 certification to increase eco-efforts. The company has a strong policy regarding pollution and waste management, and focuses on work together with clients and suppliers on these matters. For years Romfracht has gain a lot of rewards and certifications, but the one it is most proud of is the certification STRONGEST IN ROMANIA, that means that the company contributes to creating a better future for the Romania's economy. Romfracht is proud to contribute to the development of the country,

In today's rapidly changing business environment, success can only be built on actions, integrity and the ability to deliver value, – says Vladimir Mitroi. – We are convinced that our team, with their know-how, diverse background and commitment, can deliver value to your business. I am proud to have built an efficient, transparent and friendly company with a strong team, guided by a well-defined set of values. ■

Written by Madina Turava





## Leading of agricultural and industrial tires



General Director  
Olga Shilina

**J**SC Voltyre-Prom is one of the leading producers of tires for the agricultural industry. Currently, the company manufactures more than 100 tire sizes, but the main specialization of the plant is the production of agricultural and industrial tires. The plant is the only Russian producer of wide-section tires. Since October 2013 JSC Voltyre-Prom has been a part of the international corporation TITAN TIRE Corporation, which focuses on the manufacture of agricultural and industrial tires, being one of the world leaders in this industry.

### Company profile

The plant was established in 1964. The history of the enterprise is rich in important events. Voltyre-Prom was the first in the country to produce wide section tires as well as radial tires using the tread winding method. In the recent years, the acquisition of Voltyre-Prom by Titan International, Inc. has been the most significant event. Titan International, Inc. partnered with the One Equity Partners Fund and the Russian Direct Investment Fund in order to close the acquisition. This way, the enterprise became a part of a large international production corporation with a portfolio of tires under such brands as TITAN and Goodyear Farm. At the same time, Voltyre-Prom retains its identity on the Russian market and continues to produce tires that have

already become indispensable for the agricultural industry under the VOLTYRE brand. Prior to acquisition, Voltyre-Prom has been one of the largest enterprises in the industry with 43% market share in agriculture tires and 16% market share in industrial tires in Russia. Strategic potential of the company is determined by three main elements: technology, experience and people. Working with such legendary brands as TITAN and Goodyear Farm allows the company to be up to date with the newest tire production technologies. Voltyre-Prom has been on the market for half-century and that kind of experience complemented by the skilled team gives the company a distinctive advantage in the tire market. At the moment, the company employs a team of one thousand people.

### FACT BOX



#### FULL NAME:

JSC „Voltyre-Prom”

#### GENERAL DIRECTOR:

Olga Shilina

#### OPERATIONS:

Chemical Industry

#### ESTABLISHED:

1964

#### EMPLOYEES:

about 1000

[www.voltyre-prom.ru](http://www.voltyre-prom.ru)





And this number has not changed for about three years. This is a very strong indicator, given the constant growth of the production capacity. Thanks to the employees and their well-coordinated work, in 2016 Voltyre-Prom became the leader among Russian tire companies in terms of labor productivity growth, according to the All-Russian rating Labor productivity. The company has achieved its success thanks to the understanding of customer needs and the development of new products based on the market demand. Voltyre-Prom strives to build long-term partnerships with customers and consumers, which is the key to winning their trust. The company strongly believes that its development, as well as the growth of its business partners and end-users, is a teamwork that requires cooperation.

#### **Product range and export potential**

The main products of Voltyre-Prom are agricultural tires and tires for industrial machinery. A very large number of tractors, combines and trailers in Russia rely only on Voltyre-Prom agricultural tires, recognizing their quality and reliability. The company strives to provide the

best quality tires at the most affordable cost. Each tractor, combine harvester or special equipment that are operated on Voltyre tires must effectively work out its resource. The company is happy to make a significant contribution to this process by creating high performance, reliable tires. Currently, JSC Voltyre-Prom supplies tires to CIS countries, European and Western partners, as well as other foreign countries. Overall, the company exports goods to more than 30 countries. In 2017, the export rate grew to about 32% of total sales. Voltyre is planning to expand its presence to new markets and is constantly working on finding new partners. In the coming year the company plans to participate in the largest specialized exhibitions such as AGRITECHNICA in Germany, AGROTECH-AGROPARS in Iran and many others. Such promotion helps the company to find new foreign business partners. Voltyre-Prom is also strengthening its position on the Russian the market. The company participates in various major exhibitions. In addition, it has launched a new brand of industrial and agricultural tires: TITAN. The product quality has increased, which has had a positive

impact on the dynamics of sales. In the near future, the company plans to widen its product range by introducing new tire sizes. The company has a close eye on the market in order to produce the products that are in demand. In order to do so, the company monitors market trends and implements changes before market forces it.

#### **New projects**

The company timely increases production capacity, improves the quality of produced tires and expands the product range. All technological innovation is aimed at continuous improvement of production processes. Recently the company has completed the installation of new additional equipment for winding radial and diagonal tires, which will increase the proportion of tires that are assembled by the winding method, enable the installation of a modern mixer and many other production improvements. It is also constantly working to improve the quality of rubber compounds and cord materials, which are used in the production process and have a direct influence on the quality of the finished product. At the moment, Voltyre-Prom



is implementing a large investment project with the support of the Ministry of Industry and Trade. The project includes installation of new equipment and machines to increase production capacity. The Goodyear Farm brand will be the main new product, which returns to the Russian market of agricultural tires after a long period of absence. In the current year, Voltyre-Prom imported samples in order to give consumers an opportunity to see their premium quality. And very soon, using the technology, equipment and experience of this world tire brand, the Goodyear Farm tire will be manufactured at Voltyre-Prom. Such trust on the part of a well-known brand is a great responsibility for the company, which is proudly accepted by the company. Cooperation with Titan International Inc. has made Voltyre an even more experienced manufacturer. In terms of finan-

cial performance, annual financial statements, indicate a positive trend. From year to year, the company increases the volume of production, and consequently, the revenue also grows. The financial success is a perfect indicator of the level of trust that consumers put into the tires of the brands VOLTYRE and TITAN, produced by Voltyre-Prom.

#### Awards and recognitions

Over the years, the company has received a number of important awards. One of the most recent awards that Voltyre-Prom is proud of is the top place in the "Productivity of labor" rating, which is prepared by the center of industrial research of the business portal "Production Management". Voltyre-Prom received two nominations in this rating. It was rated third in "TOP-70: Leaders on labor productivity growth

in the chemical industry of Russia for the year" and twenty fifth in "TOP-100: Leaders on labor productivity in Russia for a year". This is a very good result! The company has received a certificate of compliance with REACH requirements. Today, Voltyre-Prom is the first and so far the only tire company in Russia that passes the REACH environmental requirements. This allows the company to supply agricultural and industrial tires to the territory of the European Union. As part of mandatory policy in the field of quality, ecology and labor protection, Voltyre-Prom constantly improves management systems, as a result the inspection by URS Certification authority in August 2017 confirmed the validity of certificates of compliance with ISO 9001, ISO / TS 16949, ISO 14001, OHSAS 18001. Creating a high-quality product requires a set of measures, including the provision of safe and healthy working conditions, the preservation of life and the environment, the company is committed to constant improvement of all the necessary elements. ■

Written by Helena Rožko





## One of Europe's largest molds manufacturers

**S**imoldes Plásticos is a Portuguese molds maker and a manufacturer of thermoplastic injection parts. The company became well-known especially in the automotive industry, providing its products for such customers as Volvo, Audi, Renault or Porsche.

### History

Simoldes Plastic Division is a set of Portuguese thermoplastic injection parts and mold maker companies with headquarters in Oliveira de Azeméis, Portugal. The Group was found in 1959 and started exporting its goods two years later in 1961. Simoldes Plastic Division includes eight companies: Simoldes Plásticos, Inplas, Plastaze, Simoldes Plásticos France, Simoldes Plásticos Brasil, Simoldes Plásticos Industria, Simoldes Plásticos Polska and Simoldes Plásticos Czech. Simoldes Plastic Division has established its headquarters in Portugal but, in order to provide support for all those manufacturing companies, it has located three technical sites in Spain, France and Germany. Around a decade ago, Simoldes was acknowledged as one of the biggest molds manufacturers in Europe. Nowadays it is widely known in the automotive industry. Simoldes has been working within automotive industry since 1968. It managed to become one of a few companies that are capable of producing for main Original Equipment Manufacturer (OEM) such

as Audi, Volvo, Nissan, Toyota, BMW, Porsche, Honda, Renault, Volkswagen, Mercedes, Renault, Mitsubishi, PSA and many others. Simoldes Plastic Division provides its products for other well-known companies as well, including Nokia, Philips, Whirlpool and Hoover. Throughout the years the group has been growing and developing. Due to the extensive know-how and many investments the company became one of the Automotive OEMs preferred suppliers for the following parts: interior parts such as door panels, trims and trunk components; exterior parts such as front ends and wheel arch liners. Main customers of the group come from Spain, UK, France, Germany and Poland.

### Simoldes Plásticos Poland

Simoldes Plásticos Poland was found in 2003. The plant is located in Jelcz-Laskowice, near the city of Wrocław. The company is able to constantly grow and develop thanks to its strategic location in the Eastern Europe. As soon as the

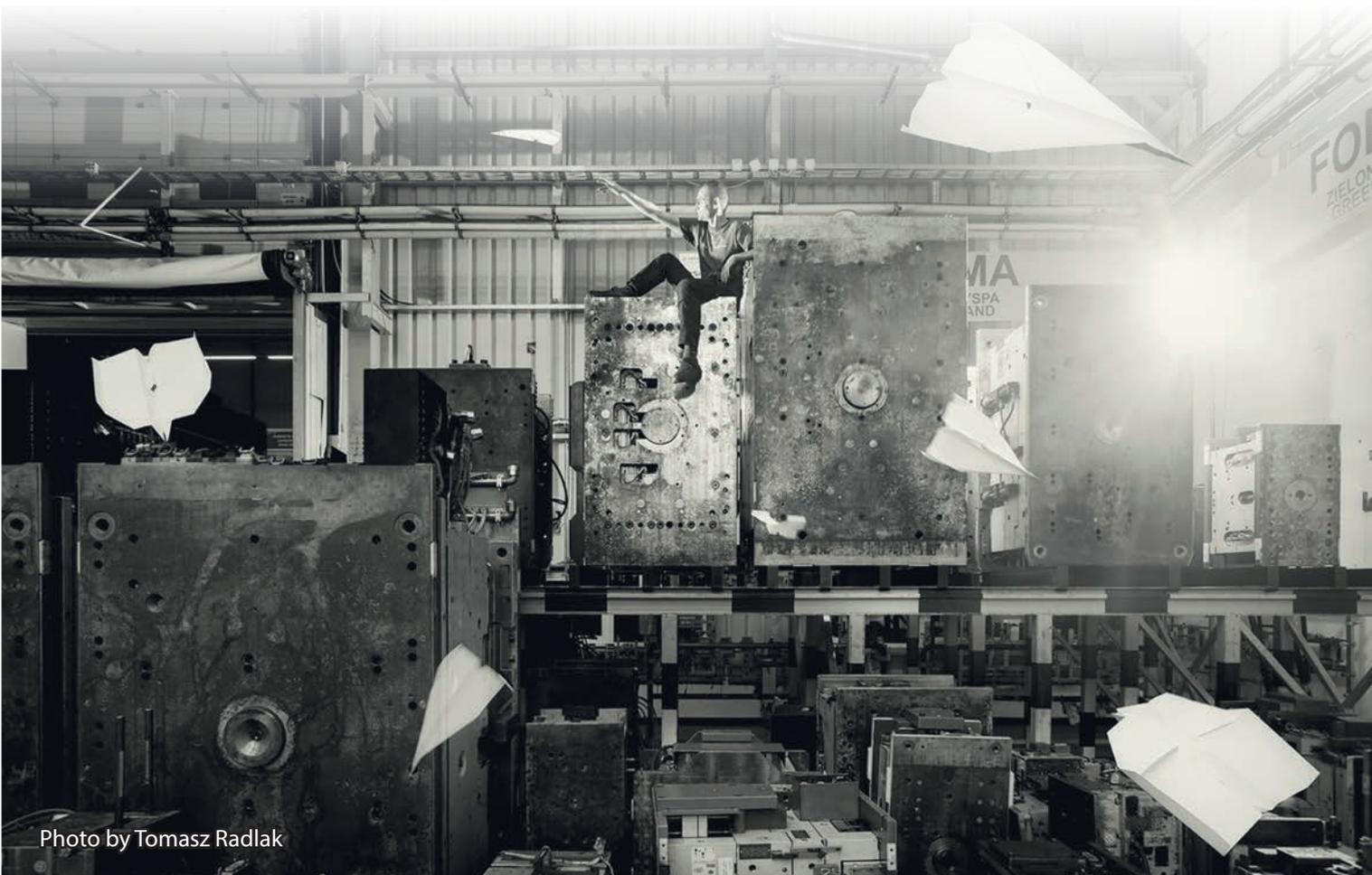


Photo by Tomasz Radlak



plant in Poland opened more than three hundred people were able to find there employment. Each year Simoldes Plásticos Poland starts new projects which enable the company to make progress, advance and expand. During 2017 the company successfully increased the production areas of injection and assembly. It also worked on the new social area for the people with whom it collaborates so that nowadays over five hundred employees can work there. Simoldes Plásticos Poland is also expanding and making progress in terms of products complexity and new production processes. It was possible to accomplish such changes due to all the accumulated know-how and willingness to make new investments. Nowadays Simoldes Plásticos Poland offers such technologies as conventional injection, welding and cut operations. Some of the new technologies that are used by Simoldes Plásticos Poland include bi-injection and gluing processes in mass production products. Furthermore, in the nearest future, the company plans to introduce low pressure injection, gas-injection and hybrid injection over metal sheet as well.

### Technologies, Products and Line of Business

Simoldes Plásticos is a company that constantly invests in new technologies. One of the reasons why the group enjoys many successes is that it devotes a lot of resources in order to gain knowledge and experience. The company understands the importance of contributing money to modern machinery and equipment as well as investing in human resources. In the interest of making further advances and developing the company, Simoldes Plásticos keeps up to date with modern technologies. Each year the company invests in production systems and advanced machinery. As a result, the company is capable of providing a wide range of high quality products. Over the last decade, Simoldes Plásticos managed to significantly increase the load capacity. Nowadays the group is able to provide its main customers with more product lines. Simoldes Plásticos offers such goods as door panels, truck panels, trim pillars, consoles, exterior panels and many more. As a result of the support of the group's Research and Development department, the company managed to introduce new technologies to its plants. At first, the company owned only simple injection plant. Nowadays

its plants use bi-injection, gas injection, hybrid injection, low pressure injection with fabrics, overmolding and some other techniques of injection and compression. The company has substantially increased its value added chain in the product lines. Simoldes Plásticos plans to make new investments in advanced technologies in order to expand and be able to provide the best quality products. In the past the company's work stations used to be quite simple, with manual assembling. Nowadays they are equipped with modern technologies and complex manufacturing devices such as wrapping unit center, automatic riveting process, automatic clips assembly, laser and driller cutting and more.

### Employees, Plans and Accomplishments

Simoldes Plásticos wants all its employees to work towards achieving the company's goals. It is important that people work together and everyone is able to bring something in and contribute to the overall success. People are a very important aspect of each company, and they can make a real difference. It is crucial not only to attract new customers, but also to build and strengthen relationships with customers. For Simoldes Plásticos good customer relations is what makes the company motivated and helps it to further develop. Some of the key values concerning employees and customers relations include the ability to trust one another, being honest and meeting commitments. All the collaborators of Simoldes Plásticos need to show versatility as well as flexibility. In order to provide its employees with knowledge and all the essential abilities the company invests heavily in training. It is one of the company's priorities. The group has planned an enormous amount of new projects for the upcoming years, including turnover boost and achieving rapid growth until the year 2020. To achieve this goal, Simoldes Plásticos will have to open new production facilities. In the next couple of years the company plans to invest in new technologies in Eastern Europe. The company plans to expand and develop its business in Europe, including the Polish market. What is the most important goal for the Simoldes Plásticos at the moment, however, is the stabilization of its current processes with proper optimizations and robustness. As a result, the company will be able to ensure the needed capacity for the future invest-



ments on the market overall. The group understands the need of continuous improvement of the company and its plants in order to keep up with the high standards of production and delivery. The company's extensive know-how,

high quality standards and usage of lean tools makes it a perfect choice for the customers. Simoldes Plásticos aims at excellence and is not afraid of taking up challenges. The mission of the company is to deliver high quality products in or-

der to satisfy the customers' demand. The company wants to be a preferred choice both for the customers and for the employees. Over the years Simoldes Plásticos has received many awards for its various accomplishments. Some of the awards received by the company include Honda Supplier Award 2014 for Simoldes Plásticos France in the category of Delivery Performance, Volkswagen Candy Award for Best Supplier 2015, Groupe PSA 2016 Supplier Awards for Best Plant or Groupe PSA 2016 Supplier Awards for high performance results achieved in "Cost Savings". Such recognition from the customers of Simoldes Plásticos is what makes the company truly satisfied and eager to continue their mission. Moreover, it provides the company with confirmation that it is successful in its mission and vision. ■

Written by Martyna Wróbel





**Established in 2010 Jasz Plaszt RO, member of JASZ PLASZTIK Ltd from Hungary reach the leading position in production of plastics, assembly of electronic products, assembly and burning plastics, EPS production and logistic freight service. Could you briefly describe the history of the company?**

Jasz Plaszt RO SRL. started its activity in 2010 as a member of Jasz Plasztik Hungary. It was a result of the development of the profile plastics sector in a context of favorable socio-economic background.

In the beginning we had only one 12000 sqm hall for TV and monitor assemblies done for Samsung. In 2011 we built the second 12000 sqm hall wich was designated for plastic injection, EPS shape forming and semi finished goods assemblies. Our activity has been based on the experience of the mother company, this ensured the achievement of objectives and full customer satisfaction by providing high quality products and services.

**Since its establishment until now Jasz Plaszt made many investments in production capacity. How this investements and modern installation changed your Company ?**

Since 2011 we continuously invested in plastic and EPS injection machines, assembly lines, tampoo printing machines, ultra-sonic welding machine,

tool maintenance and laboratory equipment. The main areas of our activity is production of plastics,

assembly and printing on plastics, EPS production and logistic freight service.

On the plastics injection segment, the monthly production capacity is over 2 million pieces injected, fabricated on 31 injection machines. Another important segment in our activity is assembly of semi-finished goods. In this sector, the company has 5 assembly lines.

Logistics has an important role in the company. We have our own warehouses, fleet of trucks in order to deliver the products to our Customers.

These investments provides us the optimal conditions to offer products and services at highest level in order to satisfy our customers demands.



**Please tell us, how many people are working on the company's success at the moment, how does the personnel policy look like and what makes the atmosphere in the workplace good?**

For us, human resource management depends on :

- Assurance - planning, recruitment and selection, integration;
- Maintaining - discipline, security, employee counseling and stress management;
- Development - training and improvement of employees, career management, organizational development;
- External influences – Labor market, framework, legislations, unions, economic connection and socio-cultural context.
- Motivation – rewards based on performance evaluation, analysis, designing and redesigning of work stations.

At the moment we have 280 employees working for our Company. In the injection area the operators are working in three shifts, all the other departments personnel are doing their activity in one shift. All the working areas are equipped with proper heating and cooling systems, clean dining areas and restrooms



**Which of your Clients are the most important and why?**

All our clients are important. We try to establish a solid and long-term relationship with every client by delivering high quality products.

The most products are injected for Celestica, Honeywell, Tecnowind, Samsung, Samsonite, Ene automotive and other customers.

**In your opinion, how has the market in your country changed in comparison to other countries in last 5 years and in which direction those changes lead? Is your company ready to compete with the new tendencies on national and international market? Please,**

**tell our readers about the company's international cooperation. What are your plans for gaining foreign markets?**

The market is continuously growing, new investors and buyers are coming to Romania. We keep growing together with the national and international markets demands. At the moment we are providing products to clients outside Romania located in countries as Hungary, Austria, Germany, Poland and UK.

**What is the company's eco-policy?**

Environmental management is responsible for certain activities of an organization / companies that have, or can have, a harsh effect on the environment. From this point of view, Jasz Plaszt Romania is to preserve natural resources, limiting emissions of pollutants and environmental risks as well as the guarantee of work safety. In accordance with environmental policy, Jasz-Plaszt aims to put it in the following segments: the use of alternative energy sources, contribution to air quality through designated monitoring system, Minimizing the pollution of environment by selective waste management. etc. From the very beginnings our company supports pro-green activities.

**Are You planning new investments, launching new products, services on the market in the near future?**

Based on the markets demand, in the near future we plan to install our first painting room.



Every year we are launching new products developed by our clients, as their product portfolio is growing.

**What are you most proud of?**

We are proud of our team which has showed professionalism all over the years, giving satisfaction to our customers through our products and services. Thanks to this, the company has become

a significant player in plastic processing. We continuously improve our efficiency by keeping the manufacturing costs at an optimal level.

