

ASIA - ANOTHER BIG MARKET FOR SCM GROUP

A huge order worth 15 million Euros, the inauguration of the new Kuala Lumpur branch, our participation in the next Interzum Guangzhou: once again the industrial group, leader in technologies for wood and the furniture industry, interacting successfully with manufacturers the world over - China and Asia included.

Obtaining success on all the markets of the world: a privilege for an industrial group that designs and produces technologies to meet the needs of both large-scale companies and the smallest artisan workshop. Worldwide, interacting with a variety of cultures and requirements.

This is the key to the commitment Scm Group has demonstrated and the success it has obtained in China and all across Asia. A notable order worth 15 million Euros has recently been signed with a large Chinese industrial group. Turnkey systems (highly automated lines, but also traditional machines) that will be installed in three production units - one for furniture making, another for constructing hollow-core doors, and the third for the painting processes.

*“And it was precisely our versatility and thorough knowledge of every process, our ability to offer our customers the most advanced production lines and yet, at the same time, more traditional technologies, that won us this major contract”, said **Marco Rampichini**, Scm Group manager for Asia and Oceania. “Without forgetting the quality of our service: 35 technicians who know every Scm Group solution inside out.”*

OUR PRESENCE IN CHINA

The presence of Scm Group on the Chinese market dates back to 2004 in **Shenzhen**, the headquarters and logistics/production site where 65 people are now employed. It's here that a range of processing centres specifically designed for the Chinese market are produced, in a plant that doubled its size in 2014. In **Shunde** (near Guangzhou) and **Beijing**, Scm Group has showrooms and sales offices covering the other areas of this great country.

*“In China, Scm Group is seen as being able to offer highly competitive technologies of the highest level” explains Rampichini. “A leadership that we've obtained thanks to our **processing centres** in particular - both those we produce locally and those that arrive from Italy. **Edgebanding** is another area doing very well, and in fact China is Stefani's most important foreign market, but also **window frame technologies**, where our group's know-how and experience enables us to be the main player in the*

*manufacture of **highly productive and flexible integrated lines**, like those created for ITD Group - one of China's foremost producers of doors and windows. This part of the world, like others, is seeing a strong increase in the request for processing centres and solutions for automating the production processes, given the growing labour costs."*

*"We're noting a growing interest in highly automated packing lines. The plant of our leading customer in the furnishing sector - QM (www.qumei.com) - is fitted out with the entire range of Scm Group technologies, and has to manage 1500 different boxes. **CPC's new, automatic packing line** has enabled a reduction in the number of staff and in the space given over to box assembly."*

NEW PREMISES IN MALAYSIA

Examples of success that will see further significant moments in the coming weeks. Beginning with the **new Kuala Lumpur site** in Malaysia (alongside the Singapore offices and various sites in China), for a local market interested in Scm solutions for small and medium-sized companies; machines like the "Tech Z2" entry level processing centre, the "Cyflex" vertical borer, the "Olimpic K560" edgebanding machine, and the "Pratika" processing centre with nesting table.

INTERZUM GUANGZHOU

Technologies that will, of course, be at the heart of the next **Interzum Guangzhou** (28 March – 1 April 2015), where the SCM Group display area will be focusing in particular on numerical control technologies and the notable development of **software**. **Xilog Maestro** (the CAD-CAM interface for the group's processing centres) and the new application **Maestro 3D** will offer the chance to draw in 3D and see a 3D preview of what the machine is producing. Great strides forward, illustrating just how much the software is the keystone of technological innovation, conditioning the "user friendliness" of the latest technologies that are increasingly within reach of every company and the driving force behind new opportunities.

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