

Erhardt+Leimer and Nireco sign a cooperation agreement

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High-tech company opens up new, excellent opportunities for growth in Asia

The international Erhardt+Leimer group of companies with its Head Office in Leitershofen near Augsburg and the Japanese long-established company Nireco with its Head Office in Tokyo signed a cooperation agreement in early February.

The two technology specialists join their forces under the motto “Two Leaders – Customer Focus – Combined Strength”.

Combined strengths for higher customer satisfaction

By means of the cooperation the two partners combine their biggest strengths. While Nireco brings to the alliance its unique position in the Japanese market, its excellent reputation and customer relations that have grown over the years, Erhardt+Leimer provides highest technological standards in the fields of sensor, drive and control technology.

Erhardt+Leimer operates in various industries including the textiles, printing and film industries, paper and tire manufacturing and the production of corrugated cardboard and batteries. Nireco manufactures products for the metal industry as well. In this market segment, Nireco and the American subsidiary of E+L have been cooperating in sales for several years now.

In a first step, the new partnership is limited to selected industries, which are the printing, paper, film, hygiene and energy industries as well as battery, electronics and paper production. In future, these selected industries will be provided with high-tech Erhardt+Leimer products for web guiding, web tension and web control via the sales channels of the Nireco Corporation.

It is the companies' common goal to meet customer requirements in the Asian region, in particular in Japan, to an even greater extent than in the past by combining their core competences.

Unique growth potential

The strategic alliance with Nireco creates an enormous growth potential, offering the chance for E+L to take an outstanding position in the Asian market in the future.

For Erhardt+Leimer the partnership does not at all mean a new entry in the Japanese market. The business relations of the company date back to the 1980s when Erhardt+Leimer first started to sell its products via a cooperation partner. Later, in the year 2000, E+L founded its own subsidiary with its Head Office in Yokohama.

The Japanese subsidiary remains an important component within the network of the E+L group of companies, but will focus more strongly on the industries not comprised by the cooperation agreement, which are the textiles, tire and rubber industries as well as the corrugated cardboard production.

“This new cooperation opens up enormous possibilities for both companies. Those who know Japan and its high quality requirements for industrial products understand that



combining the forces of Nireco and E+L will bring a strategic advantage in competition. Japan is one of the world's biggest and most innovative national economies – achieving a strong position and utmost customer satisfaction in the Japanese market must be an integral part of a globalized company's corporate strategy", emphasizes Dr. Michael Proeller, CEO of the Erhardt+Leimer group of companies.