The company is certified ISO 9001 and ISO 14001. Since the year 2010, the offered services being part of the high quality standards provided by Jasz Plasztik Ltd.



**FACT BOX**



**FULL NAME:**  
JASZ PLASZT RO Srl

**CEO:**  
Zoltan Juhasz

**OPERATIONS:**  
Production of plastic

**ESTABLISHED:**  
2010

**EMPLOYEES:**  
280

**TURNOVER:**  
17 mln €

[www.jasz-plaszt.ro](http://www.jasz-plaszt.ro)





## Rapidly growing PVC pipe manufacturer

### FACT BOX



#### FULL NAME:

SC Valplast Industrie SRL

#### GENERAL MANAGER:

Bogdan Tătaru

#### OPERATIONS:

Plastic Industry

#### ESTABLISHED:

2001

#### EMPLOYEES:

110

#### TURNOVER:

20.000.000 euro

[www.valplast.ro](http://www.valplast.ro)

**V**alplast Industrie is one of the leading manufacturers of pipes and complete PVC systems based in Romania. The company successfully combines advanced technology with superior customer service to create sophisticated and diverse product range. Valplast produces a wide range of solutions including plastic sewers, water well pipes, drain pipes, pressure pipes, pipes for protection of electrical and telecommunication cables and composite manhole covers. Valplast is a well known brand, recognized for the high quality of products.

### Company profile

The history of Valplast goes back to 2001, when the company was established. The first years were the period of the most intensive development. Production of PVC piping was launched in 2002. And in 2003 the company began to manufacture compact PVC. That same year, the commercial, economic, quality and production departments were established. In 2004 Valplast added PVC water well pipe and the high quality sewer pipe to the product range. The continuous growth of the company has led to the development of another innovative product the PVC injection fittings. Valplast Industrie became the first producer of such fittings on the Romanian market. The high quality of the fittings has been confirmed with ISO

14001 certificated, which was obtained by the company in 2007. Ongoing product development has led to yet another addition to the Valplast product family. In 2009 the production of sound absorbing tubing, 4 Silence, has begun. And in 2010, the company set up its Supply Chain department. The newest products manufactured by Valplast Industrie are composite caps and sewerage system basins, production of which began in 2015. Such rapid development and consolidation of the company on the Romanian and international markets was possible due to the availability of high tech used in the production. But this is not the only component of Valplast success. Other very important variables include the highly skilled and experienced team involved in all processes from manufac-



## Innovative STILL Li-ion fleet Ready for action

Astăzi, suntem în măsură să vă oferim o întreagă flotă Li-ion. Fie că ne referim la echipamente de comisionariat, tractoare sau stivuitoare – portofoliul de produse STILL crește în mod constant. Bateria Litiu-ion impresionează prin înaltă performanță și prin adaptabilitatea specială în industriile în care bateriile plumb-acid funcționează și sunt schimbate în 2 sau 3 schimburi operaționale. Încărcarea rapidă intermediară permite utilizarea eficientă a timpului de așteptare. Afla mai multe despre familia Li-ion.

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# Full speed ahead!

## Li-Ion TECHNOLOGY



first in intralogistics

# STILL

STILL Material Handling România Srl is one of the best partners of our company, Valplast Industrie. We are more than satisfied to have been your partner over the years.

Technical assistance and maintenance for our forklift fleet is very important for our production process which is why the services provided by STILL Material Handling România Srl are so important to us.

We always need to have our forklifts in function and ready for action. The maintenance program provided by STILL Material Handling România Srl is very fast and always responds in real time. Many of our forklifts are provided by STILL Material Handling România Srl because we have managed to maintain a good collaboration over the years. Besides, we have always been on a growing path and our partnership is one of the reasons for this growth, so we hope we will continue in the same way.

Once more we are pleased with our partnership with STILL and we look forward to our future collaboration.

**Bogdan Tătaru**  
General Manager – Valplast Industrie



turing to delivery, the high quality of the finished products, the use of high quality raw materials, implementation and maintenance of ISO 9001 and ISO 14001 quality and environment standards, innovation, product range development and environmental care. And last but not least, the customer satisfaction policy, which is of utmost importance to Valplast. The company successfully meets the needs of the domestic market. It also exports products to the EU and CIS countries such as the Czech Republic, Poland, Hungary, Bulgaria, Italy, Greece and the Russian Federation, Ukraine, Moldova and Serbia. Having achieved a strong position in the domestic market, nowadays the company is focusing on developing its operations in as many markets as possible by participating in international trade fairs. "Attracting new customers and building lasting partnerships are the main ways of developing the company. Among our key partners we can mention Romstal Bulgaria, Ukraine, Moldova and Serbia, Valrom Ukraine and Bulgaria, Valsir Italy," said Bogdan Tataru, general manager of Valplast.

### Components of success

Valplast Industrie aims to become the largest provider of PVC solutions and products for industrial and public sectors. The company explores different ways to achieve this goal such as partnerships with suppliers and customers, technical advice and direct participation in large-scale projects, as well as co-financing and smart sales system. Several factors contribute to the growing popularity of Valplast products and



success of the company in the marketplace. The main advantage of the company is clear understanding of the requirements of an increasingly evolving market. Valplast Industrie has a highly effective quality department which is responsible for the implementation of the ISO 9001 and ISO14001 quality and environmental quality control system. The company has also created a RENAR accredited laboratory to support the quality department. "Being a producer of PVC based components, environmental protection is one of the most important areas of activity for our company. We aim to minimize the environmental impact of all our activities. We use environmental stabilizers instead of lead in the production process. We make sure that carbon footprint of all Valplast products is low. We also reuse raw materials accumulated during the production process.

Energy efficiency is another important point for us. Photovoltaic panels placed on the buildings make it possible to produce more than 400 kW/h of our own electricity," explained Bogdan Tataru.

#### Never stop growing

"The plastics pipe market is expected to grow steadily as new applications for PVC solutions are discovered all the time. PVC's durability and ease of installation make it a natural replacement for the metal pipe. That is why, continuous growth is one of the main priorities for Valplast. In the near future we plan to increase our production capacity by more than 20%. This kind of growth in production requires another production facility. So, one of our main projects right now is the construction of a new facility of about 2500 square meters. It will be put into operation by the end of next year,"

said Bogdan Tataru. In a highly competitive market with a high growth rate, Valplast Industrie constantly invests in technologies and systems in order to guarantee prompt response to customer requirements and changing market conditions. New technologies and systems support rapid growth of the company. Due to investment in the production lines production capacity of the enterprise has steadily increased each year. Currently the annual output of Valplast exceeds 20,000 tonnes. And high quality of products remains a major factor in building the company's credibility.

#### Comprehensive product range

Valplast manufactures a wide variety of high quality, high performance plastic pipe and also offers a steady stream of innovative products and materials for its customers. The company became the most reliable plastic pipe source offering competitive costs and the expertise required to satisfy customer demand across many industries and applications. Valplast offers the most comprehensive range of plastic pipes, which consists of 4 distinct product lines. Basicline is a system of pipes, fittings and accessories for the construction of a buried external sewerage network. Springline is the solution for watering wells and the water supply solutions. Drainline is the solution for industrial or domestic drainage. And Cableline is the solution for protection of tubes used for the construction of buried electrical networks and fiber optic networks. In addition to meeting the required specifications, Valplast pipes go through extensive testing to ensure their quality and performance over time. Because they are plastic, they will not corrode, and thus no harm will come to the environment or its inhabitants. "As the leading plastic pipe manufacturer Valplast has made significant investments in development of new products. We consistently produce the highest quality plastic pipe and are committed to ensuring ongoing product excellence," said Sorin Paraschiv, marketing specialist of Valplast. We are also dedicated to providing responsive customer service. Our flexible approach makes it possible to meet the needs of both large and smaller customers." ■

Written by Helena Rožko





CEO  
Magdalena Jagiełło

Yawal S.A. is one of the leading suppliers of architectural aluminum profile systems in Poland. The systems are environmentally friendly, energy-saving solutions designed for windows, doors, façades, partition walls, winter gardens, skylights, balustrades and sunshades. More on the company, its new investments and position in the market in a Manufacturing Journal interview with the President of the Board Magdalena Jagiełło.

**Last time we had the opportunity to speak with you in 2014. What has changed within your company since then?**

In the past years Yawal S.A. has undergone significant changes from the change of the Management Board to a complete change of our brand identity and the way we communicate with the market. In the beginning of 2016 we presented our new logo. The colors reflect the modern character of our brand while the graphic design reflects its solid character. Yawal has also undergone significant strategic changes. A completely new strategy and mission of the company have been developed for the coming years. We want to be the most valued Polish aluminum company in Europe and the most European aluminum company in Poland. All our strategic steps are moving us in this direction. As part of our strategy, we have also launched an innovative project called

Oknaalumiowe.pl on the Polish market.

**What makes your company so successful? What assets help you win customers?**

We are constantly working on strengthening our position in the market of aluminum systems. Definitely our customers trust us because we offer high quality products and individual approach to each project. Yawal not only delivers high quality systems, we also offers expert support to the investors at the stage of architectural design. Our experts work with our customers to develop the best solutions both in terms of style and technology. We assist them in the preparation of technical documentation, valuations and in carrying out the required tests. Our services are complex, and this is what our customers value most. Another added value for our customers is the trainings provided by the Yawal Academy. Every year we organize a series of conferences tailored to the needs of different groups of customers: contractors, fitters, designers or architects. During our training they receive solid theoretical knowledge, but most importantly, they develop practical skills that can be applied in their daily work.

**Which of your products do you think is the most important and why?**

It is not possible to select only one aluminum system as different require

different solutions. If I had to choose, I would say that currently our most important project is Oknaalumiowe.pl. This project targets individual consumers and its main purpose is to educate private investors about different aluminum solutions for the home. The internet platform Oknaalumiowe.pl was established as part of the program. The platform combines an online knowledge base and a nationwide network of specialist stores, which offer aluminum solutions and place great importance on their proper, warm assembly.

**Could you tell us about your production technologies and production facilities?**

Our unquestionable competitive advantage is the ability to carry out the entire production process within our Group. This gives us full independence and market flexibility. As the Group we have three lines for aluminum profile pressing located in Dąbrowa Górnicza and Herbach near Czeszochowa. Our products can be painted on two paint lines: horizontal and vertical suspension system profiles or processed in one of Europe's largest anodizing plant depending on customer preferences. We also have a high-storage warehouse, which allows us to quickly respond to the changing market demand.

**What is the strategic potential of your business and its key to success?**





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### SAPO PRECISION

- a company with 20 years of experience in production of high quality press.

The main profile of the company's production:

- Aluminium profile punching press.
- Pneumatic actuators with a pressure of up to 4.5 tons.
- Actuator tables with air preparation equipment.

The company operates according to the ISO 9001:2015 quality certificate.

For more information please visit our website: [www.sapo.biz.pl](http://www.sapo.biz.pl)

#### Contact details:

SAPO PRECISION Sp. z o.o. sp.k.  
Kościelna 4 Dąbrówka Wielka  
95-100 Zgierz, woj. łódzkie, Polska

[sapo@sapo.biz.pl](mailto:sapo@sapo.biz.pl)  
tel. +48 42 717 80 09  
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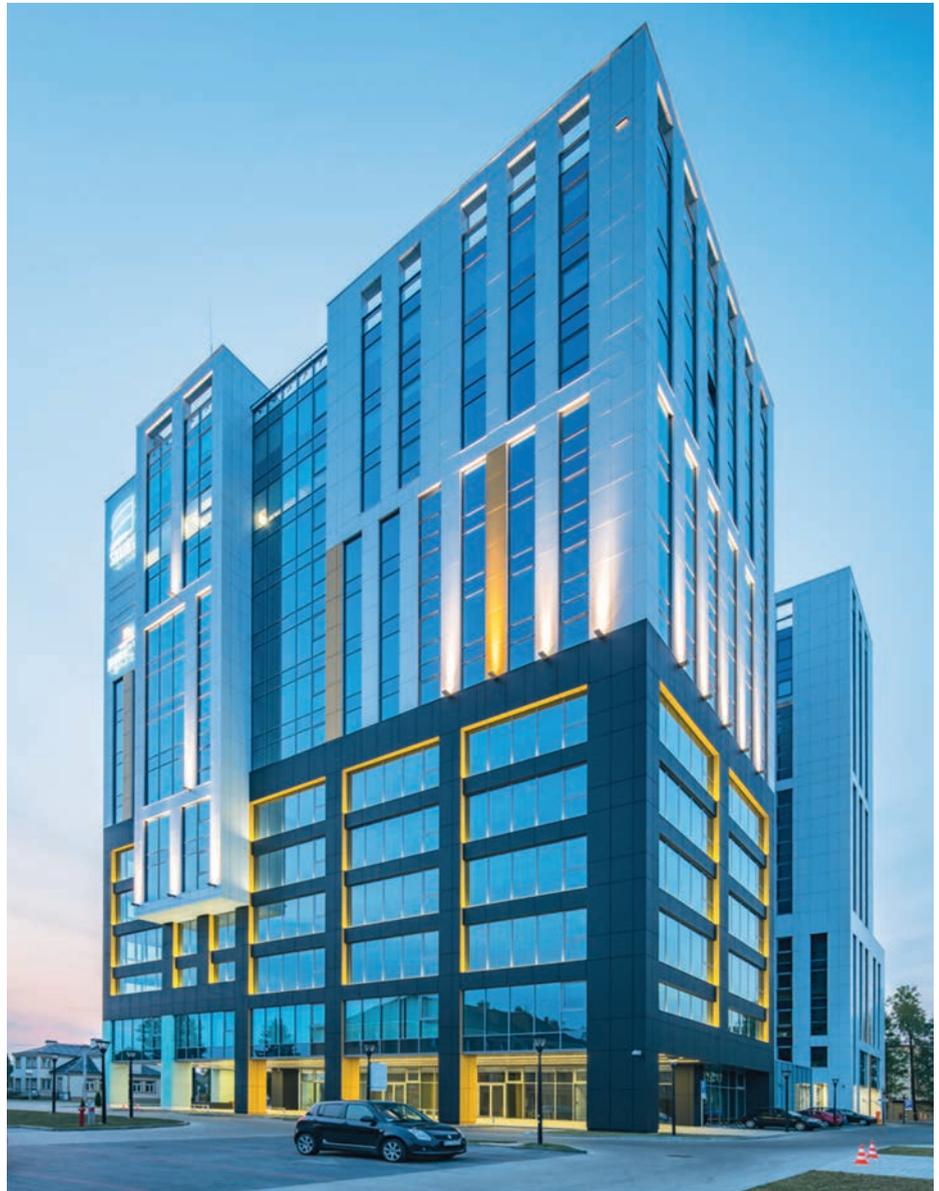
As in every company, our greatest potential is qualified and motivated staff. Our team is partly made up of experts with many years of experience in the aluminum industry. Another part are young employees who bring enthusiasm, fresh ideas and insights, but also are able to quickly absorbing knowledge from the more experienced colleagues.

**Intensification of activities and consistent action has led to your expansion into foreign markets. Is it difficult to win the trust of a foreign client?**

I think that gaining customer confidence is equally difficult in today's world both with domestic and foreign clients. The difficulty which arises in the case of new markets is rather associated with the need to conduct a lot of research and obtain a greater number of permits and approvals which allow the manufacturer's products to enter a foreign market.

**How has the Polish and international markets changed over the past five years, and what changes do you anticipate in the near future?**

What is different about Poland and international markets is the share of aluminum in the joinery market. In our country it is only 10%, while for western neighbors it is 1/5 of the market share. However, I would not divide the trends into Polish and international, I be would more inclined towards the concept of global trends. For the past few years, great glazing and narrow window profiles have become increasingly popular. Such large windows and doors makes it next to impossible to use plastic and



wooden window profiles. This in turn is a great opportunity to increase the share of aluminum window profiles. This trend is a perfect opportunity for our project Oknaaluminiumowe.pl, which

for the time being focuses only on Polish customers in order to catch up with the rest of Europe. Another important trend in construction and architecture is ecology. In our case it translates into passive window and door systems (the best example is our window and door system TM 102HI). Another eco solution that we offer is installation of photovoltaic modules on shutters or balustrades, so that it becomes possible not only to save energy but also to produce it.

**How many people are working for the success of the company?**

Currently in Yawal S.A. employs about 260 people.

**What are Yawal's development plans for the coming years? In which direction do you want your business to go?**

The coming years will be extremely busy





for us. In line with our strategy, we have set ourselves three main lines of action. Of course, the core of our operation is still going to be large object-oriented investment, where we can fully demonstrate the capabilities of our systems. The Poznan Tall Tower is one of our recent projects. It was opened this year in Poznań and it catches your eye with its interesting architecture. Another area that we definitely want to develop is direct and indirect export, which is currently growing at a rapid pace in Poland. We also want to get a share of this. We are currently preparing to intensify our activities in Europe and North America. In recent weeks, we have obtained the approval of the ATG of the BCCA, which allows the FA 50N to be marketed in the Belgian market. The third aspect we are focusing on right now is the devel-

opment of the direct consumer sales, which, in our opinion, has been neglected by manufacturers of aluminum windows and systems for years. This market has tremendous potential and we believe that the first company that will meet the needs of this market segment will become the leader. That is why we created our project Oknaalumiowe.pl.

**What new products and new technologies will appear in your offer in the future?**

Our R & D specialists are constantly working to improve the quality and performance of our systems. Much of their time is devoted to working on new solutions. In the autumn of last year, we introduced a completely new window and door system TM 102HI, which offers

spectacular performance in terms of the heat transfer coefficient, which reaches 0.4 W / m<sup>2</sup>K. Next year we plan to launch a new door panel entry system and a very thin window system that will offer unrestricted view.

**What are you most proud of?**

We are proud of the results and growth we have achieved recently. Yawal's financial performance is the result of hard work of all of our employees who do their best to maintain customer loyalty.

**What prizes, titles and recognitions would you like to share with our readers?**

In the end of 2017 we received such important certificates as Certificate of Credibility from Creditreform and Certificate of Golden Payer awarded by Euler Hermes. We we also distinguished in the prestigious rating Construction Mark of the Year 2017 prepared by ASM Center for Market Research and Analysis.



**FACT BOX**



**FULL NAME:**

Yawal S.A.

**CEO:**

Magdalena Jagiełło

**OPERATIONS:**

Architectonical systems of aluminium profiles

**ESTABLISHED:**

1990

**EMPLOYEES:**

274

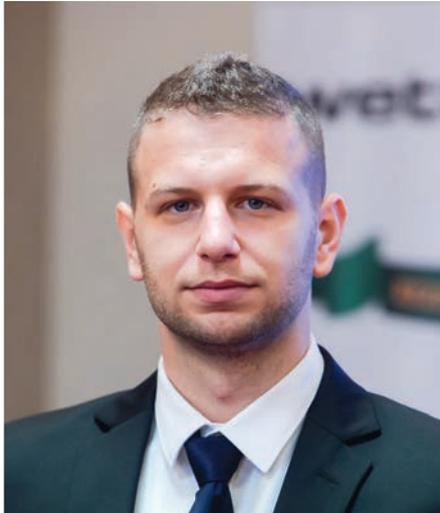
**TURNOVER:**

120 mln PLN

[www.yawal.com](http://www.yawal.com)



## Leader in production of metal sheet tiles



CEO  
Mr Valeriu Irimescu

**W**etterbest® group consists of two companies: Depaco® and Cortina. The main activity focuses on the production of metallic sheet tiles, flat roofs, corrugated sheet and drainage systems. Over time, Wetterbest® has managed to become one of the most important players on the market.

### History of success

The Depaco® company started its activity in 1999 as an importer of metallic sheet tiles. In March 2007, it went through a process of changing the overall business strategy and extending the purpose of the activity, from importer statute to that of a high-quality metal tile manufacturer. The next step in strengthening the company's position on the market was to create a strong brand, differentiated by superior quality, uniqueness and therefore, was created the Wetterbest® brand. In 2013, Depaco® acquired 51% of Cortina's shares and started the production process at Podari, Dolj County. At the present time, Wetterbest® group consists of two companies: Depaco® (manufacturer of metallic sheet tiles, corrugated sheet and drainage systems) and Cortina (producer and distributor). The production of metallic sheet tiles, flat roofs, corrugated sheet and drainage systems are carried

out in two factories in Băicoi (Prahova County) and Podari (Dolj County). Today, the company owns one of the largest production capacities of metallic sheet tiles and flat tile flashings and one of the most modern production lines for drainage accessories in the country. Moreover, Wetterbest® is one of the few manufacturers of five distinct metal tile profiles in Romania (Wetterbest® Classic, Wetterbest® Plus, Wetterbest® Wind, Wetterbest® Gladiator and Wetterbest® Colosseum). This year marked another important milestone: the beginning of the export activity on the European Market (in Bulgaria, Serbia, Hungary, France, Belgium, Slovakia and the Czech Republic). Currently, the Wetterbest® team is formed of 250 employees. On the long term, we intend to hire more people in several areas of activity: sales, supply, production and logistics, – says CEO of the Company Valeriu Irimescu. – We choose our employees

### FACT BOX



#### FULL NAME:

SC DEPACO SRL

#### GENERAL DIRECTOR:

Irimescu Valeriu

**OPERATIONS:** Production of Cold-formed steel construction materials

#### ESTABLISHED:

1999

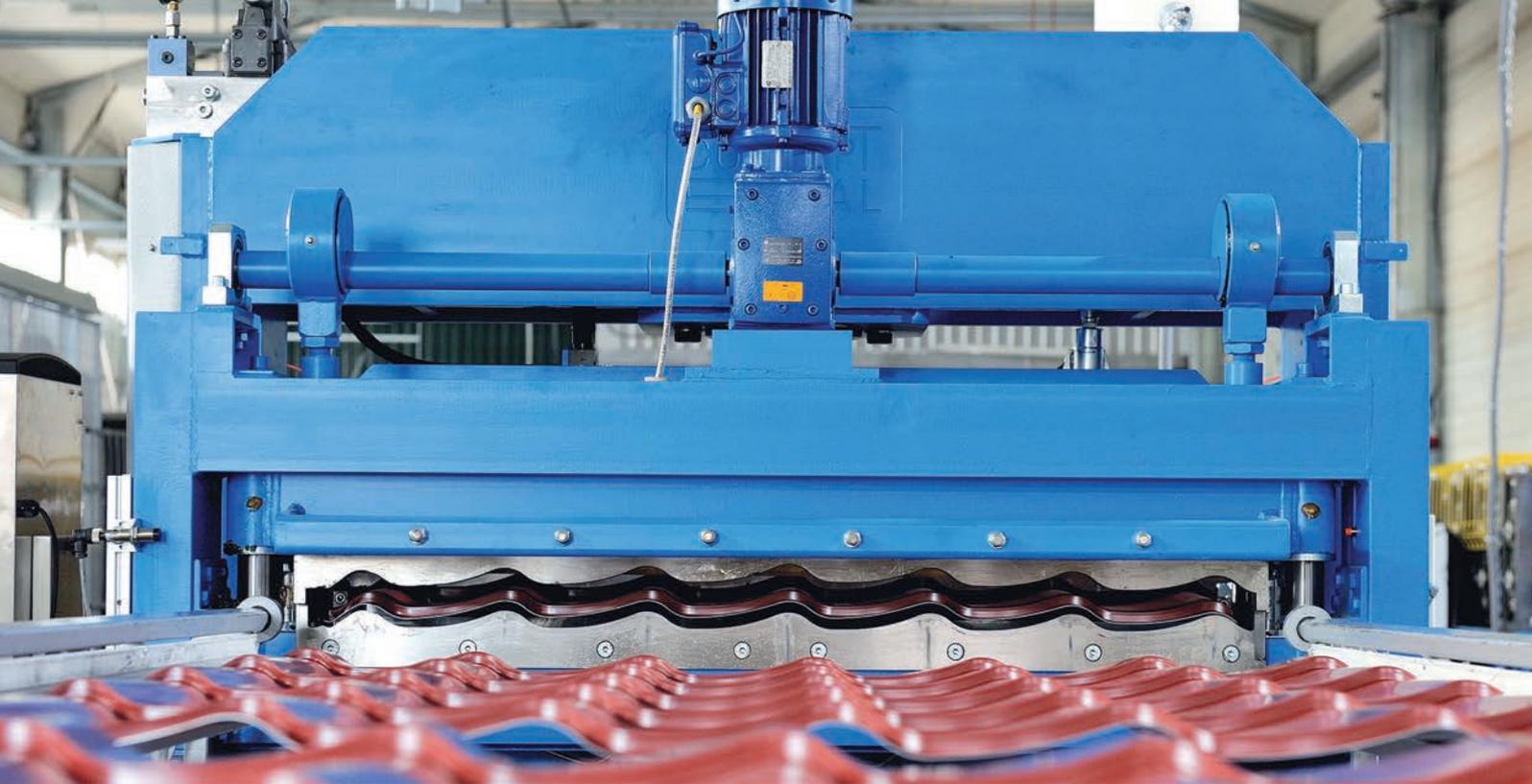
#### EMPLOYEES:

over 260

#### TURNOVER:

28 mil. EUR

[www.wetterbest.ro](http://www.wetterbest.ro)



based on the values we believe in, such as: work ethics, responsibility, passion and engagement. We constantly invest in their development and specialization, we encourage and transfer trust and responsibility to them. That is what makes our workplace atmosphere a very good one and inspires people to perform optimally.

#### **Latest investments and further development**

Constant investment in state-of-the-art technology and the expansion of production lines were among the main attributes in establishing Wetterbest® as a top producer and high-quality products supplier. The special attention given to these aspects, as well as the acquisition of equipment designed to increase the production capacity and improve quality kept the company on an upward trend and constant development. For instance, in 2016 the company invested EUR 1 million in the construction of a hall for flat tile flashings, in the extension of production lines, new equipment and portfolio development. All the investments made over the years and the modernization processes the company went through paid back and brought an increase in sales and it became one of the leaders of the local metal tile industry. For the current year, we planned total investments worth EUR 1 million, allocated for the state-of-the-art equipment purchase, production lines extension and infrastructure development, – says Valeriu Irimescu. This year the company intends to launch three products. Wetterbest®

Colosseum, the fifth metallic tile profile in portfolio is already on sale since this spring and has received positive reviews from the customers. Wetterbest® Colosseum is remarkable for the particular and extensive geometry of the metal tile panels, inspired by the Colosseum architecture in Rome, bringing forward both aesthetic and functional advantages for the roof. Along with Wetterbest® Plus, Click and Gladiator, the Colosseum metal sheet tile profile is one of the four premium products from company portfolio. By the end of the year, two more products are going to be released on the market. Expanding our portfolio with new products is a constant goal for our company, given the changing needs and preferences of our customers, – says Valeriu Irimescu. – We will also continue to invest in new production assets to diversify our product portfolio and to increase our production capacity.

#### **Strategic potential and plans for gaining foreign markets**

In the opinion of Company's CEO Valeriu Irimescu, the Romanian metallic sheet tiles market is following the Polish market evolution, which has an advance of

at least 10 years. Customers want superior quality, but they lack technical information in the sense that they buy quality tiles, but matched with unverified accessories and choose cheap and non-warranty assemblages. The Romanian market is the second in the EU in terms of volume and has a very high potential, with an annual average increase of 10% over the next 5 years. We believe that the external markets are far behind Romania, both in terms of volume and tradition, as well as technical education in the field. The markets from Hungary, Serbia and Bulgaria have a long-time tradition of ceramic tile, and we believe



that if we would be to add the metallic sheet tiles markets in those countries, it still would not exceed one third of the Romanian market, – says Valeriu Irimescu. Given this potential, this year the company started exporting to seven



countries in Europe: Bulgaria, Serbia, Hungary, Slovakia, Czech Republic, Belgium and France, and it expects to export about 100,000 square meters this year worth EUR 1 million. In the future, Wetterbest® targeting sales growth in other major markets as well, such as Poland, Ukraine, Austria and Germany. The company expects that through its product mix (metallic sheet tiles, drainage systems, corrugated sheet, sandwich panels, metal structures for halls), it will constantly increase the sales started in 2017.

#### Focus on Clients and services

All the products are equally important to the company. Our consultancy services and efforts to educate the Romanian clients of metallic sheet tiles are aspects that we are very proud of. As proof, we created in 2015 the Wetter-

best® School, intended to make a visible change in the way the metallic roof tiles fitting profession is practiced and in order to contribute to the increase of the assembling quality throughout Romania, – says Valeriu Irimescu. Wetterbest® School for roofing installers was created from the company's desire to train active participants of the construction of roofs field and represents a professional response, filling a real void in the construction market. So far, Wetterbest® trained about 1,000 people. To expand nationally, the company acquired high performance equipment from the most renowned European manufacturers, equipment which ensures high productivity and a highly accurate execution. Thus, it offers the clients fast delivery (48 hours), safe packaging, certification of quality through the implementation of ISO 9001:2008 standards and through

traceability of the products (the ability to identify them). We value all our clients and we provide them with the same high quality services and products, – says CEO of the Company. – All of them are equally important, no matter the order's size or the duration of the collaboration. For instance, we have clients that we are bound with for a long period of time, but also we're involved in building new partnerships. While we do our part, it's also important for our clients to comply with the contractual clauses, particularly those related to the quality of the installation and marketing. Also, the clients that ensure us constant orders are of major importance for us. The company offers its customers products of highest quality, fast services of offering and transportation, consulting services and technical support, as it believes that performance is what defines the company.

#### Greatest accomplishments

The company pays great attention to the environmental protection. We are aware of all the worldwide environment challenges and we committed ourselves to do our best to downsize this issue, at least at a micro level, in the community we are part of, – says Valeriu Irimescu. – We believe that a healthy environment is a right for every human, but also it's our duty to keep it this way. In addition to complying with all the environmental regulations in force, two years ago the company founded an Environmental Department, specialized in waste management. Most of all, the company is proud of becoming one of the main players on the Romanian metallic sheet tiles market and for gaining the appreciation and recognition of the clients, partners, and the entire industry. Particullary speaking, we are proud of important achievements such as obtaining the first place in the top of Romanian companies with the CAEN code 2550 or taking part in the making of an automatic line of gutter hooks with worldwide unique technologies, – says Valeriu Irimescu. Also, the company is very proud of the team (starting with the factory staff and ending with our managing staff, partners, clients), its product portfolio and services, and last, but not least, proud of the brand Wetterbest® as whole (reputation on the market, valued as superior quality, legendary strength and uniqueness). ■

Written by Madina Turava





## Age of victories and achievements



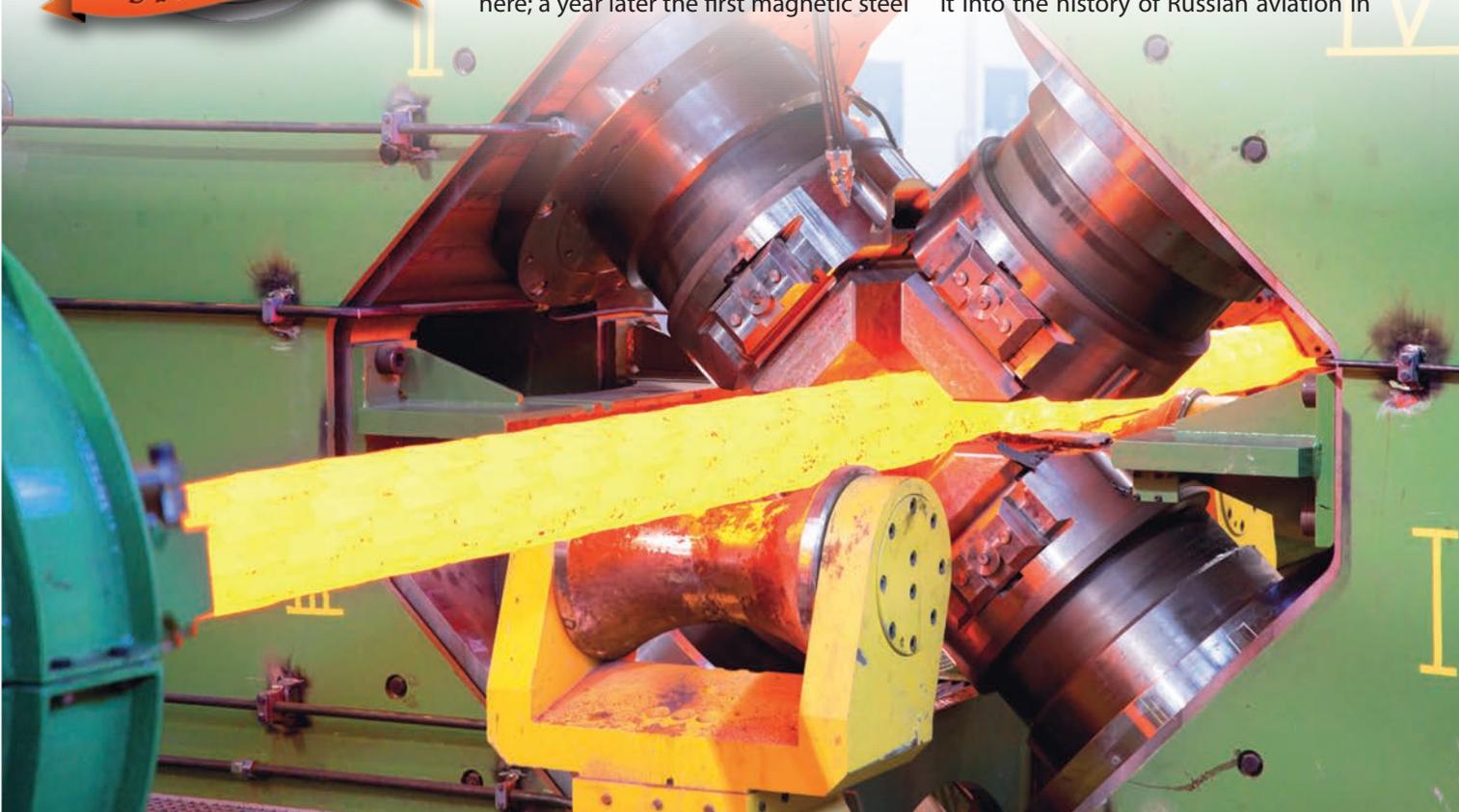
General Director  
Evgeny Shilnikov

*«Metallurgical plant «Electrostal» JSC, one of the leading metallurgical enterprises specializing in special-purpose steels and alloys production for industries defining the status of Russia as a great maritime, aerospace and power-generating country, celebrated its 100th Anniversary in 2017.*

### How it all began

Metallurgical plant «Electrostal» was founded during the First World War, when Russia was in desperate need of high-quality steel in large amounts to produce ammunition and weapons, while there was no such domestic manufacture in Russia. It was Nikolay Alexandrovich Vtorov – an outstanding industrialist, financier, thinker, benefactor and patriot – who came to grips with this challenge of national importance. It took only a year to build a plant, which was one-of-a-kind in Russia. The first melt of high-quality steel by means of an advanced electrical metallurgy technique took place on November 17, 1917. Since then, the enterprise has been proudly named a flagship of national quality metallurgy. The entire history of the company has been strongly associated with the notion “the first”. In 1923 the first stainless steel in the country was melted here; a year later the first magnetic steel

melt took place. Since 1926 «Electrostal» produces high strength ball-bearing steel. In 1932 the metallurgists of Electrostal mastered the technology for NiCr alloy production for electronic engineering. Thus, the USSR did not have to buy NiCr wire for electrical furnaces from the USA, which saved about 10 mln. rubles in gold. In autumn 1935, five-point stars made of high-alloyed stainless steel and red copper were installed on the towers of Kremlin. In May 1937 Kremlin decided to replace the steel stars with ruby stars with translucent lighting, which could resist corrosion and storms as the stars' frame was made of stainless steel manufactured by «Electrostal». Having undergone only two restorations, the frame still remains untouched by time and preserves the steel of «Electrostal». An unprecedented non-stop flight of Chkalov, Baidukov and Belyakov along the route Moscow-Kamchatka-Udd Island made it into the history of Russian aviation in



summer 1936. The aviators covered a distance over nine thousand kilometers and stayed in the air for more than 56 hours. The airplane was equipped with an engine M34-P manufactured from steel of «Electrostal». The closed-die forging shop of «Electrostal» produced forgings for all main parts of the engine, including crankshaft, three-lobes rotor head, gear shaft and piston rods. «Electrostal» plant was bravely fighting in the Second World War together with the whole country. The steel of «Electrostal» was used to produce aircraft IL-2, tanks T-34 and multiple launch rocket system «Katyusha».

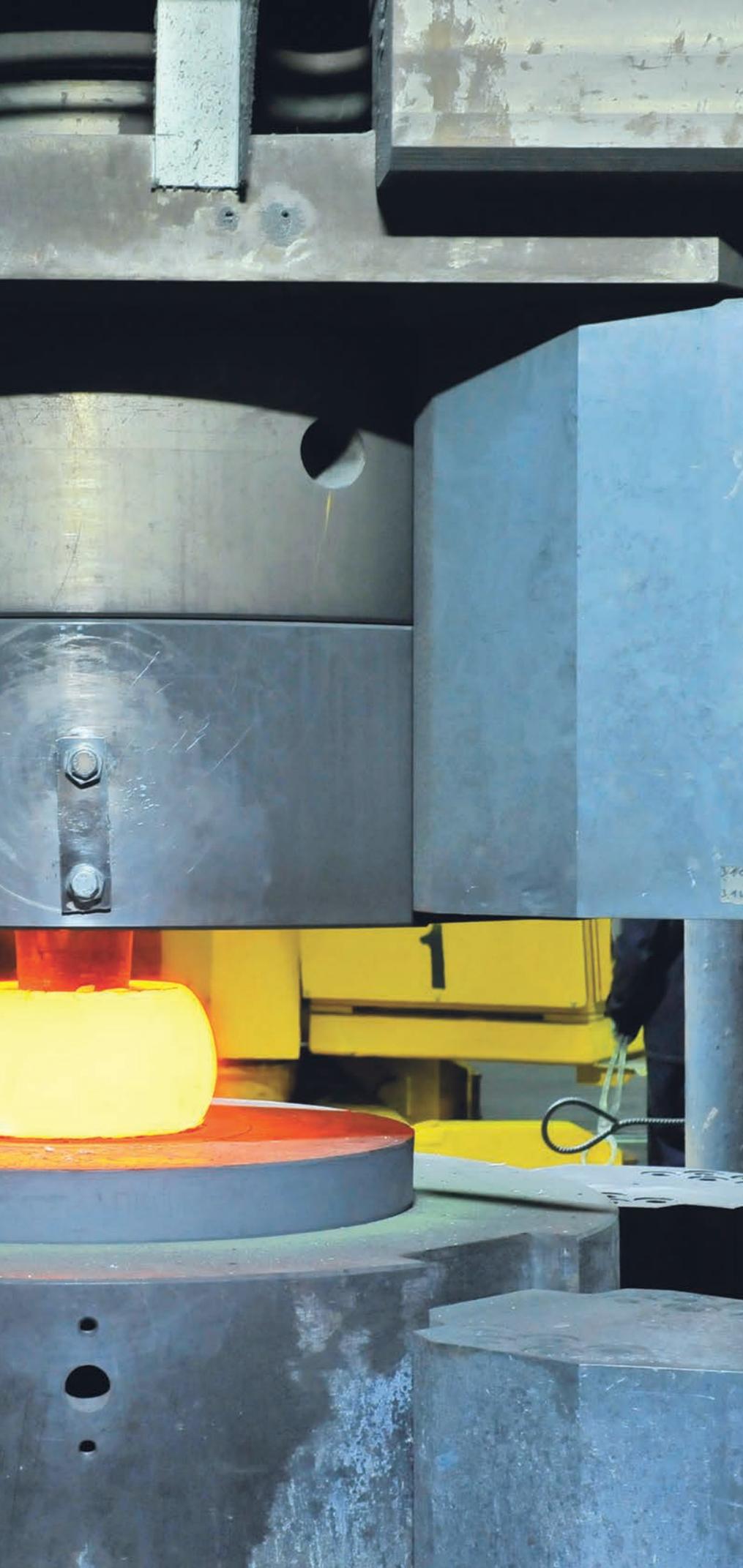
### The post-war years

Post-war years were no less challenging for the plant-laboratory, as the leading specialists in metallurgy called «Electrostal». The company developed technologies for melting heat-resistant and precision alloys, thermostatic bimetals, alloys with specific properties for instrumentation, radio engineering and communication equipment. «Electrostal» was the first to implement in commercial production the refining remelting process, vacuum metallurgy techniques, and advanced technologies of metal conversion which allow to manufacture steel products of exceptional qualitative characteristics. Supplying steel to all key hi-tech industries, «Electrostal» contributes to the economic and defense potential of the country.

### Professional equipment, reliable long-term partners

«Metallurgical plant «Electrostal» JSC keeps the lead in Russian special metallurgy with a unique equipment fleet which includes open induction and arc furnaces, ladle treatment unit, VIM and VAR furnaces, ESR, electron-beam and plasma-arc remelting furnaces with combined with a wide range of rolling, forging and machining plants, and forms a full production cycle from steel melting to finished product manufacture in various batch volumes. For the last five years, during the high-scale investment program implementation «Electrostal» has put in operation a range of equipment produced by the top manufacturers of Germany, the USA, Taiwan, and Israel. In steelmelting shops, a vacuum induction and electroslag remelting furnaces supplied by Consarc (USA), a vacuum-arc remelting furnace by ALD (Germany), and an open induction fur-





nace FS-10 made by ABP (Germany) have been installed. A high-speed press 16 MN capacity and a new radial forging machine made by SMS MEER (Germany) have been commissioned and put into operation. A brand-new production line for deep conversion of special steels and alloys, including ring-rolling mills manufactured by SMS MEER and Siempelkamp, closed-die forging press 200 MN capacity (Siempelkamp) equipped with manipulator manufactured by GLAMA (Germany), automated heat treatment line with a fleet of furnaces supplied by Electrotherm (Israel), automated NDT lines for dye penetrant testing (ATG, Czech Republic) and ultrasonic testing (Scanmaster, Israel) and other state-of-the-art machines have been installed. Also, a tool shop equipped with versatile turning lathes, mill cutters and finishing equipment, vertical and horizontal CNC lathes, as well as CNC EDM units has been created. Total investments amounted to over 150 million euros. Apart from that, we have upgraded our power supply facilities, laboratory facilities, resolved numerous environmental issues, and significantly improved working conditions. Quality Management System of the company is certified compliant with international standards ISO 9001 and AS/EN/JISQ 9100.

#### **New production, new possibilities**

Having set up a totally new production of rings, disks, shafts and other articles in the workshop for deep conversion of special steels and alloys, "Electrostal" has completely changed the product manufacture concept. Formerly being a billet supplier, it turned into a manufacturer of finished parts for engine building plants, hydroelectric power plants, nuclear power plants, oil & gas industry etc. Since April 2016, the deep conversion shop has reached the target performance values, and then exceeded them. Today, a quarter of all monthly marketable products of the company is produced in the new complex. We are currently developing new technical and technological possibilities to expand the range of high value-added products and ramp up their production. Electrostal produces special steels and alloys with unique properties. For instance, there is no equivalent to production of such product types as rolled sections with special properties from resistant alloys; nickel containing thin rolled sheet with special properties; wire from resistant al-



GSM 200 to capacity and GFM 100 to capacity

# GLAMA

performance  
for high productivity

## GLAMA Maschinenbau GmbH

Headquarters:  
Hornstraße 19 D-45964 Gladbeck / Germany  
Fon: +49 (0) 2043 9738 0  
Fax: +49 (0) 2043 9738 50  
email: info@glama.de



GIR-P 1 t capacity

glama.de



GFM 150 t capacity



loys; strip and wire from precision alloys. «Metallurgical plant «Electrostal» JSC supplies more than 2750 product types in compliance with normative documentation developed in-house and technical specifications developed by industry research institutes in collaboration with the plant.

The range of exclusive products manufactured by «Electrostal» comprises over 400 items. The company's classification of steel grades ЭИ, ЭП, ЭК is widely-known both at the domestic and international markets. The main consumers of Electrostal's

products are aerospace complex enterprises, military industrial complex, power engineering plants, automotive industry, machine and instrumentation building plants, nuclear and ship-building industries. The reality of contemporary times, when there is certainty in ac-

celerated development of the national aviation and engine-building industry, power engineering, oil & gas, sets new challenges and goals which are impossible to achieve without close cooperation with scientists and design engineers who develop new materials and

power plants, and with consumers of «Electrostal»'s products. Adopting the policy of maximum transparency, «Electrostal» informs the customers about the current economic and financial climate in the company, prospects for development, real achievements in technological advancements, production facilities upgrade etc. Since 2014 «Metallurgical plant «Electrostal» JSC being a member of Aircraft Engine Building Union, international organization created in May 1991 and consolidating practically all Russian R&D institutions, design bureaus and factories participating in designing advanced engines, their production and maintenance, often welcomes main specialist and heads of organizations participating in design and

development of advanced engines, their production and maintenance.

Within the framework of Aircraft Engine Building Union meetings conducted on site of «Electrostal», it is also possible for the foreign companies – members of the Union, substantially involved in «Electrostal» upgrading program, such as ATG (Czech Republic) and GLAMA (Germany) - to present their new developments. In 2016 «Metallurgical plant «Electrostal» JSC, together with transregional public organization «Association of Steelmakers» and Metallurgy and Metallurgical Science Research Board of Russian Academy of Sciences, for the first time hosted the XIVth International Congress of Steelmakers and Steel Manufacturers. The Congress was held to commemorate the 100th anniversary of first industrial electrical melt in Russia, which started the 100 years' history of our enterprise. Every year the goals set for the staff become more and more complex. Professional expertise and high responsibility of our team allows accepting new challenges of modern times and deal with the issues of the 21st century technical realia. ■

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#### FACT BOX



#### FULL NAME:

JSC „Metallurgical Plant „ELECTROSTAL“

#### GENERAL DIRECTOR:

Evgeny Shilnikov

#### OPERATIONS:

Metallurgical Industry

#### ESTABLISHED:

1917

#### EMPLOYEES:

5200

#### TURNOVER:

about 200 mln euro

[www.elsteel.ru](http://www.elsteel.ru)



## One of the leading companies in metalworking industry in Romania



CEO Dipl. Eng.  
Neculai Vintila

**T**he main activities of the company includes the manufacturing of metallic products deformation (i.e. forging, pressing and stamping of metals), heat treatment of metals and machining operations. Forja Rotec SRL is ready to offer the solution irrespective of the industry field, from oil&gas and naval, to energy and gears.

### Company Overview

The Rotec Group consists of 3 companies: Rotec SA, Camiro Import-Export SRL and Forja Rotec SRL. Rotec was established in 1971 and operated as a state-owned company until 2001 when it was privatized. In 2005, following the outsourcing of the purchasing department, Camiro Import-Export was established. In 2011, following the separation of the forging and heat treatment workshops, Forja Rotec SRL was founded. Since then Forja Rotec SRL had both a continuous financial growth (from 2010 annual revenue of 600.000 EUR to 2016 annual revenue of 17 mil. EUR) and a production increase (from max 8 tones/product in 2010 to max 22 tones / product in 2015). Based on constant investments, both in mod-

ern machinery and human resources, as well as on the extensive know-how, the company is keeping long-term relationships with its business partners. Its activity is a contribution to the sustainable development of natural and social environments. Company's main products are shafts for the naval industry, mechanical gears and also shafts for the energy industries and many types of valves, pipes, flanges, connecting parts and other accessories for the oil and gas industries. At the moment Forja Rotec is expanding its activities with Machining operations and hiring more than 200 employees. Rotec is investing in training courses for its staff and trying to keep everyone plugged in with high targets in order to create competition.

### FACT BOX



#### FULL NAME:

S.C. Forja Rotec S.R.L.

#### PRESIDENT:

Vintila Neculai

#### OPERATIONS:

Metalworking Industry

#### ESTABLISHED:

2011

#### EMPLOYEES:

190

#### TURNOVER:

17 mil. eur

[www.forjarotec.ro](http://www.forjarotec.ro)





### New investments

Since FORJA ROTEC SRL was founded, there were investments worth of 9 millions EUR made in equipment (Hydraulic Forging Press 3150to and 32to manipulator, Hydraulic Forging Press 1600to and 16to manipulator, 2 to and 3 to Hydraulic Forging Hammers, 3000mm Ring Rolling Machine, Hydraulic Die Forging Hammer lines, Saw cutting machines and modern laboratory equipment). For the future the company plans to buy a larger saw cutting machine (1500mm) so it can optimize the process and a larger heat treatment facility – up to 20 tones. All of our clients are important to us, – says Chief Executive Officer Neculai Vintila, – but the largest volumen of our products are for the oil and gas industries. We direct export approximately 25%, but another 55% of our products are exported indirect by our customers. We also do a lot of parts for the naval, energy and mechanical gears industries. The company is growing with the dynamically changing market and is ready to compete with the new tendencies on Romanian and the international markets. The customers are looking for the best quality and speed and this is the main focus for Forja Rotec SRL at this moment.

### Achievements

The thing we cherish most is the quality we offer to our clients and we invest continuous in forming for our employees in order to exceed customer expectations, – says Neculai Vintila. The company holds a number of very important certifications and licences, which guarantees the highest standarts compliance

with international requirement. Among them are:

- **ISO 9001** - Issued by CERTROM – certifies the accordance of the quality management system with the SR EN ISO 9001:2008 standard;
- **ISO 14001** - Issued by CERTROM – certifies the accordance of the occupational health and safety management system with the SR EN ISO 14001:2005;
- **ISO 18001** - Issued by CERTROM – certifies the accordance of the environmental management system with the SR EN ISO 14001:2005 standard;
- **DNV** - Issued by DET NORSKE VERITAS, certifies that FORJA ROTEC has been approved to manufacture steel forgings for ships constructions, in accordance with Det Norske Veritas' Rules for Classification Pt. 2;
- **PED** - Issued by BUREAU VERITAS, certifies that FORJA ROTEC has been approved to manufacture steel forgings for pressure purposes, in accordance with Pressure Equipment Directive 97/23/CE;
- **Lloyd** - Issued by Lloyd's Register, certifies that FORJA ROTEC has been approved as a forgings manufacturer in accordance with the requirements of Lloyd's Register;
- **ABS** - Issued by ABS MATERIALS HOUSTON, certifies that FORJA ROTEC has been granted manufacturer license for steel forgings for Marine Applications;
- **AFER** - Issued by the Romanian Railway Authority, certifies that FORJA



ROTEC has been granted supplier license and technical certificate of approval to produce steel forgings for the railway industry.

### Best quality guarantee

With modern equipment and facilities, as well as mechanical testing, spectrochemical analyses and NDE laboratories, the company determines and guarantees the quality of materials used to manufacture its products. FORJA ROTEC is continuously improving own products, processes and systems. Forja Rotec SRL had an ongoing research project in collaboration with S.C. METAV-Cercetare Dezvoltare S.A. with the following topic:

HIGH TOUGHNESS NANOPRECIPITATED MICROALLOYED STEELS. The main objective of the project is the development of new micro-alloyed steels that have high plasticity and toughness for use as a replacement for improvement low alloyed steels. The new steels can be used to forge components for automotive, marine, railway transport, etc. The company also has an ongoing research project in collaboration with UNIVERSITATEA POLITEHNICA BUCURESTI with the following topic: Optimization of Thermomechanical Forging Processing Technology of some Super-Duplex Stainless Steels. The main objective of the project is to optimize the forging



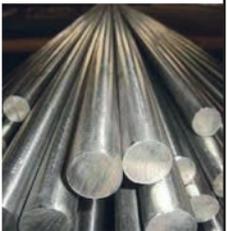
technology of super-duplex stainless steels in order to eliminate the cracking phenomenon that occurs during plastic deformation. In the nearest future the company plans to participate at different subcontracting exhibitions and fairs in order to meet with new companies and possible clients. We are proud to maintain a continuous economical growth, to offer jobs to more and more people and to be one of the last working forging factory in the country, in times when everybody focuses on services and IT, – says Neculai Vintila. ■

Written by Madina Turava



**SC PROFILTRADE SRL**  
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 C.I.F : J09/545/2010; RO23110444  
 Tel/Fax +40 239 687359,+40 348 103069  
 e-mail: office@profiltrade.ro  
 warehouse : Sindrilita km 22 route Bucuresti – Urziceni





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technology of super-duplex stainless steels in order to eliminate the cracking phenomenon that occurs during plastic deformation. In the nearest future the company plans to participate at different subcontracting exhibitions and fairs in order to meet with



## Leading Russian metals company



Chairman of the Board  
Victor Rashnikov



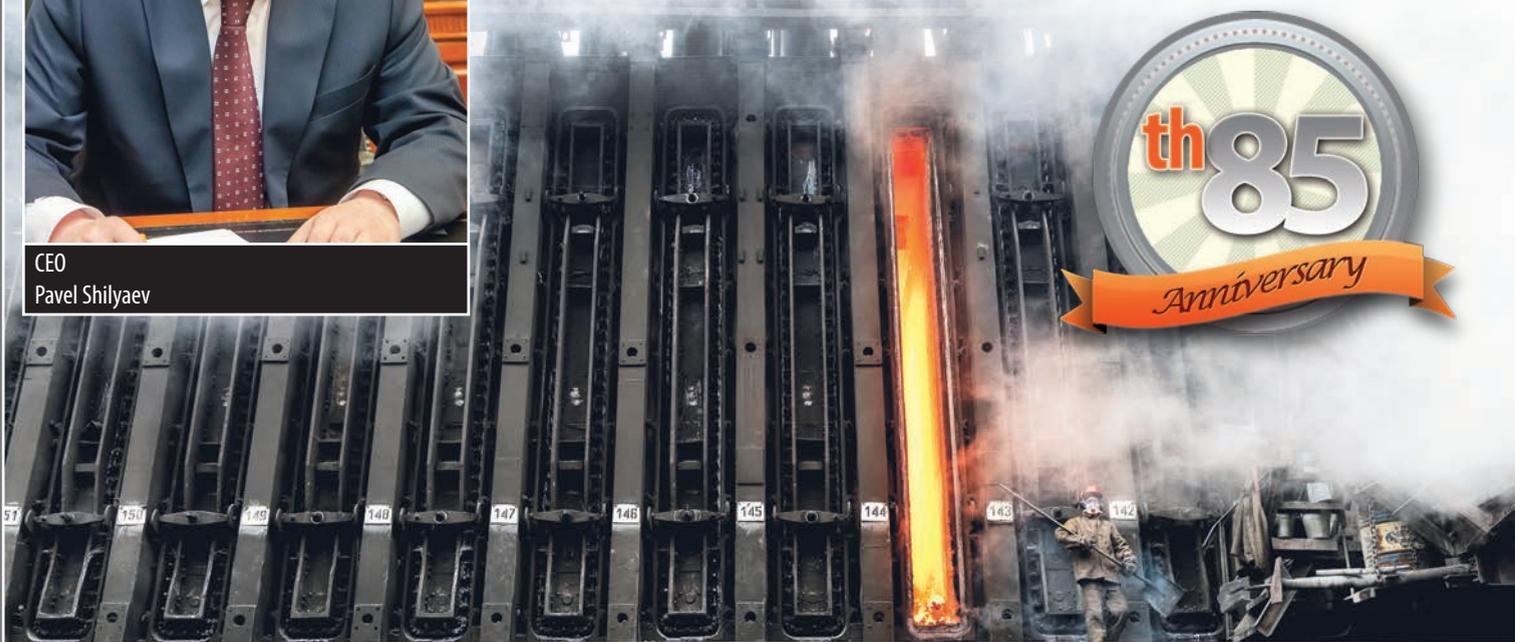
CEO  
Pavel Shilyaev

**M**MK is one of the world's largest steel producers. The company's operations in Russia include a large steel producing complex encompassing the entire production chain, from preparation of iron ore to downstream processing of rolled steel. MMK turns out a broad range of steel products with a predominant share of high-value-added products.

### Flagship of the country's iron and steel industry

The history of MMK begins in 1932. The first cast iron at the plant was mined on February 1, 1932. In July of the following year, the first open-hearth furnace was completed, and in four years the open-hearth shop of the enterprise had 12 furnaces. During WWII, MMK turned into a steel bulwark for the country. Every third shell and every second tank armour were made from Magnitogorsk steel. In the later Soviet years, the plant continued to expand its production. The new page of the company's history was the launch in 1990 of the oxygen-converter shop, which marked the beginning of the transition to new, more environmentally friendly methods of steel production. In 2017, the shop overcame an important symbolic milestone of 200 million tons

of steel produced. To date, it is one of the most productive shops in the world among analogues. Since the beginning of the 2000s, the company has invested over \$ 13 billion in the development of production facilities. In particular, a large-scale reconstruction of the steel-making facilities was completed with a complete transition to continuous casting of steel, a complex for the production of thick-gauge rolled steel was built, and a universal complex of cold rolling (mill 2000), designed to produce high-quality automobile body sheets and metal products for producers of household techniques was launched. In 2002 the company produced 100 thousand tons of galvanized steel per year, and by 2017 it began to produce the same volume monthly. In July a new continuous hot dip galvanizing unit was opened,

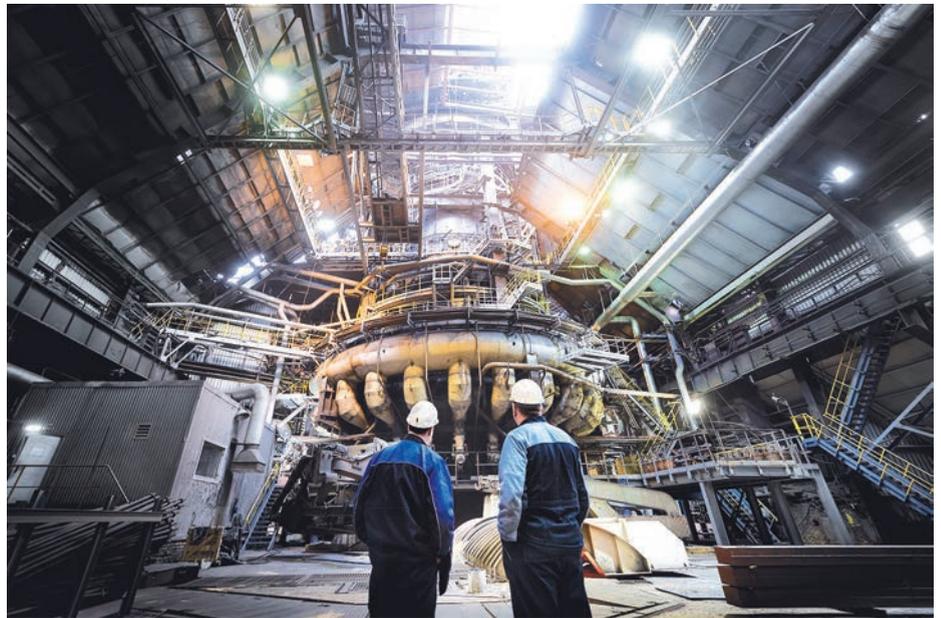


which allowed to increase MMK's capacity for galvanizing. In the field of financial management, the company is steadily moving in the direction of increasing transparency and compliance with the best world practices. In 2007, it successfully located on the London Stock Exchange. The market value of MMK has increased by more than 200% in the last two years. In accordance with the company's new dividend policy, about 50% of free cash flow is directed to the corresponding dividends. One of MMK's recent management initiatives is the payment of dividends in a quarterly rhythm: in accordance with the best global corporate practices. At the moment, Magnitogorsk Metallurgical Combine is one of the recognized leaders of Russian and world metallurgy. The company ranks first in the Russian market of rolled metal with a market share of more than 18%. In the world rating of metallurgical companies, compiled by the influential international organization World Steel Association, the plant takes 31st place. In 2016, MMK Group produced 12.5 million tonnes of steel and the company's revenue reached \$ 5.6 billion.

### Main products and manufacturing process

The product line of the company is constantly expanding. It can be conditionally divided into three large groups: hot-rolled steel, cold-rolled steel and graded products. In general, MMK currently accounts for 40% of the Russian zinc market, 33% of the hot-rolled steel market and 30% of the cold-rolled steel market. MMK, being an enterprise of a full metallurgical cycle, has the production of open-cast mining, the enrichment of iron ores, agglomeration, coke-chemical, blast-furnace, steelmaking, the production of hot sheet and long products, the production of cold rolled products, rolled products with zinc and polymer coating. The first redistribution of metallurgical production at MMK is agglomeration. Its main product is agglomerate. In MMK, the agglomerate is obtained





from 3 sinter plants. Coke production is also one of the key components of the first redistribution of metallurgical production. MMK coke-chemical production is the largest enterprise in Russia for the production of coke both in terms of installed capacities and in terms of production volume. Domain production is the key in the metallurgical industry and in the formation of the cost of the final product. The main product of blast furnace production is pig iron. At MMK, cast iron produces 8 blast furnaces with a total volume of 12,261 cubic meters. Steel smelting at MMK is carried out in two shops: oxygen-converter and electric steelmaking. Rolling production at MMK is considered the final stage in the production. The complex of modern rolling mills of various characteristics allows the company one of the widest product line among all Russian metallurgical companies. Rolling shops of MMK produce two main types of rolled products - sheet and high-grade. MMK's rolling products are used not only for large manufacturers of heavy industry, but also for the production of coins of the Central Bank of the Russian Federation and consumer goods.

#### **New investments**

In accordance with the MMK Group's strategy, up to 2025, capital investments are planned to be maintained in the range of 0.4-0.6 billion US dollars per year (including maintenance costs at the level of 0.2-0.25 billion US dollars), depending on the ruble exchange rate. When implementing the investment program, capital investments will be carried out to maintain fixed assets

with an emphasis on updating the first redistribution, which will further reduce the cost of production while increasing the quality of products. Among the key investment projects is the construction of a new sinter plant. In November 2016, a contract was signed with Sinosteel Equipment & Engineering Co., Ltd. (PRC) for the supply of equipment for the new sinter plant No. 5. The cost of this project, including construction and installation works, will be about 22 billion rubles. A new sinter plant with a capacity of at least 5 million tons of blast furnace feedstock per year should be put into operation in 2019. In 2019-2021, MMK plans to build a new coke oven battery that will replace batteries No. 1 and No. 2. The estimated cost of the project is \$ 300 million. It will help to improve the quality of coke and reduce the environmental load. Another ambitious project of the company is the construction of a new blast furnace in 2022-2024, which will help increase the output of pig iron, reduce costs and technogenic impact on the environment. Approximate volume of capital investments is 550 million dollars.

#### **Export and financial results**

The domestic market remains the priority market for MMK. By the end of 2016, 73% of the products were delivered to the domestic market. At the same time, the company's products are in high demand abroad. Among the consumers of Magnitogorsk metallurgical plant products are Europe, Asia and the Middle East. The net profit of MMK Group in 2016 exceeded \$ 1 billion, which is more than 2.5 times higher than the level of



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Fax. +7 (3519) 580-101  
office@prokat.mgn.ru



OJSC „Prokatmontazh” performs the functions of the general contractor and the customer-builder. The main activity of the enterprise is installation, adjustment and repair of complex technological equipment in various industries.

Among the main customers of the company are the Magnitogorsk Iron and Steel Works, EVRAZ Nizhny Tagil, Chelyabinsk pipe rolling plant, Kamensk-Uralsk Iron and Steel Works, Severstal, NLMK Group.

[www.pm.mgn.ru](http://www.pm.mgn.ru)

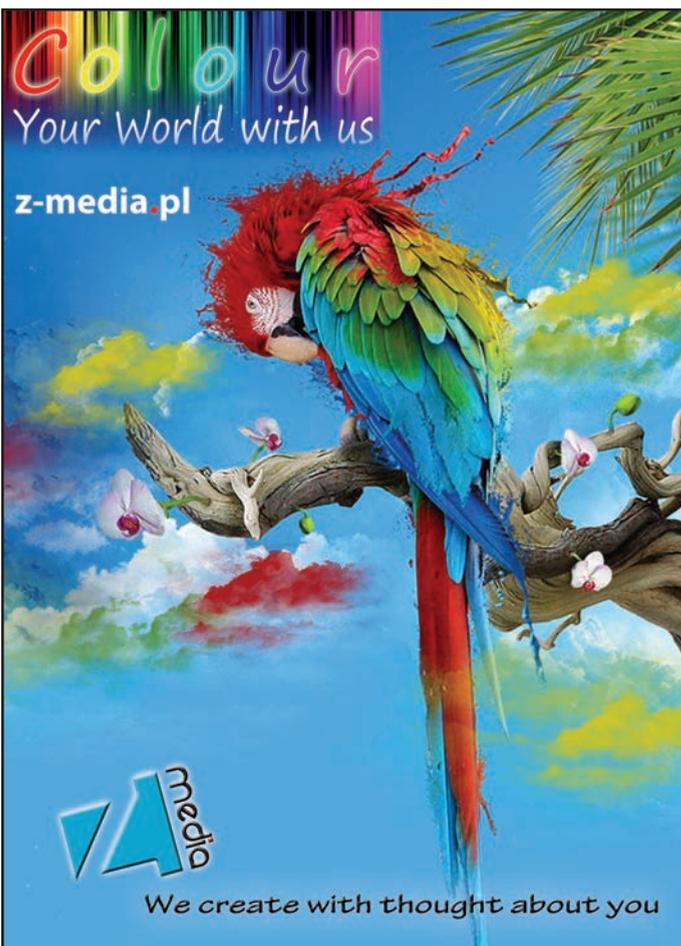


# Manufacturing Journal

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the previous year. The EBITDA margin was 34.7%, remaining at the highest level since 2007. Free cash flow amounted to \$ 728 million. The company continues to implement a conservative financial policy and focuses on the regular return of returns to shareholders. In October 2017, Forbes magazine presented a global list of the best employers, which included 500 of the world's leading companies. MMK was 214th in this the rating. To date, the salary in the company is the highest in Magnitogorsk. MMK's spending on social projects is also traditionally kept at a high level and growing. For the first six months of this year, the plant spent 670 million rubles on social programs. It's 14% more than in the previous year. In general, the company spends about 1.5 billion rubles annually for charity and social programs, including support for pensioners, school

establishments and employees' health improvement.

#### Further development plans

In the coming years, the priority areas of company's activity are the development and improvement of the quality of interaction with customers and enhancing the operational and functional efficiency of the business. Among the priorities is the further growth of the company's sustainability through the enhancement of labor safety, the development of personnel and the strengthening of partnership relations. In the new economic situation, low-cost companies receive a competitive advantage. And, despite the fact that MMK is already among the global leaders of low-cost production, in order to retain competitive positions, the company continues to increase operational and functional efficiency by

introducing lean manufacturing tools, improving the accounting of material flows, ensuring timely deliveries with minimization of stock. Particular attention is paid to modeling and mathematical optimization of key processes .In 2016, MMK Energy Policy was approved and put into operation. According to this document, the strategic goal in the field of energy conservation and energy efficiency improvement is to reduce the cost of energy resources in the cost of production. Achievement of this goal will be ensured by improving management efficiency, motivating and involving staff, introducing advanced technologies into practice. MMK continues to invest in the implementation of rapidly recoverable and low-cost energy-saving initiatives, whose budget in 2016 increased to 1.2 billion rubles. To improve the environmental performance of the company in 2015, the Clean City initiative was developed, which should ensure a low level of atmospheric pollution in Magnitogorsk by 2025. The total investment of the company in environmental activities until 2025 is planned at more than 35 billion rubles. ■

Written by Madina Turava



#### FACT BOX



#### FULL NAME:

Magnitogorsk Iron&Steel Works

**CHAIRMAN OF THE BOARD:** Victor Rashnikov

**CEO:** Pavel Shilyaev

#### OPERATIONS:

Metallurgical Industry

#### ESTABLISHED:

1932

#### EMPLOYEES:

18 077 people (2016)

#### REVENUE:

USD 5.630 bn (2016)

[www.mmk.ru](http://www.mmk.ru)



## The leader of the agricultural industry in Russia

### FACT BOX



#### FULL NAME:

Agribusiness Holding BEZRK-Belgrankorm  
Managing Company JSC „Belgrankorm - holding”

#### GENERAL DIRECTOR:

Tereshenko Pavel

**OPERATIONS:** Crop production, feed production,  
meat processing, production of poultry, pork, beef.

#### ESTABLISHED:

1998

#### EMPLOYEES:

7000

[jasnzori.ru](http://jasnzori.ru)

**A**gribusiness Holding BEZRK-Belgrankorm is one of the largest diversified, vertically integrated structures of the agricultural sector of the Russian Federation. The main activities of the holding include production of poultry, pork, beef, sausage and deli products, milk, grain, and animal feed.

### Key Milestones

Belgorod Experimental Plant of fish fodder (BEZRK) was established in December of 1987. However, in the late 90's, the demand for fish fodder decreased significantly due to the changes in the country. The economic situation of the plant was critical. However, in 1997, a strong and competent leadership team headed by CEO Alexander Orlov, started managing the enterprise. This event is the starting point in the development of agricultural holdings BEZRK-Belgrankorm, as the team managed not only to bring the enterprise out of a difficult economic situation, but also put it on a path of rapid and efficient development. Agroholding was created in 1998, and in January be-

gan integration of fodder, livestock and poultry production enterprises in the Belgorod region, on the basis of which a subsidiary plant Belgrankorm was established. BEZRK plant switched to the production of fodder for livestock and poultry, obtaining a market for its products. Consequently, livestock and poultry enterprises belonging to the holding were able lower the costs of meat and poultry production. In the following years the holding company increases production capacity due to incorporation of new poultry and livestock complexes as well as fodder and crop manufacturing enterprises. Thus, the holding creates a closed-loop production process, which ensures high quality of fin-





ished products. Nowadays, the holding BEZRK-Belgrankorm includes more than 40 organizational units located in 5 districts of the Belgorod and 3 regions of the Novgorod region.

### Quality of Products Above All

Agroholding BEZRK has a trade mark "Jasnyye Zori". Technological cycle begins with the production of agricultural products. Crop production is the first link in the production cycle of agricultural holding BEZRK-Belgrankorm. Crop production fulfills the needs of fodder production of the holding. The crop production consists of 4 divisions. Available production capacities make it possible to obtain more than 340 tones of cereals, 45 thousand tons of soybeans per year from a total area of arable land of 70 thousand hectares. The next link in the production cycle is production of animal

feed, which is carried out in 2 structural units in the Belgorod and Novgorod regions. The total production capacity of both units is 830 thousand tons and about 93% of all produced animal feed is consumed by the enterprises that belong to the holding. The main activity of BEZRK-Belgrankorm is production and processing of poultry and pork. Technological cycle of production of poultry meat begins with obtaining eggs and incubation. The poultry production complex includes 3 poultry production facilities and 4 hatcheries. Due to this, the annual production capacity of the complex is 160 million hatching eggs. The poultry complex of the holding incorporates 13 poultry farms for growing broilers. Total annual production capacity is 345 tons of broiler meat in live weight. Pork production includes pig farms that meet the highest international stand-

ards and have a total production capacity of 70 thousand tons of meat in live weight. The next step of the production cycle is meat processing. Poultry processing complex includes four production facilities for slaughtering and deep processing of broiler chickens, located in Belgorod and Novgorod regions. Production capacities allow to slaughter up to 450 thousand birds and produce up to 800 tons of meat per day. The use of a closed production cycle allows to monitor all stages of production, from the manufacture of animal feed to processing of slaughter waste. At all stages of the production process strict control of incoming raw materials and finished products is carried out. The quality of the final product is key as it represents the company and has a direct impact on its reputation. The Food Safety Management system certified according to the FSSC 22000 scheme, based on the HACCP principles in accordance with GOST R ISO 22000-2007 has been introduced in all factories of the holding. All production facilities also have international quality certificates including IQ Net. Moreover, the company widely promotes the use of natural ingredients that do not contain GMOs. In such a way the holding aims to show that the production of ecologically clean and safe meat products is possible without the use of modified raw materials. Certified food safety management and closed-loop production guarantee high quality, environmental friendliness and safety of meat products.





### Quality which Won the Trust of Consumers

Agricultural holding BEZRK-Belgrankorm has been on the market for over 20 years. During this time, products of the holding under the trademarks Clear Dawn, Chicken King, Rural Traditions became recognized and loved by consumers. Product sales are carried out mainly through a network of shopping centers and authorized dealers. Today, the distribution network covers 53 regions of the Russian Federation, Belarus, Kazakhstan and China. The holding has been engaged in negotiations on the possibility of supplying of poultry meat to Europe, Iran and Turkey. Over the past 10 years products of the holding regularly receive awards and diplomas from prestigious national and international exhibitions and competitions. Semi-finished products from broiler meat. The holding received numerous diplomas "For high quality products" as well as certificates "For environmentally friendly products" and production according to the Halal standards. It became the winner of the "100 best goods of Russia" for semi-finished meat of broiler chickens several times. In 2014, BEZRK received a nomination in "Best Product of 2014". And this is only a small portion of awards re-

ceived by the holding.

### Responsible HR Policy Yields Results

It is known that the team is the most important strategic potential of any company. Thanks to the coordinated work of experienced management and skilled employees, BEZRK-Belgrankorm achieves its objectives and does not stop to grow. So employing highly qualified professionals is the most important area of HR policy of the holding. To this end, BEZRK-Belgrankorm cooperates with several universities and vocational schools. This cooperation allows students to participate in on-the-job trainings at the enterprises of the holding. Moreover, targeted training of young people for necessary specialties is carried out at the expense of holding.

### Innovation: the Key to Success

One of the main components of the success of the holding is the use of innovative technologies. In 2013, the holding company put into operation one of the most advanced systems for slaughter and poultry processing in Russia (Rakitnoe-2) with a capacity of 12 000 heads per hour. The complex meets the highest standards. It includes a storage ware-

house for finished products and waste disposal facilities. The complex is the first poultry production facility in Russia where stunning of birds in a controlled atmosphere has been applied. The facility uses a number of innovative technologies such as electrostimulation, specialized cooling, vacuum transportation of products from the main shop, X-ray machines and metal detectors to control the absence of foreign objects. The complex has a buffer warehouse, which helps to avoid intersection of product streams and prevent accumulation of products. The use of Marel Innova software, provides full control of the movement of products from receipt to shipment and it also measures productivity. The complex was the first in Russia to implement a packaging system based on FlowPack technology, which ensures complete sealing of products. The use of advanced technology correlates with a significant increase of cost effectiveness and product quality. Austrian company SCHALLER® is a permanent and old partner in the area of agricultural holding equipment. Today Schaller is the partner for meat and poultry processing industry in the field of complex technological solutions. The company installed sanitary facilities, a full set of weights, etc. Agricultural holding BEZRK-Belgrankorm is a company with a great potential for development, which has everything that is necessary for successful performance: production capacity, professional staff and reliable management, experience in implementing major projects, and most importantly the desire to be the best. ■

Written by Helena Rožko





## Latvian meat producer is one of the fastest growing businesses in Europe



General Director  
Andrijs Ždans

**F**orevers is the largest producer of meat products in Latvia. The product range of the company includes more than 100 different meat products. Forevers employs 248 people. It also has a network of 85 specialized shops all over Latvia. More on the company, its new investments and the position in the market in a Manufacturing Journal article based on an interview with Member of the Board of Forevers Ltd Andrijs Ždans (Andrijs Ždans).

### Success must be planned

Forevers was established over 20 years ago. A few years ago the production facilities of the company were located in a small workshop. Today it is one of the fastest growing enterprises in Europe and one of the largest meat processing companies in Latvia. How can a company achieve such success? The Member of The Board of Forevers Andrijs Ždans explains: "I believe that it is highly important to make the right decisions regarding the company's development plans and it is even more important to do it in a timely manner. For us as a manufacturer all major decisions are connected with the expansion of production facilities. It is our benchmark for increasing production capacity and sales. It is also critical for strengthening our market position. We are developing a project for

another plant. The implementation of this project will begin in 2018." The company grows and develops every year. As one of the most modern meat processing plants in Latvia, which produces more than 50 tonnes of meat products daily. Last year the market share of the company reached 17%, making it the first in the industry in terms of output. These figures are achieved through hard work and carefully thought out strategy. One of the core values of Forevers is the principle that the consumer should not overpay. This means that as a manufacturer it must constantly increase the efficiency of the production activities and processes. It should be emphasized that besides production Forevers also runs a logistics network. It includes two regional logistics centers and a central logistic center in Latvia's capital Riga.

### FACT BOX



#### FULL NAME:

Forevers Ltd

#### GENERAL DIRECTOR:

Andrijs Ždans (Andrijs Ždans)

#### INDUSTRY:

Meat production and trade

#### ESTABLISHED:

1996

#### EMPLOYEES:

248

#### TURNOVER:

31.68 million euro in 2016

[www.forevers.lv](http://www.forevers.lv)





The network enables the company to make daily deliveries of fresh products both to the stores within the *Forever's* network and to other customers all over Latvia. Today, the network consists of 85 specialized stores. The network ensures more efficient planning of the volume of products sold, guarantees provision of fresh products, and brings the company much closer to customers. "Our experience shows that the consumer primarily searches for high quality products, and this is the value that is invariably the most important in this industry," said Andrey Zhdan.

**Product range must be constantly updated**

*Forever's* produces a very diverse range of meat products. It offers customers freshly-cut meat pork, beef as well as smoked meat, boiled sausages, sausages, liver sausages and pates, semi-finished prod-

ucts (marinated products, minced meat, etc.). *Forever's* products showed great results in the hidden tastings, organized by the *Latvian Traders Association (LTA)* in cooperation with the *Riga Technical School of Tourism and the Creative Industry*. *LTA* has been organizing such tastings since 2002, therefore it is possible to see not only the changes in the assortment of meat products and customer requirements, but also to evaluate the meat processing industry and the meat producers in Latvia as a whole. *Forever's* products were ranked first in all the food groups such as doctor's sausage, sausages, half-smoked sausage, smoked pork chop. The company also observes these results in everyday life, when customers come back again and again. The company guarantees high quality of the products, great taste and the relevance of the price. "The trust of our customers





is the highest evaluation of our work," explained Andrey Zhdan. As for the new products, *Forever's* updates its assortment annually, for example, this year the company has developed more than 10 new products.

### Modern equipment is critical

Nowadays, modern production equipment is very important for the company to be effective, powerful and competitive. *Forever's* cooperates with a number of manufacturers. It partners with the Lithuanian suppliers of production equipment such as *Alltex* and *Gea*, both companies also provide high-quality service. *SIA Food SistemServis (FSS)* supplies the company with spare parts and raw materials for such equipment as homogenizer, metal detector, etc. *SIA MBA Serviss* is a business partner of *SIA Filters*, which specializes in cogeneration equipment, as well as performing repair and maintenance of steam generators. At the same time, the meat processing industry still requires a high proportion of manual labor.

### Great financial results

The turnover of *Forever's* shows stable growth. In 2016, company's turnover reached 31.68 million euros, which was 5% more than a year earlier. And this year the results are very encouraging. In the first nine months of the year, in accordance with the unaudited financial results, *Forever's* gained a turnover of 25.5 million euros, which is 11% more than the corresponding period of the last year. The company's profit in 2016 amounted to 1.5 million euros.

### Investment strategy

The company invests considerably in all projects that facilitate the increasing of production capacity. *Forever's* attracted EU funding and in 2014 about 2 million euros were invested in the development of the company and new technologies. In 2015 the investment amounted to about 1 million euros. Investments have been made in the modernization of the company car fleet and the production equipment such as smokehouses, intensive cooling devices *Sorgo*, *Multivac* packaging line, *Tavil* packaging equipment that replaced manual labor, *Piller* line allows the company to produce products without shell. In 2016, a significant investment of 340 000 euros was made in the transport system and 130 000 euros were invested in the design



of the new production facilities. The remaining investments amount to 275,000 euros. Although *Forever's* is one of the most modern meat processing plants in Latvia, the production capacity limits have already been reached, and current production facilities with an area of 8,250 square meters limit the company's development. That's why it is developing a project for a new production facility. It will ensure growth of the production facilities to 14 000 square meters, allow-

ing to increase the production volume by 50%. The new production facility will be built on the territory of the current *Forever's* plant in Riga. The project was developed by the Austrian company *ATP*. The general production plan was developed by *Foodfab* from Germany, which also belongs to the *ATP* holding. Overall, *Forever's* is planning to invest about 22 million euro in the construction of large-scale production and in the reconstruction of existing production

facilities. The project will begin in 2018.

#### Awards and recognitions

In 2001, *Forever's* received the *Gazele 2001* award as one of the most rapidly developing enterprises in Latvia. Since 2003, the company has received a number of awards from the *Latvian Traders Association (LTA)* in various product categories. Within the framework of the *Goods of the Year 2016 (LTA)*, it received awards for *Bērnusausages* (in natural shell), *Rīgas Salami* (semi-smoked), *Doctor sausage Ekstra*. In 2016, *Forever's* had the opportunity to participate in the finals of the *European Business Awards*, in which it received the title of national champion. And for the second year in a row, *Forever's* has been included in the prestigious annual edition of the *London Stock Exchange*, which is a publication dedicated to 1000 of the fastest growing businesses that inspire Europe. "However, I think that the most important award is the trust of our customers, who expect high quality products and reasonable prices. The focus on customer needs helps us work with a vision of future development," said Andrey Zhdan. ■

Written by Helena Rožko





## New generation of Ukraine's agriculture



President  
John Shmorhun

**A**groGeneration is an agricultural company which has concentrated c.a. 120,000 hectares of arable land in Ukraine since March 2007. Today, AgroGeneration is ranked amongst some of the largest agricultural firms in Ukraine both in terms of cultivated acreage and operational efficiency. The company's core business is grains and oil commodity crop farming. Operations are fully provided with modern agricultural machinery and infrastructure. The company is run by a strong management team with a proven track record consisting of seasoned agricultural professionals and experienced professionals from the agricultural sector.

### History

The history of AgroGeneration starts in 2007. Today the company is one of the leading agricultural producers in Ukraine. From that time till nowadays company gained more and more strength and production facilities: the production output has grown from 20,000 tons to 390,00 tons, the cultivated land has spread from 5,000 hectares to 109,000 hectares. In October 11th, 2013, it was completion of the merger with Harmelia company (established in early 2010 by Southeast European Fund IV (SBF IV), managed by SigmaBleyzer, one of Eastern Europe's largest and most experienced private equity investors; operated over 70,000 hectares of farmlands in the Kharkiv region). After the merger, AgroGeneration became the 5th largest crop producer in Ukraine

with production of 440,000 tons and cultivated land of 110,000 hectares.

### Company's strategy and achievements

The strategic potential of the company is its land and shareholders. The Earth is our main resource - there will be no land, there will be no harvest. Thanks to hard work and constant development AgroGeneration has achieved such success and gain customers reliability. The company constantly improves all production processes. For example, in 2017 the company implemented the Lean Six Sigma (LSS) methodology. Lean Six Sigma is basically lean production, cost optimization and improvement of agricultural technologies and quality. Lean Six Sigma will be fully implemented in AgroGeneration by the end of 2017, which will be its first practical imple-

### FACT BOX



#### FULL NAME:

AgroGeneration

#### PRESIDENT:

John Shmorhun

#### INDUSTRY:

Agriculture

#### ESTABLISHED:

2007

#### EMPLOYEES:

about 1400 people

[www.agrogeneration.com](http://www.agrogeneration.com)





mentation in the industrial agriculture of post-Soviet countries. The application of this methodology will open new opportunities for AgroGeneration. Today AgroGeneration is one of the leading agricultural producers in Ukraine in terms of land area in processing, as well as operating efficiency. The main activity of the company is the production of grain and oilseeds. The company's operations are fully provided with modern technology and infrastructure. The company is led by a strong and professional team of managers with outstanding experience in the agricultural sector, which, alongside highly qualified technical and industrial specialists of the industry, allows to achieve high performance results. AgroGeneration's long-term strategy is to create value and generate attractive returns by consolidating land into efficient management structures and integrating storage and supply chain assets, and commercial activities for further expansion both vertically and horizontally to achieve economies of scale and provide operational synergy. Operational focus is centered on implementing state-of-the-art agricultural technology and reducing costs, choosing profitable grains and oilseeds adapted to the specific regions of operation and improving yields to achieve sustainably high results. The Company establishes itself as a good base for further development and growth, with its large size, application of unique Western-management practices and skills, and good experience on the Ukrainian agricultural market.

#### **Export volumes**

Today AgroGeneration produces win-

ter wheat, winter rapeseed, spring barley, winter barley, corn, soybeans, peas, sunflower and other crops. In 2016, the achieved yields of the Company exceeded the average figures for Ukraine for most of the collected crops. The storage capacity of products is approximately 220,000 tons and production capacity is approximately 400,000 tons of agricultural crops per year. The company is constantly increasing the volume of export sales of products. Because of the 2016 season, the share of exports was approximately 45%. In 2015, it was 38% and in 2014 - 18%.

#### **Mission and vision of the company**

AgroGeneration is a successful and efficient, fast growing international company with a resolute team working hard to provide Ukraine and the world with high quality agricultural commodities, thus helping to solve the issues and challenges relating to global food security. Company invests in modern technologies and in human capital, treating its land and people who live and work on it, with the respect and well-being they deserve. Now AgroGeneration has 1360 permanent employees, and for the season of field work the number increases due to seasonal employees who work on a fixed-term employment contract, usually this is an additional 100-130 people. Company has a corporate center and a production department in our company, which in turn is divided into administrative and production personnel. The corporate center is 13% of the staff, the administration in production is 13%, the rest is 74% are employees directly involved in the agricultural production,



such as tractor drivers, drivers, elevators and general production specialists - agronomists, engineers, repairmen, weighers, storekeepers, etc. AgroGeneration is a leading Ukrainian producer of high-quality agricultural commodities that are exported throughout the world. Being run by a well-trained, accomplished team and adopting state-of-the-art technologies, it demonstrates advanced managing standards and the highest profitability among agriculture companies operating in Ukraine. AgroGeneration is creating additional value through vertical and horizontal integration, land expansion, optimization of production process, supply, storage and sales; lead the development and doing its best to restore fertility of the land and to improve the well-being in the regions in which we are operating.

### Main principles

Thanks to its principles, AgroGeneration can maintain its positions on the market. It acts responsibly to constantly improve its results, reduce expenses and reach the highest efficiency. AgroGeneration is one of the top operational performers of the Ukrainian agricultural market, significantly outperforming Ukrainian average yields for most harvested crops. The company is run by a strong and professional management team with a solid track record in the agricultural sector, and, with the support of a highly qualified technical and production staff, can reach high production efficiency. AgroGeneration runs a transparent business, complying with legislation of countries where the Company operates. Company is always open to cooperation with our clients and partners, as well as with stakeholders. It timely



informs the shareholders, investors and counterparts about all essential events, changes and plans of the Company and values the given trust. Company also takes care of the cultivating land, the main natural endowment of Ukraine, and of the people who live and work on it. The company's activities contribute to the improvement of society in the regions where it operates, primarily through creating employment opportunities with fair wages, and through support of the less privileged members of society. AgroGeneration takes care of its personnel, giving them opportunities for personal growth, inspiring with goals and common ideas. Developing its business, company gives confidence to its employees and contribute to the prosperous growth of the country. AgroGeneration uses modern business approaches and comprehensive up-to-date agricultural production technologies, constantly improving each step of the operational process to reach superior results.

### Awards and certificates

AgroGeneration has applied for the Innovation nomination with the Lean Six Sigma project on Global Grain Awards 2017 and has already received official confirmation that it has become one of the finalists. The final announcement of the winner will be held on November 14, 2017 in Geneva. The company has its own history, achievements, continuous development and traditions. AgroGeneration is included in the TOP-10 agricultural producers in Ukraine and takes the second place in the ranking on the reputation among Ukrainian agroholdings according to LANDLORD. John Shmorgun, President of AgroGeneration, took the second place in efficiency among all leaders of the agrarian branch of Ukraine according to LANDLORD. The company is led by a strong and professional team of managers with outstanding experience in the agricultural sector, which, alongside highly qualified technical and industrial specialists of the industry, can achieve high performance results. ■

Written by Ganna Prudnikova



## “OBOLON” is not about beer, it is about tradition



President  
Oleksandr Slobodyan

**T**he story of “OBOLON” begins in 1974. Today, the company is one of the largest beer producers in Ukraine and the only purely Ukrainian brewery among the big companies. The corporation does not involve foreign capital, it is a conscious management position in order to preserve and extend the traditions of Ukrainian brewing, to tell about the country, its people and culture through the products under the brand “OBOLON”.

### History landmarks

It is worth saying that the whole long history of the company is very exciting. Here are all the raging years of perestroika, and not so much the restructuring of the country’s economy and the collapse of the superpower, but mostly the changing of the minds and aspirations of the whole nation. Historical revival and actual birth of the whole country with new thoughts and, of course, people. People have changed, and this is the main drive for everything new, real. There are a lot of employees in the company, among them are the children of those who in the distant 1976 built the “OBOLON” plant, on the basis of which the whole corporation has been build-

ing up. Today “OBOLON” is not just one of the largest beer producers in Ukraine, but it has a great variety of non-alcoholic and low-alcohol drinks, mineral and drinking water in the product line. Our products often win awards at Ukrainian and international exhibitions and contests, “OBOLON” holds the honorary title “Gold Trade Mark”. By now, the company has expanded its structure to ten industrial enterprises across the country and three agribusinesses. The brand “OBOLON” is amongst the leaders in the ranking of the best socially responsible companies in Ukraine. It has been repeatedly recognized as the best brand of the year, and one of the best tax payers in the city of Kiev. Its “Zlata Praha” beer has won at

### FACT BOX



#### FULL NAME:

OBOLON Corporation

#### PRESIDENT:

Oleksandr Slobodyan

#### OPERATIONS:

Food&beverages industry

#### ESTABLISHED:

1974

#### EMPLOYEES:

about 5000

[www.obolon.ua](http://www.obolon.ua)



the Asia Beer Awards'2013. In addition, the company is titled among the most respected employers of Ukraine. Since 1989 "OBOLON" has been exporting its products abroad. Today more than 50 countries of the world are familiar with its beer. "OBOLON" Corporation received an award from Molson Coors Brewing Company for the release of TM Carling beer. At the "Beer Festival-2013" International Tasting Competition for Beer, Soft Drinks, Low-alcohol Beverages, Mineral and Drinking Water the "OBOLON" Corporation drinks won 28 awards in various nominations. The company received the same high marks in 2016, the Expert Jury of the XIth International Beer Competition, soft drinks, low-alcohol beverages, mineral and drinking water noted high quality beverages of the "OBOLON" corporation, awarding them 6 Grand Prix, 13 gold and 6 silver medals. According to the results of 2013, the "OBOLON" corporation entered TOP-5 of the most transparent Ukrainian companies. The sixth Sustainable Development Report (2013-2014) was the first in Ukraine to acknowledge its compliance with the requirements of the international GRI 4 standard. The company also joined the Memorandum on underage beer sales prevention.

### Values and accomplishments

The Company carefully monitors all market trends, taking Ukrainians' preferences and sympathies into account. "OBOLON" attentively tracks changes, whether it be legislative initiatives or volunteer movements, the company is always ready to give an adequate response. It is very important for us to be in constant dialogue with its consumers - In our view, we are one big family Ukrainian family. In "OBOLON"'s product line, many beers are made according to ancient recipes, adapted to the current sanitary norms. In order to stick to technology and refrain from using dubious raw materials, built its own malt plant in Chemerivtsi urban village of Khmelnytsky region. Water is also taken from company's own artesian wells. Their depth reaches 290 meters, which corresponds to the Jurassic and Cenomanian water horizons. The water of these ancient periods is the best natural product for creating drinks, replenishing the body balance and maintaining a vital tone. The several hundred meters aquifers occurrence depth prevents them from contamination by surface-active substances





and compounds of heavy metals. There is an additional water cleaning at the enterprise. So that, company guarantees the naturalness of the components, rich taste and true Ukrainian quality.

### Strategic approach during Ukraine-Russia conflict

First of all, "OBOLON" produces beer, non-alcoholic and low-alcohol drinks, mineral and drinking water, snacks. Other types of our activities are agricultural production, recycling of used PETF bottles, and the production of secondary packaging raw materials for production of polymer billets (PETF preforms) and the production of dry beer pellets. Today, the corporation includes 10 enterprises in various regions of Ukraine. "OBOLON" is the only East-European company listed among the TOP-40 world beer producers. Its main enterprise in Kyiv is the largest brewery in Europe. The estimated export figure is 10% of total sales. The corporation exports its production to 50 countries of the world, on 5 continents. One can enjoy "OBOLON" in the US and in Chile, China, the African continent, Australia and New Zealand. The main markets for today are North Africa, Belarus, Moldova, the Baltic States. The loss of large

markets due to the Russian aggression, falling consumer purchasing power and a sharp increase in tax pressure, raised competition, a significant devaluation led to a temporary loss-making activity. Nevertheless, the company intends to enter several more countries of the African continent, because this region shows the largest increase in beer consumption, as well as East Asia, and the Gulf countries. For example, the beer exports rose by 60% in five months compared to the corresponding period of last year. High technological progress speed allowed the company to get numerous production and maintenance operations automated, and the enterprise keeps its plants equipment regularly updated. Today more than 5 thousand people are working for "OBOLON".

### Policy and social mission

The "OBOLON" strategy is aimed at satisfying the customers' requirements and expectations and thereby maintaining the leading position in the market for beer and soft drinks, with constant attention to the environment preservation and taking into account the interests of the relevant parties. An integral part of this strategy is continuous management system improvement meeting modern

standards requirements and correctly forecasting market trends. Healthy and safe drinks production, caring about people, and environmental responsibility - it's our company's main mission. "OBOLON" - is a company doing business responsibly, constantly improving production to minimize environmental damage. It has been successfully recycling its waste products. The company has developed a long-term waste recycling program under the CSR strategy. All processes at the corporation enterprises, including recycling, are cyclic and designed to optimize internal business processes. There is a line for recycling PETF packaging waste, launched in 2002. At first, the company only shred bottles into the so-called "Flex" - raw material for the manufacturing plastic goods, that were subsequently exported. Now it has established their own production of end products from secondary PETF: packaging tape, boxes, plastic chairs, etc. "OBOLON" processes more than 2.5 million plastic bottles per month. This is an example of an enterprise with a closed cycle of production: from securing the production of beverages by its own malt and other raw materials to the recycling of used PETF packaging, with the further production of finished plastic prod-



ucts. The OBOLON Corporation project "Recycling its own PETF-Tare" won first place at the annual Green Green Awards Ukraine 2012 international environmental competition in the industry's "Best Green" nomination.

#### Reasons to be proud

"OBOLON" was the first company in the food industry of Ukraine, to receive a certificate for the ISO 9000 quality management system. At present, the corporation has certified four management

systems (ISO 9000 Certificates, Quality Management System ISO 9001: 2015, Food Safety Management System ISO 22 000: 2005, Environmental Management System ISO 14 001: 2015, Occupational Safety and Health Management System OHSAS 18 001: 2007). And yet, "OBOLON" constantly passes audits from Ukrainian trading networks to confirm the quality of products and compliance with the standards. "OBOLON" produces a great variety of products, consumed by all segments of the population. The

company has received the №1 certificate of the State Property Fund of Ukraine in 1992, and today it is the only national company in Central and Eastern Europe among the main players of beer and non-alcoholic industry. "OBOLON" has taken the first place among the best employers who implement the principles of a fair gender policy. And according to a survey organized by Reputation Capital and HeadHunter, it ranked fifth among the Ukrainian companies with the best reputation as an employer. But the most important thing for "OBOLON" is to be honest, and to be true. The company believes in people with whom it works, "OBOLON", is a company whose shares belong to the employees. And workers do not just come to work, but brew Ukrainian beer they are proud of. Thanks to "OBOLON", true beer, known in the world is identified with Ukraine, with its sporting achievements, with freedom and the desire to build a strong country. For years, "OBOLON" has been one of the best known and recognized brands of Ukraine. ■

Written by Ganna Prudnikova





## Giant in the tobacco industry



General Director  
Oliver Kutz

*Imperial Tobacco is part of Imperial Brands international group of companies. The group focuses on the production and sale of tobacco and non-tobacco products: cut tobacco, cigarettes, cigars, pipes, cigarette paper and filters, and is the fourth largest producer in the world. Imperial Brands was founded more than 100 years ago in the UK. Today, the Group is represented in more than 160 countries around the world, with 44 factories and 35,000 employees. Imperial Brands includes Imperial Tobacco, Tabacalera, ITG Brands, Fontem Ventures and Logista.*

### Leader from the beginning

Imperial Tobacco has been operating in Russia since 1997. It's the fifth largest producer of tobacco products on the Russian market. The company is represented by the factory "Imperial Tobacco Volga" LLC in Volgograd and the company "Imperial Tobacco Sales and Marketing", with offices in more than 60 cities of Russia and its headquarters in Moscow. The total number of employees is 1,500 people. Imperial Tobacco's strategy focuses on the wise use of four key assets - broad international presence, a unique portfolio that encompasses all tobacco categories, strong brands and professionalism of staff. Thanks to the complex of these assets the company manages to maintain leadership positions in Russia and the world. In 2016, in order

to remain efficient and further build its capacity in a rapidly changing world, the company has developed and launched a special tool - Market Repeatable Model (MRM), which consists of 6 key blocks: 1) portfolio of brands, adapted to each market; 2) sustainable investments in brands; 3) strong pricing strategy; 4) corerange of strategic brands in all outlets; 5) tailored customer solution; 6) constant development through honest and accurate learning.

### Portfolio of brands and new products

In the Russian market, the company produces 259 types of products, including such world-famous brands of cigarettes as Davidoff, West, Parker & Simpson (P&S) and Jade, as well as MAXIM, the leading brand on the Russian market.

### FACT BOX



#### FULL NAME:

IMPERIAL TOBACCO RUSSIA

#### GENERAL DIRECTOR:

Oliver Kutz

#### INDUSTRY:

Tobacco

#### ESTABLISHED:

1997

#### EMPLOYEES:

1500

#### TURNOVER:

RUR 14.5 bln (GBP 191.5 mio)

[imperial-tobacco.ru](http://imperial-tobacco.ru)







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Among the available formats are: Super Slim, KS, KS Super Slim, Queen Size. The company pays much attention to the commodity portfolio: optimization of the assortment through the reduction of poorly sold commodity items, marketing research for its brands, analysis of sales and competitor activities. This approach allows to determine in a timely manner the dynamics of a product and form an effective strategy for the implementation and development of the company's products. Over the past few years, the Russian tobacco market has undergone significant changes. Changed preferences of consumers. Traditionally, Russia was a fragmented market with many local brands, but now consumers have switched to international brands offering good value for money. The structure of the market has also changed: the number of key accounts is growing, and now they account for 40% of the market. As a consequence, the availability of a wide range of commodity items has become ineffective. Networks have a limited range. Space on the shelves is designed for no more than 60 - 70 commodity items, while international manufacturers offer more than 400 products. For these reasons, in 2017 Imperial Tobacco implemented a global program to optimize the portfolio of brands. As a result of this program, 50% of the assortment portfolio, previously consisting of more than 100 products, was reduced. The strategy worked very effectively because it allowed the company to focus investments on brands. New product portfolio was based on in-depth marketing research, market analysis, and, mainly, consumer preferences. It was a huge cross-functional project, in which almost all departments were involved.

Today Imperial Tobacco operates in all regions of Russia and it took serious efforts to not only implement the project within the company, but also to bring the information to sales representatives and distributors. In 2017, the company launched the production of a new DUO format - with a filter with a capsule - for the P&S brand, SKS format - cigarettes 100mm long for MAXIM, P&S and West brands, as well as cigarettes for the new international brand Jade, which appeared on the Russian market in 2017.

#### Production process

Imperial Tobacco Volga is a tobacco enterprise of a full production cycle, founded in 1997. The capacity of the cigarette shop is 40 billion cigarettes per year and the capacity of the tobacco shop is 22,000 tons of tobacco per year. Production materials for cigarettes are supplied from Europe, Asia, Africa and Latin America. The main suppliers of non-tobacco materials are the countries of the European Union. The geography of suppliers of tobacco raw materials is wider, the enterprise cooperates with more than twenty manufacturers. The factory in Volgograd is one of the leaders in the field of robotics of production sites within the Imperial Brands group. Robotization and automation systems are implemented practically at all stages of the production process: automated supply of materials, delivery of semi-finished products to the next process in the production chain, stacking of blocks and boxes of cigarettes on pallets, various systems for automatic quality control of production process parameters and materials used. The factory uses the latest technological equipment of the leading international. The equipment suppliers

are German, British and Italian manufacturers. Management systems are mainly represented by German companies Siemens AG and Beckhoff. Cigarette machines produce up to 12,000 cigarettes per minute and each cigarette complies with the product specification. In addition, the systems for monitoring parameters and quality at the factory are built in such a way that the consumer, by opening every next pack of cigarettes for many years, can be sure that every cigarette in the pack will have exactly the taste that he likes, and that taste will remain unchanged. Equipment used at the factory allows to produce up to 600 packs of all shapes and sizes per minute.

### Advanced technologies and lean manufacturing

Among the advanced technologies used in the factory, it is worth noting laser printing, microwave density meters, automated optical quality control, ultra-precise scales, meters of diameter, hardness and chemical composition of products. In addition, thanks to the use of the latest generation of machines, the company has significantly reduced noise in the workplace and increased the safety of employees through the use of new lighting systems, access to moving parts of the machine and visualization of processes. The suppliers of equipment with which the company cooperates: HAUNI, GD, FOCKE, ITM, DICKINSON, CARDWELL. At the Imperial Tobacco factory in Volgograd, the LEAN program has been introduced for five years. It's a concept of lean manufacturing, which combines optimization in the production, supply, research and development function.



Lean production involves a fundamental change in the mode of operation and includes two basic elements. The first is the operating system (tools and operations), which helps to identify losses and reduce them to zero in all production processes. The second element is the employees who work with this system. Currently, the KAIZEN team, established on the basis of the production site employees, is engaged in maintaining the achieved phase of sustainable development. Employees were divided into six main areas of lean production: 1) loss reduction, 2) standard operating procedures, 3) short-interval control, 4) root cause analysis of emerging problems, 5) 5S + S audits, which is aimed at reducing losses, optimizing productivity in the workplace and compliance with safety,

6) optimization of transitions that help assess level of order in working areas and many others. Improvement of the overall efficiency of the equipment since the launch of the program was 14%, and losses of non-tobacco materials improved by 8%.

### Production plans for 2018-2019 and modernization of production

The production of the factory is mainly intended for the Russian market, at the same time the enterprise is the largest exporter of tobacco products from Russia and supplies to Azerbaijan, Kazakhstan, Serbia, Kyrgyzstan, Belarus, Armenia, Tajikistan and Turkmenistan. Modernization of equipment is an ongoing process. Every year the company invests in production, achieving higher efficiency and lowering technological losses. In addition, there are many projects aimed at reducing the impact on the environment, and this is one of company's top priorities. Imperial Tobacco uses energy-efficient lighting systems and has a system for monitoring energy consumption. The company repeatedly reduces the amount of waste to the landfill, and the percentage of recycled waste is increasing every year. Imperial Tobacco is one of the region's leaders in this direction. Among others, the factory has a system for submitting proposals for improvements, which is designed to increase the involvement and motivation of production employees. In 2015, according to the results of the annual large-scale survey conducted by specialists Superjob.ru, Imperial Tobacco received the title Attractive Employer and was recognized as one of the best employers of Russia. In 2018, it is planned to launch another program aimed at increasing the involvement of personnel in the management environment of the enterprise - the MBU project (mini business units), which is based on the creation of small associations of employees in order to achieve common goals for their group in the most effective way. ■

Written by Madina Turava





## Every action requires energy



General Director  
Andrey A. Rudskoy

**C**ompetent engineering and individual approach has become a prerequisite for today's market of distributed power generation. NG-Energo LLC aim is not to offer a "standard product" to the client, but to meet individual customer's needs. "NG-Energo" business profile starts from supply of power generating equipment and ends with designing and implementation of most complicated turned-key projects, qualified service and modern technologies. Company is going to develop power-generating sphere not only in Russia, but in neighboring countries and beyond.

### History of NG-Energo LLC

It all has started in October 4, 2004, when a team of young professionals creates its own company "NG-Energo". In 2005, company has signed an agreement with Cummins for the supply and maintenance of equipment. After four years of its existence, "NG-Energo" became the first General Electric dealer in the world in the field of sales, technical and service support for GE drilling motors in Russia and CIS countries. Together with the specialists of the Uralmash VNIIBT, a universal diesel power complex was developed based on Cummins diesel-generator sets with a total capacity of 4360 kW. Investments in the project amounted to more than \$ 1 million and the complex were launched into serial

production. In 2009, the first branch office was opened in Tyumen (55 employees) for service maintenance of power supply of fields. In 2010, the largest tender of LUKOIL PJSC for the construction of diesel power plant with a total electric capacity of 28 MW and a thermal power of 30 MW for the provision of energy at the diamond field in the Arkhangelsk region for has been won. Together with «LUKOIL-Nizhegorodnyy nefteproject», a reserve diesel power plant with a container capacity of 9 MW with a voltage of 10.5 kV for the port of Ust-Luga was designed. The company entered the rating of the 250 largest enterprises of the North-West District in terms of sales of products in 2011. And later in 2013 CJSC NG-Energo entered

### FACT BOX



#### FULL NAME:

LLC NG-Energo

#### GENERAL DIRECTOR:

Andrey Rudskoy

#### INDUSTRY:

Supply of power generating equipment

#### ESTABLISHED:

2004

#### EMPLOYEES:

1000

[www.ngenergo.ru](http://www.ngenergo.ru)





the Top-200 of the leading companies in the oil and gas sector of the Tyumen region, KhMAO-Ugra and YNAO. In 2015 a positive conclusion of the State Ecological Expertise was received for the project of the construction of an active decontamination station in the Gatchina district of the Leningrad Region. This is the first experience in Russia of using power generation facilities landfill gas operated and has a significant importance for improving the ecological situation in the region. NG-Energo LLC is the first Russian engineering company that concluded a 5-year Partnership Agreement with the Korean company Hyundai Heavy Industries in 2017. Every year power generation market dictates new quality in terms of work and service performance. Availability of company's own production capacities and electrical testing room as well as financial abilities and wide service program allow "NG-Energo" to meet the needs of every customer.

#### **Company's advantages**

Being guided by the complexity of the work, "NG-Energo" provides the whole range of services in the field of distributed power generation and energy in general. Company has its own created facilities, acts as a production company, a general contractor and puts the object into operation and continue to operate it. Proximity to the customer gives the opportunity to choose the optimal solution for the customer. In the end, company is striving to supply not just equipment, but to obtain solutions to those

issues and solving the problems the consumer has created. It uses advanced technologies in the field of distributed power generation, cooperates with leading scientific and design institutes, implements its own design solutions. "NG-Energo" is constantly improving, mastering new products and market segments. This is how it manages to achieve a great success and become one of the key enterprises in its industry in the Russian market.

#### **Main activities and technological capabilities**

The main directions of "NG-Energo" activity are complex design of distributed generation objects; supply of diesel, gas-piston power stations as well as distributed control system, transformer substations, switchgears, electrical and panel equipment; supply of power plants operating on heavy fuels fuel oil and complex gases (landfill, mine, pyrolysis and biogas); construction of power plants on the terms of general contract; service of constructed objects; operation by own personnel. To date, the company has its own production facilities located near St. Petersburg, project department, construction department and the regional service with an extensive warehouse network. The production of power stations of various capacities as well as standard and non-standard metal structures is carried out at its own production facilities. During 13 years of operation "NG-Energo" supplied power stations operating in vari-

ous regions of the country with various fuels such as associated petroleum gas, fuel oil, natural gas, diesel fuel with a total capacity of over 1200 MW. Among the main customers are enterprises of oil and gas industry, mining industry, railway transport, greenhouse complexes, infrastructure and social facilities.

### New technologies and modern equipment

“NG-Energo” cooperates with the world’s leading producers of generating equipment, such as Cummins Inc., Rolls-Royce, MAN, MWM, MTU, Hyundai Heavy Industries. In the greenhouse sector, “NG-Energo” works with Motoren Werke Mannheim (MWM), which specializes in design and manufacture of engines operating on natural and landfill gas, biogas, mine gas, associated petroleum gas. Joint solutions of “NG-Energo” and MWM are used for heating and power supply of greenhouse farms, and carbon dioxide released from engines is used for cultivation of natural crops. MAN Diesel & Turbo is a world leader in the production of high-power engines and one of company’s partners. “NG-Energo” is specialized in the implementation of energy projects “on a turn-key basis” and it implies the use of additional distribution equipment. In this area, the products of well-known world brands such as Schneider Electric and LG, as well as the leading domestic enterprises - JSC “Eltehnika” and the group of companies “Electroshield” (Samara) are used. Among the manufacturers of turbines, “NG-Energo” actively works with such companies as Rolls Royce, Siemens, MAN, Dresser, Rand, Solar Turbines, Gen-



eral Electric, Hyundai Heavy Industries, UDMZ, etc. To realize the customer’s needs, “NG-Energo” uses advanced technologies and equipment from world manufacturers, own developments and has many years of experience in operating generating equipment in Russia.

### Last implemented projects

In 2014 at the production complex of NG-Energo the hundredth jubilee diesel power plant Energo-D16 / 0.4KN20-01 was manufactured for use in railway transport. Energo complex for Severalmaz PJSC was built on a turnkey basis: all works, beginning with the design and completing the commissioning of the facility, have been conducted by “NG-Energo”. Another project was

designing a gas-piston thermal power plant with an electric capacity of 23.3 MW and a heat capacity of 120 MW for the municipal formation “Koltushskoye rural settlement” of the Vsevolozhsky municipal district of the Leningrad Region. The customer is OJSC GlavStroy-Complex, a construction company that is one of the largest construction companies in the region. In 2016 within the implementation of the import substitution program on the territory of “NG-Energo” the acceptance tests of the head model of the ENERGO-D1000 / 0,4UN30 container type power on the basis of the domestic engine (production of UDMZ) and a generator “Electroaggregat” have been carried out. The reception committee was attended by representatives of PJSC Gazprom as well as technical specialists of partner plants. In 2017 NG-Energo LLC completed works for the energy supply of special zones of the IV International Arctic Forum 2017 “The Arctic - the Territory of Dialogue”, which was held from March 29 to March 30 2017 in Arkhangelsk. A 1000 kW diesel power plant was set up for the “Reconstruction of the Sosnogorsky GPP”. “NG-Energo” supplied emergency diesel power plants for the facility “Construction of the South Kirinskoye field”. The diesel power plants of 1600 kW were installed for the facility “Construction of the Chayadinskoye oil and gas condensate field. ■



Written by Ganna Prudnikova



## The unique Russian manufacturer of equipment for oil production



Igor Vasiliev  
Executive General Manager

**A**lmaz Company is the sole enterprise in Western Siberia, which produces the serial complete submersible oil-field equipment and reservoir pressure maintenance systems. Almaz holds about 18% market share of the production of submersible equipment in Russia. The company carries out servicing of more than 9.5 thousand wells.

### Key points in company development

In 1993, the company was engaged only in the repair of submersible equipment and cable. Almaz organized the production of oil cable and magnet wire for submersible motors. The market dictated the need to create own production facilities. In 1999, company experts produced the first submersible electric motor (SEM). The company started issuing serial induction motors and new range of parametric engines. Professor Nikolai Yalovega was one of the developers. Since 2001, the company began producing electrically driven centrifugal pumps. In 2004, Almaz released first gas separator, which later entered the product range. In 2005, the Almaz specialists have developed a new design of the submersible cable KIFBP-230 having

heat resistance of the leaded cable, but compared to it twice lighter in weight, up to 30% smaller in size and easier to install. In 2007, the first in the world, the company's specialists have mastered the production of working bodies of electric submersible pumps (ESPs) from stainless steel. In 2009, Almaz began the production of pump modules with unsupported construction, ESP unsupported structures, equipment with stainless steel housings, shafts and couplings with involute compounds. A year later, Almaz added to the product range hydroprotection protectors of modular design, telemetry systems with self-diagnosis, Ni-Resist working bodies of ESP fourth type engine with a high voltage (2010).

### FACT BOX



#### FULL NAME:

LLC Almaz

#### GENERAL DIRECTOR:

Igor Vasiliev

**OPERATIONS:** Manufacturing and service of electric submersible pump for oil production

#### ESTABLISHED:

1993

#### EMPLOYEES:

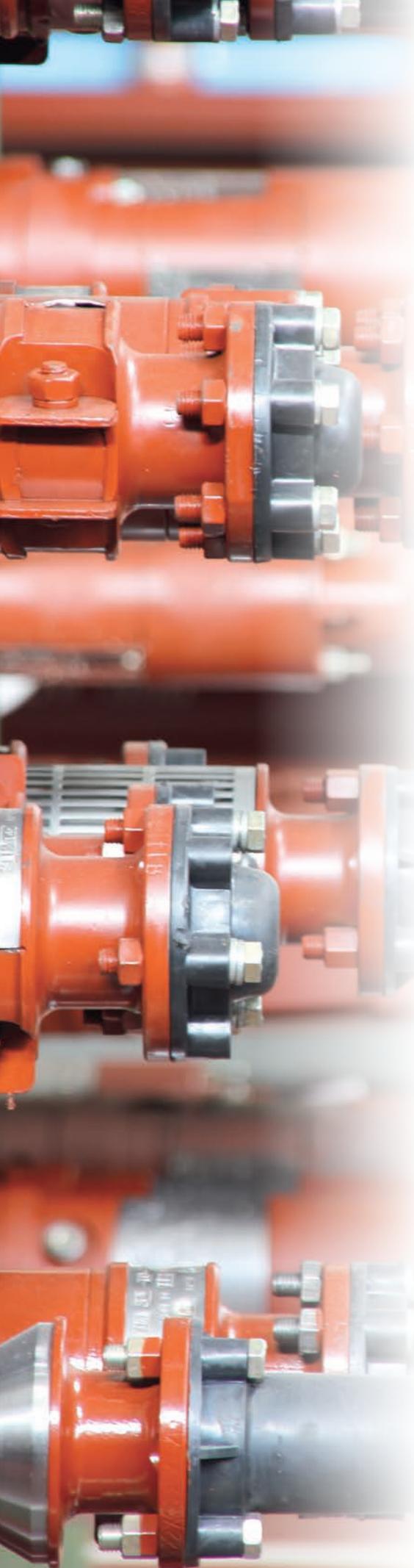
more than 2 500 people

#### TURNOVER:

more than 4 bln rub

[www.almaz-hmao.ru](http://www.almaz-hmao.ru)





### **The main directions of activity and the product range**

The company produces and maintains the series of complete submersible equipment for oil recovery, reservoir pressure maintenance systems: the submersible motors, submersible pumps, gas separators and gas stabilizing modules, protectors and additional modules, extension cables, telemetry systems. In order to increase oil production from low-yielding wells, as well as involvement in the development of upstream and downstream oil-saturated reservoirs and recover previously dormant wells the company designed and produced the installation of 2A dimensions electrically centrifugal pumps with body diameter of 69 mm. Almaz conducts work on introduction of hardware in 3A envelope, SEM with 140 mm hous-

ing diameter, high thermal manometry systems (TMS). At the moment, the company employs more than 2.5 thousand specialists of different professions. Training is carried out directly in the company. Almaz is making every effort to secure work. The company creates the necessary conditions, monitors the status of the health of workers and carries out orders on time. Today the Almaz is successfully competing with such world-known manufacturers of submersible equipment as Schlumberger, Baker Hughes, Production Company Borets, JSC Novomet-Perm, Rimer Group, BENZ Group and other manufacturers of full-packaged units for oil and manufacturers of spare parts and accessories.

### **New investments**

Based on the monitoring of oil conditions highlighted the key challenges





faced by the oil industry should be understanding problems. In the modern petroleum engineering the production of reliable equipment is not enough, as the market dictates the need to create more energy-efficient installation, increase the range of products and restore the work of idle wells. The company continues to search for new solutions, conducting scientific research, bringing



to market new technologies in the fight against the formation of aggressive liquids, temperature extremes, viscous oil, and others. Currently Almaz established immersed oil supply of equipment on the market of Kazakhstan, agreed delivery of equipment and subsequent maintenance on the Iranian market and now negotiating with other oil companies. Production plans of the company in the 2017 - 2018 involves the provision of

services, services for modernization and overhaul of equipment ownership of new customers, increase in terms of use of equipment failures, the preservation of value for money for oil companies in the world financial crisis.

### Achievements and future development plans

Due to the accumulated experience over many years of cooperation with the institutions, developers of equipment for petroleum engineering, compliance indicators of prices of ownership, quality, terms of rendering of services the company managed to achieve great success and become one of the key enterprises of the industry. Quality Management System certified by the company since 2006, has repeatedly passed the recertification. Almaz is trying to be more consistent with the requirements of a modern regulatory documentation, the expectations of different customers, to provide feedback. The Environmental management system and Occupational safety and health management are certified since November 2010. Almaz intended to improve the ecological status of the production processes, conserving natural resources, reducing the amount

and concentration of the harmful emissions. The equipment of the company meets the requirements of the Customs Union. Almaz ranks second in the technical rating among the service companies serving the Rosneft. The company has a complete production cycle, from the development and production of materials to the delivery of the equipment with the subsequent service. The products of the company are in 95% made up of components and parts manufactured in the own production facilities, providing high quality and reliability of components and assemblies. The company is involved in import-substituting technologies. The technical thought of the company experts allows Almaz to compete successfully, which makes company management really proud of the achievements and feel self-sufficient. ■

Written by Madina Turava



## Highly specialized products and services are key to successful business



CEO  
Titberiya Oleg Ilikovich

**E**stablished just 15 years ago, CJSC SMM has become the leading manufacturer of heavy lifting equipment for various industries. Recently, the company started to focus on a new business venture which is transportation of oversize and extra-heavy cargo along the Northern Sea Route. In an interview for *Manufacturing Journal*, the general director of CJSC SMM, Oleg Ilikovich Titberia, shared the behind-the-scenes moments of this successful company.

### Company profile

CJSC SMM was founded in 2002 by Oleg Ilikovich Titberia. In 2004, within the program of import substitution, the Federal Agency for Marine and River Transport tasked the company with creating domestic reloading equipment capable of competing with the best foreign equivalents. As a result, CJSC SMM designed a range of gantry cranes with carrying capacity from 10 to 200 tons, corresponding to the needs of Russian ports and industrial enterprises. The first crane was put into operation on the territory of PJSC Murmansk Sea Trade Port. Over the next ten years, the company continued expansion of the model range and increased the amount of manufactured

equipment. In 2015, CJSC SMM started to implement new state tasks. The company began to manufacture ship cranes with a carrying capacity of up to 100 tons and to design floating cranes with a carrying capacity of up to 1,000 tons. Today, CJSC SMM has its own research, design, engineering and service departments, which ensure maximal control of the whole technological life cycle of the equipment. For the last 15 years, CJSC SMM has remained the leader in the market of gantry cranes carrying out 80% of all orders. One of the most frequent questions that the general director of the company, Oleg Ilikovich Titberia, receives is, "How to maintain and constantly strengthen the positions won

### FACT BOX



#### FULL NAME:

CJSC SMM

#### GENERAL DIRECTOR:

Oleg Ilikovich Titberia

#### OPERATIONS:

Heavy lifting equipment for various industries

[www.zaosmm.ru](http://www.zaosmm.ru)





in the competitive struggle in the conditions of a market economy?" His answer is simple, "Work honestly."

### Production

CJSC SMM specializes in designing, manufacturing, installation and servicing of heavy lifting equipment for ports, transport terminals, shipyards and industrial enterprises. The company produces portal cranes series such as Strizh, Aist, and Vityaz and mounting cranes SMM-1500 and SMM-4500. These cranes are characterized by high grab and hook mode capacity and large boom radius. SMM also produces gantry cranes such as gantry reloading cranes BARS, gantry container cranes BARS-K, and gantry mounting cranes BARS-M. The product range of the company includes balance hydraulic crane-manipulator KMB-240, mobile harbor crane Peresvet 40-100 as well as lifting equipment for hydraulic engineering constructions. CJSC SMM supplies equipment for leading Russian and foreign transport companies, industrial and stevedoring companies such as PJSC Murmansk Commercial Sea Port, Sea Fishing Port LLC, Novorossiysk Commercial Port Group, Sea Trade Port of Ust-Luga JSC, JSC Seaport of St.

Petersburg, JSC Vostochny Port, JSC AL-ROSA, PJSC Severstal, JSC Uzavtosanoat, JSC KazTransOil, Riga Commercial Port and others. One of the latest key projects of CJSC SMM is the supply of two portal full-turn electric cranes of the Vityaz series with the articulated boom system for Murmansk transport branch of PJSC MMC Norilsk Nickel. Currently, the Vityaz cranes are the most powerful in its class and belong to the latest generation of handling equipment. While having an external resemblance to previous versions, the updated cranes are distinguished by carrying capacity, a large load moment and improved performance of loading and unloading. This crane has a wide variety of technological possibilities. The maximum lifting capacity of the crane in the clamshell mode is 32 tons, the maximum lifting capacity in the hook mode is 80 tons. The updated cranes show increased lifting height of cargo: in the hook mode it is 34 meters, in the clamshell mode - 29 meters. This allows the cranes to ensure loading of ships with a high side walls of Panamax and Capesize type, with a capacity of up to 5,000 TEU. Like all lifting equipment manufactured by CJSC SMM, these cranes have individual technologi-

cal features determined by their operating conditions. They are intended for handling of containers and can be used with two types of controlled spreader. These spreaders equipped with a load-leveling function and six side flippers dropping in pairs designed for 20- and 40-foot containers. The lifting capacity of the cranes allows loading of containers with a weight of up to 40 tons on the entire reach of the boom. The work of two new portal cranes of the Vityaz series will enable the Murmansk transport branch of PJSC GKM Norilsk Nickel to significantly increase the intensity of transshipment of container cargo. The characteristic feature of the crane control system is that it allows to reduce energy costs due to recuperation. The design of the movement mechanism is based on the principle of direct drive of the last generation, without the use of external gearing, which significantly increases its reliability and maintainability.

### New business venture

In the recent years, CJSC SMM is developing a new line of business in the field of sea cargo transportation. Today, CJSC SMM is the only company in Russia that has experience in organizing transpor-



tation of oversize and extra-heavy crane equipment along the Northern Sea Route. In April 2016, the company won an international tender for the organization of transportation of two assembled container loaders from JSC Petrolsport (port of St. Petersburg) to OOO East Stevedoring Company (Vostochny Port). This special project required coordination of a number of activities including the development of documentation for the preparation of equipment for sea transportation, the estimation and production of temporary elements for reinforcing steel structures, the calculation of loads during loading and unloading, placement and fastening on board of the ships. All activities were carried out within the shortest possible timeframe. By the end of October 2016, the equipment was loaded to a specialized vessel that successfully docked at the port of

destination 31 days later. "This transfer operation is unparalleled on a global scale and is unique in many respects," says Oleg Ilikovich Titberia. "First of all, it presents an increased complexity as the transported objects include large-size, heavy cargo, their total weight exceeding 1600 tons. It is important to note that this type of equipment is not intended for loading by means of vertical crane Lo/Lo method. However, SMM specialists found a solution for loading re-loaders with the selected method by means of complex engineering and design estimations." The ship navigated the Northern Sea Route in a caravan under the guidance of an atomic icebreaker. High professionalism of the specialists of CJSC SMM ensured successful implementation of the project. In April 2017 specialists of CJSC SMM completed the transportation of three portal cranes of

the Vityaz series from Temryuk sea merchant port to PJSC Novorossiysk Commercial Sea Port. Transportation was carried out by sea. Huge 56-meter cranes were installed on a barge using the rolling method and fixed on the deck with the help of 88 cables each. The barge was previously equipped with special rails. The operation was carried out in two stages and became one of the most complex projects implemented by CJSC SMM over the past few years. Installation of each crane on the deck took from 7 to 10 hours. The forage of the barge was connected to the berth by the ramp, along which the cranes were transported under their own power. At that time, a continuous process of ballasting was under way, the ship's pumps were pumping water into the bow tankers to maintain its stability. The way across the Kerch Strait from Temryuk to Novorossiysk in early April is characterized by heavy weather conditions for navigation such as high wind speeds, fast current, and strong waves. To ensure maximum safety two tugboats joined the barge with cranes and the tug SOMERI at the entrance to the strait. Portable cranes of the Vityaz series with articulated boom system, delivered to PJSC Novorossiysk Commercial Sea Port, belong to the latest generation of handling equipment and fully comply with the requirements imposed by operators of sea terminals for the performance and reliability of heavy port lifting equipment. The three new portal cranes Vityaz will allow PJSC Novorossiysk Commercial Sea Port to increase the intensity of handling of bulk and general cargo. CJSC SMM makes a great technical and industrial contribution to various branches of the Russian civil industry by supplying modern heavy lifting equipment. The key to the exceptional reputation of the company is the proven high quality, reliability and efficiency of the products, the continuous improvement of technology and the creation of new models of cranes. That is why the products of CJSC SMM enjoy high demand among Russian and foreign customers. ■

Written by Helena Rožko





## The future of electro-technical industry of Russia



CEO  
Lyudmila Nekrasowa

**J**SC "Contactor" is one of the largest factories of the electro-technical industry in Russia. High-quality products of the plant are used in all leading enterprises of energy-intensive industries of Russia and the countries of near and far abroad. Since 2007, the company has joined the Legrand group of companies, one of the world's leading manufacturers of electro-technical products. The Group has sales offices and production facilities in more than 60 countries, on which are employed about 33 000 workers. How will surprise the company in the near future - read further in the article.

### Company's milestones

The Ulyanovsk plant "Contractor" was established in November 1941. One of the key steps in the development of the plant "Contractor" was a switch to the production of low-voltage equipment. Production of low-voltage equipment at the new enterprise was started in 1942 with automatic switches. During the Great Patriotic War, the plant mainly manufactured electrical equipment for the defense industry of the country, as well as products for the chemical and fuel industries, metallurgy, machine building, power engineering and machine-tool construction. In 2003, the quality management system was implemented in the company, corresponding to the requirements of GOST R ISO 9001-

2001, which guarantees the reliability and operational safety of the plant's products. Compliance with the standards' requirements of the enterprise provides the required level of quality at all stages of production, storage and shipment of products. Since 2007, the company has joined the Legrand group of companies, one of the world's leading manufacturers of electro-technical products. For the production of the traditional circuit-breakers, with the support of the Legrand group in the range of plant's products were added KPRO series. Each year, 5% of the sales volume of the group is investing in research and development, which are based on innovation and external growth. Products issued by the "Contactor" are compliant

### FACT BOX



#### FULL NAME:

JSC „Contactor“

#### GENERAL DIRECTOR:

Lyudmila Nekrasowa

#### OPERATIONS:

manufacturer of specialized industrial instruments

#### ESTABLISHED:

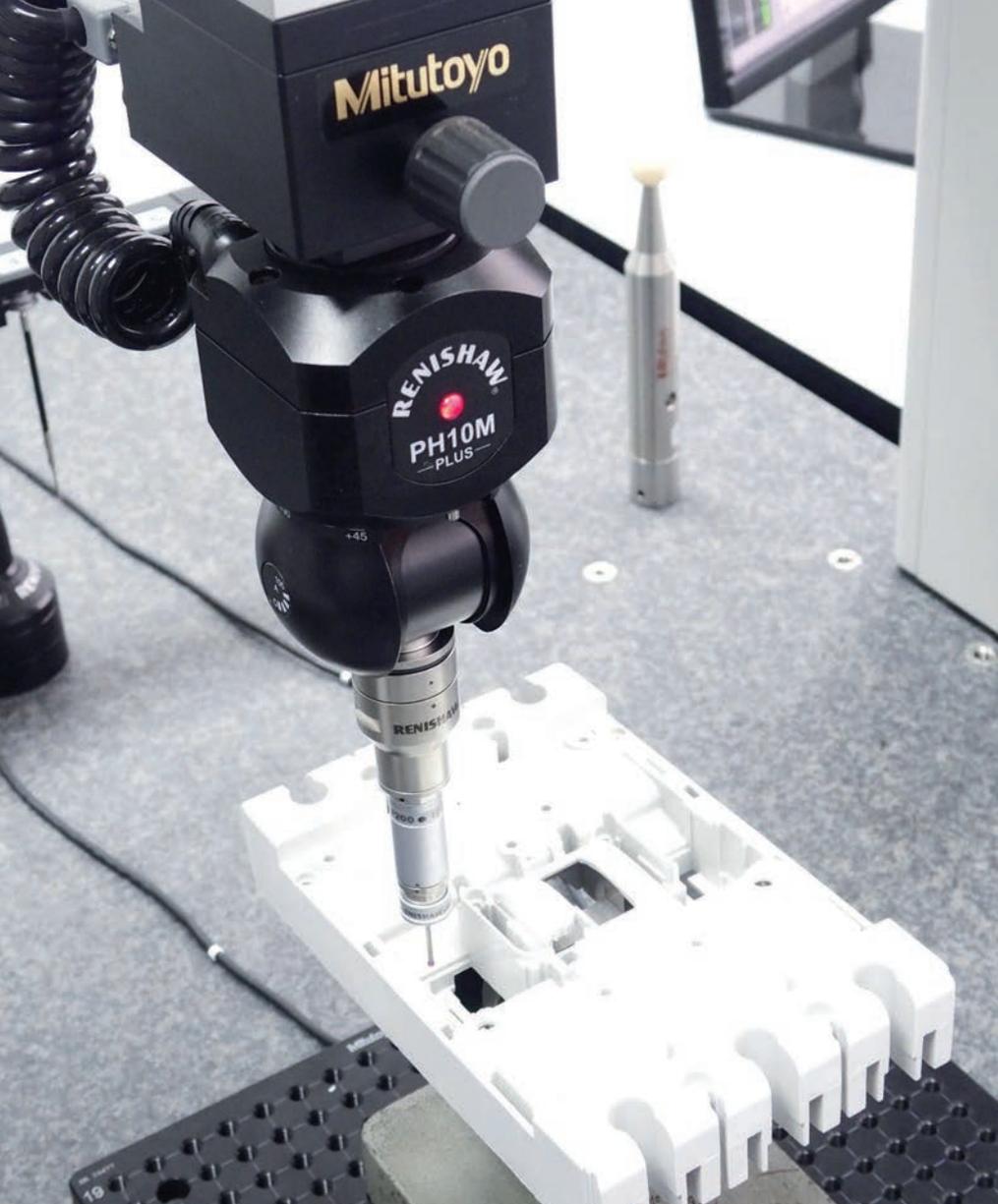
1941

#### EMPLOYEES:

700

[www.kontaktor.ru](http://www.kontaktor.ru)





with the relevant Russian and international standards. JSC "Contactor" effectively cooperates with the design and manufacturing companies to introduce new products, provides consulting services for the development of technical solutions, the use of products, wiring and commissioning.

### The range of products

Company's products are fully adapted for all industries. JSC "Contactor" produces electrical products for all types of power plants (thermal, hydroelectric power stations, nuclear power), variety of industries and consumer applications. For example, in 2016 the products of "Contactor" were installed for substation of Information and Computing Center of JSC "Russian Railways" in Moscow, for refinery station "Lukoil" on the island of Sakhalin, for the residential complex "Tokyo" in St. Petersburg, for sanatorium "Rus" in Sochi and for other buildings.

Product range of "Contactor" includes:

- Circuit breakers PROTON NORD (VA50-45Pro) – introduced in 2016;
- Circuit breakers VA57-35 for currents up to 250A – introduced in 2016;
- Circuit Breakers Electronic Pro for currents up to 6300 – introduced in 2015, which should be fully replace the 2016 obsolete electronic;
- «Kpro» modular line of equipment - VA47-063Pro, VA47-100Pro, RCD-100Pro, BP-063Pro, 063Pro RCBOs-on currents up to 100 A;
- a series of circuit breakers "Kpro" - VA04-3 \* Pro for currents from 16 to 250A, VA50-39Pro for currents up to 630A, VA50-43Pro for currents up to 1600A and VA50-45Pro (PROTON) for currents up to 6300 A;
- traditional low-voltage circuit breakers for currents from 40 to 2000 A series VA, A3790, A3790U, AV2M;
- switches and disconnectors RE19 and B61 for currents up to 5000 A;
- lockers of backup power input control.

### New products

Circuit breakers VA57-35 series for currents from 16 to 250 A, intended for the current in the normal mode and turn off the current at short circuit, overload, undervoltage, as well as for infrequent operations on and off of electric circuits and are designed for use in electrical installations with rated voltage up to 690 V AC, 50 Hz and 60 Hz. Breaker VA57-35 developed in conjunction with the Group's development center Legrand in Italy, in 2015. Features - modular design, overall dimensions - adapted to the standards of Russian production, with the adjusting screw on the body of the circuit breaker VA57-35 it is possible to consider installing of an overload protection (I<sub>r</sub>) 0,8; 1 In and short-circuit protection (I<sub>i</sub>) 5; 10 In. Circuit Breaker "Electron-Pro" - is a modern, ready-to-use product designed to replace the historic circuit breakers series "Electron" without replacing the control cabinets and perform complex work on the reconnection of electric cables and busbars. This method of substitution provides a number of obvious economic advantages over full replacement switchgear, because it does not require repairs, disconnection of consumers for a long time. The uniqueness of the plant "Contactor" is that it is a developer and manufacturer of circuit breakers and circuit breaker series of "Electron" was a key product in the Soviet economy. Today, the manufacturer of "Contactor" - a unique expert in the field of circuit breakers, which made tens of thousands of "electrons" for currents from 250 to 6300 A. The circuit breaker "Electron-Pro" - is not just replacing the historical leader of the market, "Contactor" used years of experience and knowledge of the enterprise





team of expert to implement new current project. Withdrawable circuit breakers "Electron-Pro" is fully adapted to the respective GCC, established in cell NKU cabinet at no additional cost on busbars. Installation is carried out in the existing GCC on the principle of "dismantling the old - established a new". «Contactor» systematically introduces new advanced products. Among the novelties is Proton "Nord" for currents up to 5000 A, operating at temperatures up to 50C. It is specifically designed for operation in the climatic conditions of the northern part of Russia. Used in extreme circumstances, which require high reliability. Circuit breakers PROTON NORD (VA50-45Pro) 5000 A are intended for current in normal mode and switch off at the current

short circuits, overloads and undervoltage and are designed for use in electrical installations for nominal voltage 690 V AC, 50 60 Hz. Proton "Nord" has been tested in laboratories ITSEO at JSC "Contactor" in Ulyanovsk and in the test center on the Italian factory Legrand group in Bergamo. Proton 16 (VA50-45Pro) up to 1600 A – the novelty of 2017. It is a new type of compact circuit breakers with high efficiency, designed to participate in a low budget cost of the project. Circuit breakers PROTON 16 (VA50-45Pro) 1600 A are intended for current in normal mode and switch off the current short circuits, overloads and undervoltage and are designed for use in electrical installations for nominal voltage 690 V AC, 50 60 Hz. Complementing the de-



vice accessory kit - shunt trip, closing coil, undervoltage, the drive motor for spring charging. Proton 16 for currents up to 1600 A, made in fixed and withdrawable versions. It meets the requirements of the technical regulations of the Customs Union TR CU 004/2011 "On safety of low voltage equipment".

### Modern equipment

The factory is equipped with modern machines and all the necessary equipment for the products manufacturing. Product assembly is carried out on special assembly lines equipped with test facilities for quality control at all stages of production. Thus, the level of defective machines in production is reducing. All items for the products are produced on their own equipment. Beside of the Russian market, "Contactor" implements its activities in the CIS countries and abroad. At the moment, about fifteen hundred professionals are working in the enterprise. For 2017 – 2018 are planning the construction and commissioning of the "Contactor" new plant in Ulyanovsk, modernization of equipment, production of modern equipment that meets all the specific requirements of the Russian and foreign markets.

### Fair business – the way to success

JSC "Contactor" is a modern enterprise, producing high quality products for customers for the Russian and foreign markets. For company are also important relationships with partners. When working with distributors and panel board producers, "Contactor" adheres to the "Code of Conduct" specially designed for the legitimate business management. Distribution of honest ways of doing business is part of the ongoing commitment to the development of respect for company's customers, suppliers and business partners, as well as to the care of their involvement in any commercial activity that may be incompatible with the business ethics. Ethical behavior in business is one of the fundamental values of Legrand group. Reaffirming the commitment of the Legrand Group requirements of compliance and good business practices, and sharing and supporting the general principles of the initiative Russian distributors related to ethics, "Contactor" holds the reputation of a strong and honest partner and developer. ■

Written by Ganna Prudnikova



## Focus on experience, innovation and future



President  
Dmitrii Zlobin

**T**opol Group is a large and diversified industrial group working within Russia, CIS countries and Europe. Company's business interest area includes production of special oil and gas equipment, industrial equipment, domestic appliances and home water heating appliances, furniture, baby and juvenile products manufacturing, construction and development, woodworking. Topol Group also runs several own brands.

### Milestones in the company's development

The history of the company began in the distant war years. More recently, in documentary evidence it was discovered that in 1941 the structure of the Votkinsky industrial complex included mechanical and carpentry workshops. In 1963, on this basis, the largest production of baby carriages in the Soviet Union was started. In 1993, the Trading House Votkinsky Zavod was founded and several productions were launched at once: production of oil and gas equipment, metal processing, mass production of household appliances and goods for children. In 2011, a new construction business was launched. A year later, a complex for deep wood processing and a timber woodworking complex with a

separate territory and specialized equipment was allocated to an independent enterprise - Votkinsky Woodworking Plant. In 2014 in Elektrogorsk, Moscow region, a furniture factory was launched, which in 2016 became the largest manufacturer of nursery and children furniture in Russia and CIS countries. In the same year, the company's representative office was opened in Germany and sales of products under Polini kids brand across Europe began.

### Strategic potential

The company has a unique potential: a wide range of items produced on three factories, which are specializing in various materials, enables customers to get a high-quality, innovative products that

### FACT BOX



#### FULL NAME:

Topol Group

#### PRESIDENT:

Dmitrii Zlobin

#### OPERATIONS:

Consumer goods

#### ESTABLISHED:

1941

#### EMPLOYEES:

about 800

#### TURNOVER:

100 million euro

[topol.ru/en](http://topol.ru/en)





are highly demanded by the market. A very important factor from the investment point of view is the technological equipment: the company uses the latest high-speed machinery from the leading European manufacturers, which makes it possible to produce large volumes in a short time. In addition, human potential is of great importance. Nearly 800 people employed in the industry have vast experience and unique knowledge. They are ready to develop; to take on the

challenges of a new highly competitive market in order to continue to meet the changing demand of the target audience. The basis of the company's success are high-quality, functional and affordable products, widely represented in all regions of Russia, CIS countries and Europe. The products are presented in various price categories: a wide variety of collections for nursery and children's room gives customers the choice of design, functionality and product range.

Flexibility of production and huge technological, human and marketing development potential are also an important basis for further growth.

### **Main products**

Topol Group is a diversified business. In the sphere of the company's interests are development, production, implementation and servicing of the following products under own brands: goods for children, equipment and services for the oil and gas industry, equipment and services for the metalworking industry, design and construction of buildings and structures, woodworking. The fastest growing categories are furniture for newborns and teens, juvenile products, household appliances, stop valves for oil refineries and centrifugal pumps to maintain reservoir pressure (PAP) as part of pump units used in oil fields. Almost half of the range of products for children is exported to the CIS countries, to Western and Eastern Europe (Germany, Austria, Switzerland, Netherlands, France, Great Britain, Italy, Poland and others) and China. The company's products have European Quality and Safety Certificates, and the Quality Management System is certified according to the international standards. The company



itself and its products are nominees of various awards and winners of competitions: the company has repeatedly won the annual National Award 'Golden Teddy Bear' in the field of goods and services for children and received several awards from the project Parents' mark. This recognition is the most valuable for the company, because it was chosen by those for whom it works. Votkinsk Industrial Company was also awarded in the Republican contest Brand of Udmurtia and the Union of Oil and Gas Producers of Russia awarded the Engineering and Technical Center with the title Best Service Company of Russia.

### New investments and further growth

In 2016-2017, Topol Group focused on the development of goods for children. The company launched the new Polini kids brand and introduced it on the international market. In early 2017, the first licensing contract was signed with Disney, which includes a wide range of products using various franchises, and in September the products appeared on the shelves of the largest specialized chain stores, hypermarkets, regional distributors and in the largest online stores. The company actively participates in specialized exhibitions around



the Middle East. In addition, it plans further development of Polini as umbrella brand, uniting several subbrands: Polini kids (in cooperation with Disney), Polini Home and Polini Sport. To keep pace with the changing market, the company is focused on the launch of new categories of safe products of a highest quality, and on the development on the international markets.

ness, remaining socially responsible. Most of all, Topol Group values the status of a reliable partner and supplier of high-quality, safe, market-demanded products at an affordable price. Over 400 customers all over the world have been working and growing with the company for many years. Topol managed to revive the largest production in Russia and, moreover, to bring its brands to the international market. In the company's portfolio there are already more than 1500 products in absolutely different segments of different markets. Topol Group is proud of the fact that the Russian products are competitive and trusted by millions of consumers, with whom the company shares the most emotional moments of life. ■

Written by Madina Turava



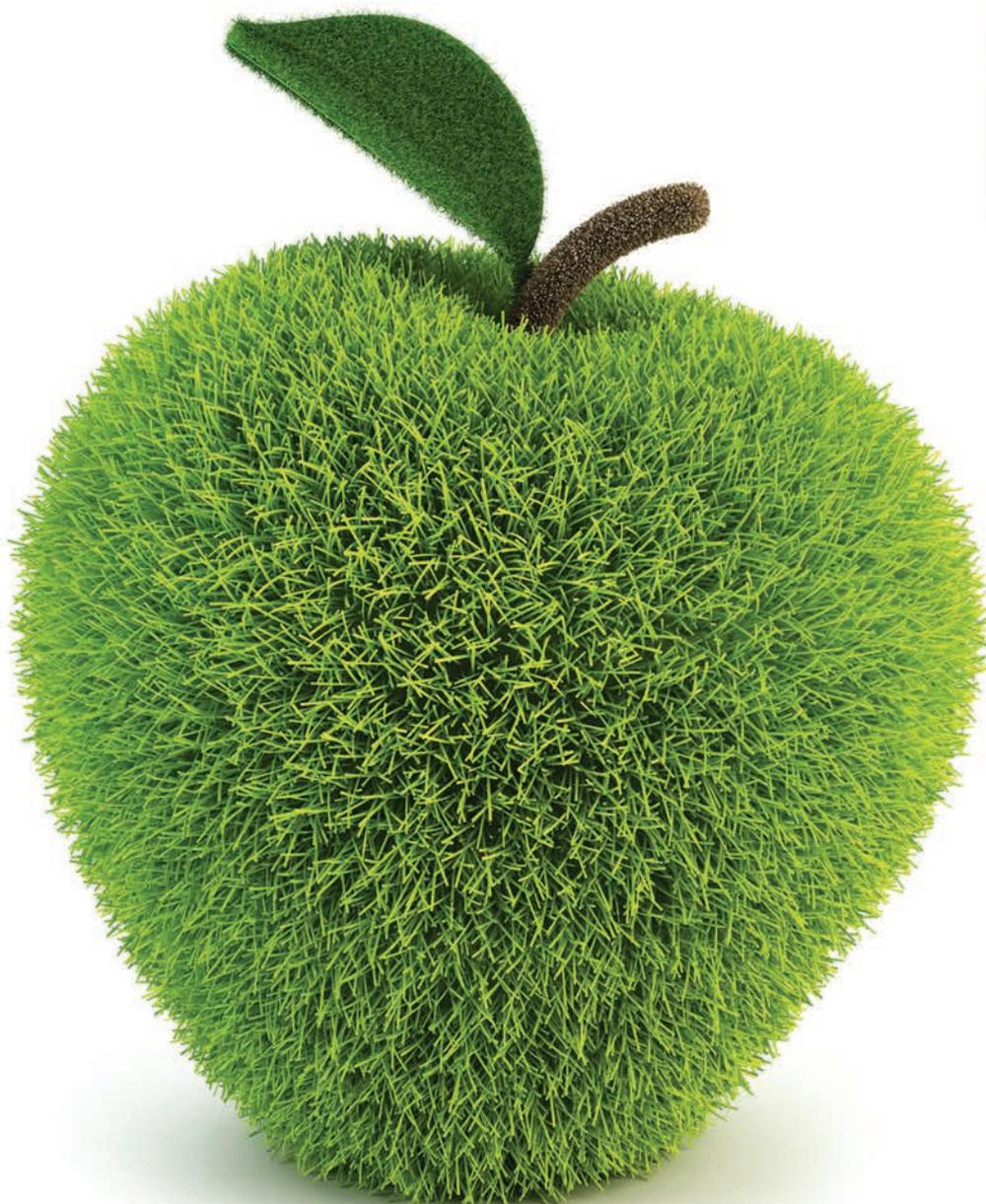
the world, presents new product collections, constantly works on improving the quality and functional characteristics. In addition, Topol Group began the production of other furniture: kitchens, hallways, living rooms, office furniture. In the next three years, the company plans to concentrate on the markets of the US and China, Latin America, Africa and

### Vision and values

The company sees its mission in the effective usage of its background, experience and manufacturing capability in order to supply different markets with high quality products. Its goal is to become the best and the most respected company on the domestic market, be the leading supplier in each of its busi-



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